

Successful Advertisers Use WBCB!

WBCB advertisers include:

- | | | |
|--------------------------------------|---------------------------------|----------------------------|
| Allstate | First National Bank of Newtown | Pennco Tech |
| Aria Health | Gateway Funding | Peruzzi Automotive Group |
| Attleboro Retirement Village | Gwynedd-Mercy College | PNC Bank |
| B.A.I. Security Systems | Haldeman Ford | PRO an ATI |
| Bucks County Community College | Harrah's Resort Atlantic City | Physical Therapy Co. |
| Bucks County Water & Sewer Authority | Harris Comfort | Quality Furniture |
| Burlington Chevrolet | Harvest Group Financial | Revere Restaurant |
| Capitol Health Systems | Italian Peoples Bakery | Rob's Automotive |
| Century 21 | John's Auto Body | Roma Bank |
| Chandler Hall | Johnson Chiropractic | Sandy's Beef & Ale |
| Chickie's & Pete's | Joy Sill Insurance | SEPTA |
| Coleman Auto Group | J.R. Michalski Heating & AC | St. Francis Medical Center |
| Continental Tavern | Kanga Roofing | St. Mary Medical Center |
| Cramer's Bakery | Lou's Farm Market | Sterling Limo Service |
| Davis Acura | Lower Bucks Hospital | Sylvan Learning Center |
| Digital Color Graphics | Lucas Ford | Team Toyota |
| Dominick's Pizza | MAACO | The Golden Inn |
| East Penn Automotive Repair | McCaffrey's Supermarket | Ventresca's |
| Faulkner Pontiac | McFadden's | Village Catering |
| First Choice Bank | McStew's Sports Bar | Wood River Village |
| First Federal of Bucks County | Mercer County Community College | Yocum Ford |
| | Pat Deon Beverages | |

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 | Talk/Variety |
| 2 - 5 pm | Afternoon Sunshine with Cassandra Gibson |
| 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
DRIVE TIME			
6-10 a.m./3-7 p.m.	\$45	\$40	\$35
MID-DAY			
10 a.m.-3 p.m.	\$40	\$35	\$30
EVENING			
7 p.m. to Midnight	\$30	\$25	\$20
OVERNIGHT			
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
----------------	----------------	----------------	----------------

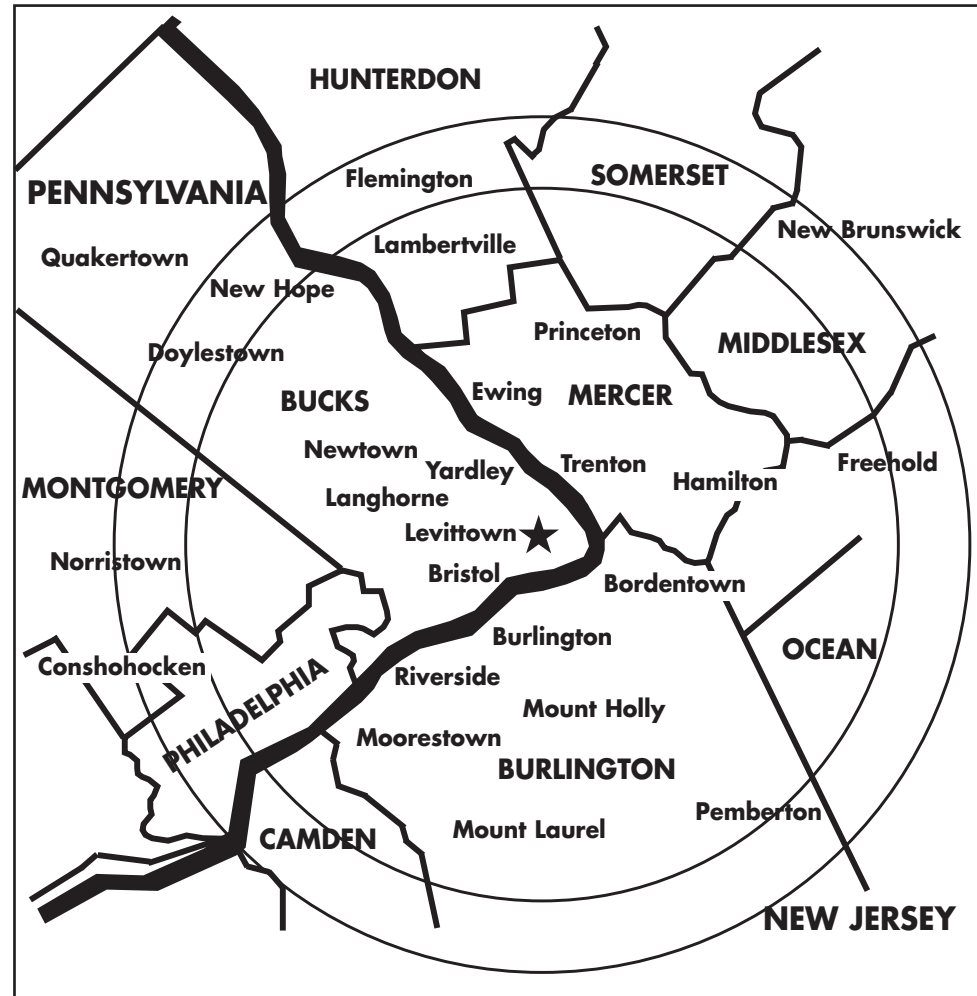
Additional rates and packages available upon request. All rates reflect net pricing.

