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[www.wqtcfm.com](http://www.wqtcfm.com)

THE ROCK ON THE SHORE.  
WQTC - 102.3 FM

# overview



the best classic rock

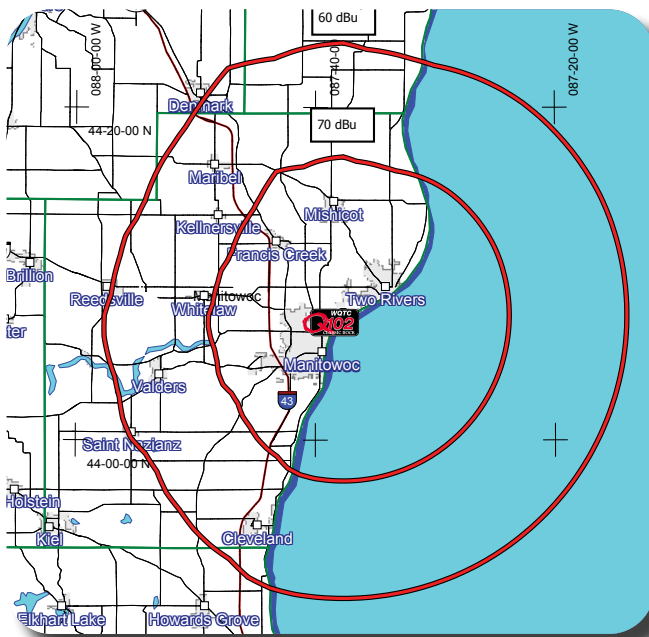
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## area at a glance

- Total Weekly Listeners:  
34% of Manitowoc County or  
22,700 different listeners
- Listening Demo: 35-54 adults
- #1 Day-part is 10:00AM-3:00PM  
(40% of listeners)
- #2 Day-part is 3:00PM-7:00PM  
(25% of listeners)
- On average, listeners spend  
4.4 hours each day listening  
to local radio
- 92% of listeners listen to the  
radio in their car

\*Leede Research September 2016

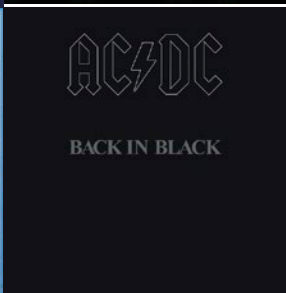
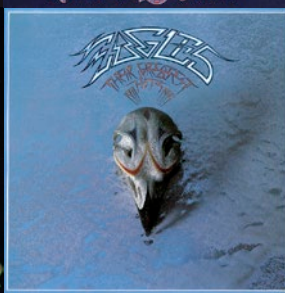
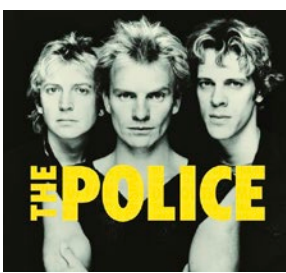
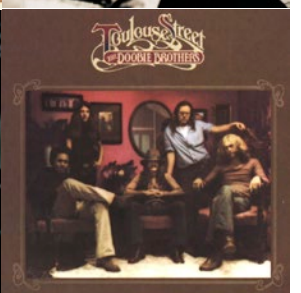
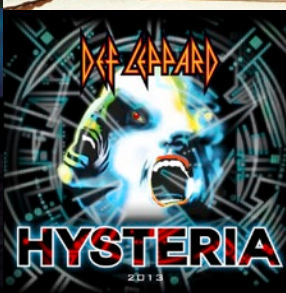
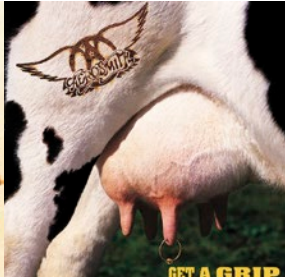
## coverage map



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# music



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# wqtc gets results



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# advertising



Our advertising rates are **competitive** and **affordable**, and a great way to boost your business. We pride ourselves in thinking outside the box; we will put together an innovative advertising package that goes beyond the typical :30-second ad and fits within any budget. [Please contact us today to learn about the benefits of radio advertising and to hear success stories from our clients, and to begin your advertising campaign today!](#)



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