

# Successful Advertisers Use WBCB!

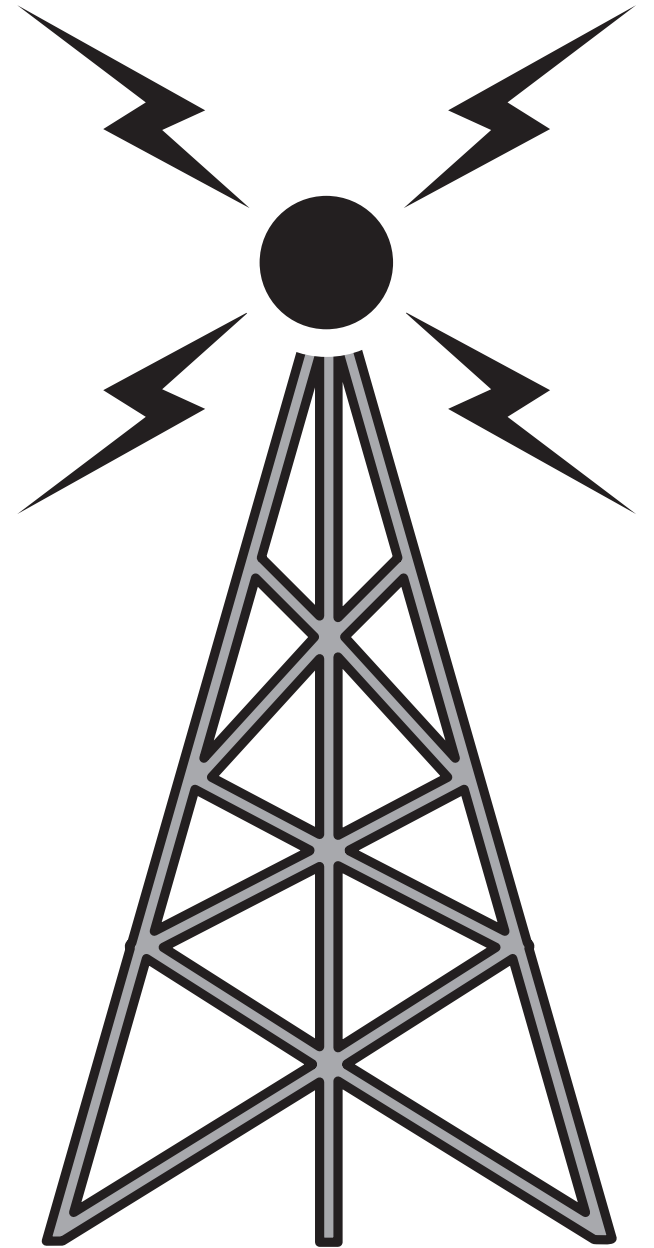
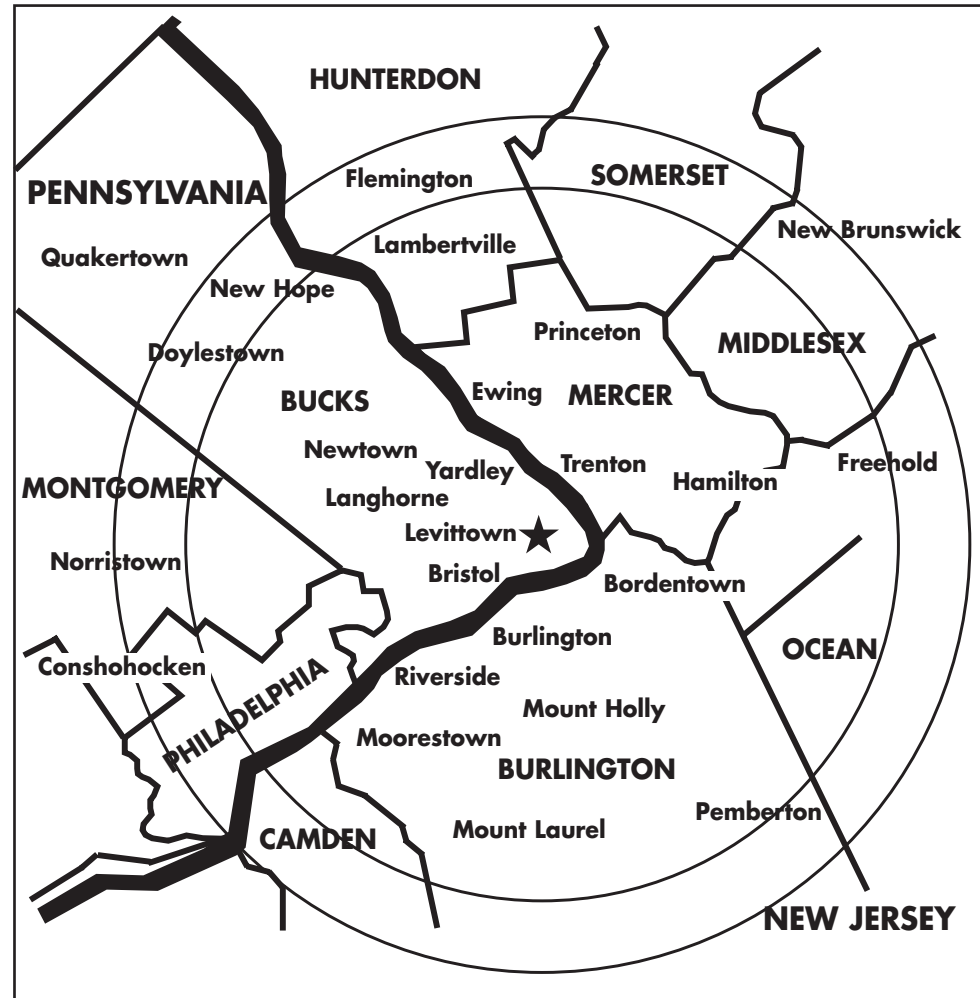
Advertise on 1490/WBCB ... Your Station in Bucks, Mercer & Burlington Counties