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

WBCB Coverage Area

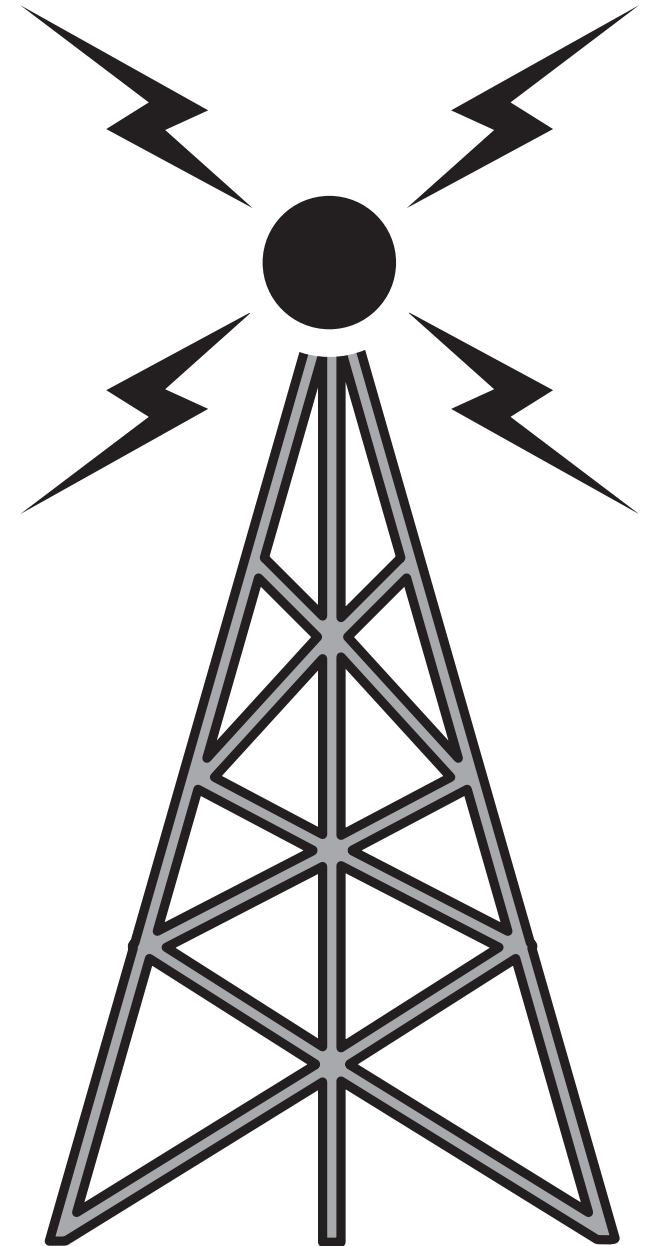
1490 K.C.

1000 Watts



Listen to WBCB live on the Internet

www.wbc1490.com



WBCB
1490 AM
Levittown • Trenton
www.wbc1490.com

Your station in Bucks,
Mercer and
Burlington Counties
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.

"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, Cassandra Gibson heads 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 long-time morning personality, Jim Foxwell.

• AFTERNOON SUNSHINE WITH CASSANDRA GIBSON

Cassie's daily dose of music, fun and prizes 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."

—East Penn Automotive Repair

"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 during hockey season, as he welcomes Flyers, Flyers alumni, Trenton Titans and 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.

• THE BULL SESSION

Former Phillies slugger Greg "The Bull" Luzinski & Dan Baker talk Phillies baseball with special guests weekly.

• 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.