WPGU 107.1 FM

Format

WPGU is "Champaign's Alternative." Known for introducing Central Illinois to the best in new alternative and rock music, WPGU is the source for hits from such established bands as the Young the Giant, Red Hot Chili Peppers, Green Day, Nirvana, Vampaire Weekend, Jack White, Death Cab for Cutie, Blink 182, and Beck, along with new music from the next wave of big name artists like The Black Keys, Chvrches, Bastille, Alt-J, Catfish and the Bottlemen and Lorde. WPGU is also proud to play great music from local bands in regular rotation, such as Santah, The 92's, Withershins, Euriah and Elsinore.

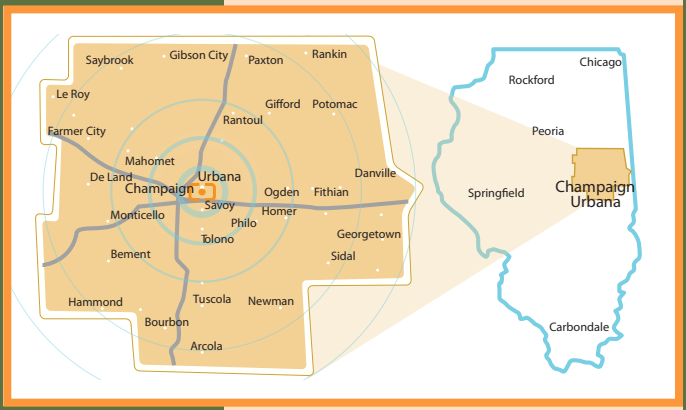
Audience

WPGU targets 18 to 34-year-old adults, including the more than 40,000 students at the University of Illinois and nearly 11,000 faculty and staff members, as well as the local colleges in the Central Illinois area. Our listeners can be found on campus and in the communities throughout Central Illinois. Because WPGU's format crosses generational lines, there is also a clearly defined 18 to 49-year-old audience captured. Local residents know WPGU as a radio innovator since 1953, and the station has been rocking the FM dial since 1967.

WPGU's audience of young adults is establishing brand name loyalties now as they move into their peak spending years. WPGU listeners are interested in the main stream alternative music, as well as local and indie music. Many of our listeners enjoy attending local shows in town, as well as calling in and sharing their own thoughts on our music selection.

SIGNAL

WPGU broadcasts a 3,000-watt signal, reaching an effective coverage area of 50 miles. WPGU can be heard throughout Champaign County as well as parts of Douglas, Ford, McLean, Piatt and Vermillion Counties. WPGU.com streams worldwide.



SPONSORSHIPS

Sponsor daily and weekly specialty shows. We offer a wide variety of promotional plans and packages that can be tailored to fit your needs and budget.

WPGU's longest-running specialty show, The **Flashback Café** airs classic and early alternative favorites Monday-Friday between Noon and 1PM. **Loud & Local**, airing Sunday nights at 9PM, is a showcase for local musicians and features the best tracks from the region's many talented musicians. **Request Live** encourages listeners to text in their favorite alternative requests and to hear them live on WPGU. Request Live airs Monday-Friday at 5PM.

Reach sports fans through WPGU's exclusive play-by-play coverage of **Illini Hockey** and on **Illini Drive** on weekdays at 6PM, WPGU's sports talk show featuring in-depth analysis of Illini sports and coach and player interviews.

Call us at 217-337-8382.