## WBCB advertisers include:

3rd Federal Bank	First Federal of Bucks County	Nitti Subaru
AmeriCorp Homes	First National Bank of Newtown	Northeast Lincoln Mercury
Attleboro Retirement Village	Grey Lodge Pub	PA Lottery
Bucks County	Kris Croix Restaurant	Pat Deon Beverages
Community College	Haldeman Ford	Pennco Tech
Bucks County Kidney Specialists	Harvest Group Financial	Peruzzi Automotive Group
Bucks County Tobacco	Holy Ghost Preparatory School	Philadelphia University
Control Project	Italian Peoples Bakery	PNC Bank
Bucks County Water & Sewer Authority	J.R. Michalski Heating & A/C	Princeton Brain & Spine Care
Capitol Health Systems	Jammer Doors	Reedman-Toll
Chandler Hall	John's Auto Body	Revere Restaurant
Charlie Brown's Steakhouse	Joy Sill Insurance	Rob's Automotive
Chickie's & Pete's	Lou's Farm Market	Roma Bank
Concerto Fusion Cuisine	Lower Bucks Hospital	Sandy's Beef & Ale
Davis Acura	MAACO	SEPTA
Dennis' Service Center	Manor Care of Yardley	St. Francis Medical Center
Digital Color Graphics	McCaffrey's Supermarket	St. Mary Medical Center
East Penn Automotive Repair	Media Camping	Stadium Bar & Grill
Endurance Sports	Mercer County	TD Bank
Faulkner Pontiac	Community College	Tony's King of Pizza
Frankford Bucks Hospital	Middletown Chiropractic	Twining Village
	Mormando's Plumbing & Drain Cleaning	Yocum Ford

## WBCB Coverage Area

1490 K.C. 1000 Watts



## WBCB Programming Schedule

### MONDAY through FRIDAY

5:30 - 9 am	Morning Show with Jim Foxwell and news anchor Dan Wing: local news, weather and sports, local traffic reports, school lunch menus
9 - 10 am	Direct Line
10 - Noon	Sunshine Music Memories with Lou Powers
12 - 1 pm	"Speak Your Piece" with Pat Wandling
1 - 2 pm	The Irv Homer Show
2 - 5 pm	Coffee with Kahuna
5 - 5:30 pm	Lower Bucks Today: local news, sports, weather, and features, including: Dog-Gone (Lost & Found Pets)
5:30 - 7 pm	Music, Talk, or Sports Talk
7 - 9 pm	Sports Talk, Phillies baseball or High School sports
9 - Midnight	Phillies baseball or Music
12 am - 5:30 am	The Overnight Show

## WBCB Rate Card

Pricing based on number of ads (units) broadcast per: week

	Per Unit	12X/Week	18X/Week
<b>DRIVE TIME</b>			
6-10 a.m./3-7 p.m.	\$45	\$40	\$35
<b>MID-DAY</b>			
10 a.m.-3 p.m.	\$40	\$35	\$30
<b>EVENING</b>			
7 p.m. to Midnight	\$30	\$25	\$20
<b>OVERNIGHT</b>			
11 p.m. to 6 a.m.	\$25	\$20	\$15

RUN-OF-STATION (ROS) MONDAY TO SUNDAY  
6 a.m. to Midnight

Per Unit: \$35 12X/Week: \$30 18X/Week: \$28 24X/Week: \$25

Additional rates and packages available upon request. All rates reflect net pricing.

Listen to WBCB live on the Internet

[www.wbc1490.com](http://www.wbc1490.com)



**WBCB**  
**1490 AM**  
Levittown • Trenton  
[www.wbc1490.com](http://www.wbc1490.com)

Your station in Bucks,  
Mercer and  
Burlington Counties  
[www.wbc1490.com](http://www.wbc1490.com)

local news... local sports... local people... local listeners... local advertisers



## WBCB—A Vital Part of the Community Since 1957

WBCB is special. It's not just another suburban radio station. It's a vital part of the Lower Bucks County community and has been since it went on the air December 8, 1957.

