



## **WDJX Profile:**

99.7 WDJX is Louisville's heritage Current Hits Radio station with over 22 years as a proven performer. WDJX is programmed to target women 18-44. CHR/Top 40 stations skew slightly more female and breakout 32% A18-24, 32% A25-34 and 21% A35-44. The personalities on WDJX are well-established entertaining personalities that listeners know and love! It's the Station that mom's and kid's can agree on!

## **WDJX Programming/Personalities:**

99.7 WDJX's CHR format has a strong, clear signal that blankets the 8-County Metro area and beyond with 50,000 watts! Start your day with Ben Davis & Kelly K in the Morning and the Afternoon with Sarah Jordan.

## **WDJX Promotions:**

WDJX is active promotionally with outstanding events like...Birthday Bash, Thunder Over Louisville; Triple Play Thursday with thousands of dollars going to local winners. Plus, countless client promotion to help make your business successful! WDJX will help make your promotion a success.

## **Artist Profile:**

Artists include, Kelly Clarkson, Black Eyed Peas, Nickelback, Mariah Carey, Green Day and Gwen Stefani!

## **WDJX Philosophy:**

WDJX is committed to continuing its outstanding involvement in the community. WDJX provides the perfect atmosphere for successful advertising, with a powerful sales force and a support staff dedicated to providing quality service.