Local news is covered with meticulous attention to detail. Our award-winning news department keeps listeners informed of what they need to know as well as what they want to know. We are ready to reach out and provide an emergency notification system for any critical situation.

WBCB is owned and managed by people who care. Progressive Broadcasting Corporation's President is Pasquale T. Deon, Sr., who was born and raised in Bucks County. Vice President and General Manager, Merrill Reese, worked as a WBCB newscaster early in his career, before becoming the widely recognized "Voice of the Philadelphia Eagles."

When Pat and Merrill acquired the station in 1992, it was a dream come true. Both had a burning desire to return the station to its once cherished role as the lifeblood of the community.

WBCB is now on the air 24 hours a day. The programming features the perfect blend of news, talk, sports and music. Its hosts are bright, energetic air personalities who have earned the trust and affection of the community.

For the past few years, WBCB has been streaming in real time audio over the internet. In doing so, WBCB's signal is now available worldwide. You can listen online at [www.wbc1490.com](http://www.wbc1490.com).

"WBCB has been the realization of a dream ... to operate a station that has vital, exciting programming that serves the community, and scores touchdowns for its sponsors."

-- Merrill Reese

### **WBCB TIP:**

Target your customers with program sponsorships! Ask your advertising representative for details.



## WBCB Programming Highlights

### • LOCAL AND NATIONAL NEWS

Stay informed with WBCB's exclusive coverage of local events, plus regional, national and world headlines. Hear news broadcasts on the hour all day long and on the half-hour during morning drive time. News director Steve Wanczyk, and sports director Dan Wing, head up a staff that provides exclusive coverage of local events, from political debates to civic functions.

### • JIM FOXWELL IN THE MORNING

News, weather, sports, music, traffic reports and fun are featured each weekday morning, with personality Jim Foxwell and news anchor, Dan Wing.

### • THE IRV HOMER SHOW

The talk radio icon offers his strong opinions to listeners weekdays from 1-2pm.

### • COFFEE WITH KAHUNA

Program Director, Paul Baroli takes you from 2-5pm weekdays. Paul's unique mix of music, prizes and fun, drives Bucks County home with a smile.

### • SPEAK YOUR PIECE WITH PAT WANDLING

Since 1957, "Speak Your Piece" has been a public forum where the latest local issues are explored and discussed through live interviews and listener call-ins. From Pennsbury to the President, Pat's sense of the community makes "Speak Your Piece" WBCB's signature show. Pat, a veteran journalist with the Bucks County Courier Times, has her finger on the pulse of Lower Bucks County.

### • SUNSHINE MUSIC MEMORIES WITH LOU POWERS

Lou provides the music, you provide the memories. Music from the 1920's thru the 1950's. Weekdays, 10am to 12 noon.

"... This is exactly what we were looking for in advertising!  
... the results are phenomenal."

—Fred Fletcher, East Penn Citgo

"WBCB is a relevant aspect of our marketing mix...  
I would recommend any organization in the area to consider bringing their product or service to the community in partnership with WBCB."

—Patrick Donohue  
Director of Marketing & Communications, St. Mary Medical Center



## Special Programming Highlights

### • PRO FOOTBALL REPORT WITH MERRILL REESE

Join Merrill Reese, "The Voice of the Eagles," and Harry Gamble, former Eagles President, as they respond to listener call-ins and talk with the team's players and coaches. A must for all Eagles fans!

### • BILL CLEMENT'S HOCKEY WORLD

Join hockey analyst and former Flyer, Bill Clement, each week as he welcomes Flyers, Phantoms and Trenton Devils players as well as guests from around the NHL, for an action packed look at the fastest game on earth!

### • HIGH SCHOOL FOOTBALL, BASKETBALL, BASEBALL & ICE HOCKEY

Exciting play-by-play coverage features many area teams including Pennsbury, Trenton, Steinert, Neshaminy, Council Rock, Notre Dame, Trenton Catholic, Hamilton-West, Ewing, Lawrence, Conwell-Egan, Truman, Bensalem, Morrisville & Holy Ghost Prep.

### • PHILLIES BASEBALL AND EAGLES FOOTBALL

1490 WBCB is your station in Bucks County for your favorite pro sports teams.

### • LITTLE LEAGUE BASEBALL

WBCB carries exclusive live coverage of local games and championships.

### • THE INSIDE PITCH

Dan Baker & Phillies guests talk about the latest happenings with the 2008 World Series Champs.

### • SCHOOL LUNCH MENUS

School menus are broadcast by students each morning when school is in session at 6:15, 6:45, 7:15 and 7:45 a.m.

### • SCHOOL CLOSINGS

WBCB is the official school information station in the Northern Delaware Valley, broadcasting school closings by name and delivering other important weather information.

### • COMMUNITY CALENDAR

Throughout the day, WBCB announces civic events across the Northern Delaware Valley.

### • RACING WRAP

Veteran ABC Radio Network reporter, Skip Clayton, and his vast network of prominent, personal friends throughout the world of motorsports, keeps racing enthusiasts on the edge of their seats.