



Local Radio, **TRULY** Made in Buffalo

weckbuffalo.com

THE WECK WAY

-  WECK is the top oldies station in Buffalo!
(Actually, WECK is the top oldies station in America.)
-  WECK is a local, live, 24 hour, full-service radio station playing the hit songs of the 50s, 60s and 70s along with providing local news, weather and sports.

-  WECK is the **ONLY** broadcast media in Buffalo that exclusively targets Baby Boomers and Seniors.
-  WECK is home to Buffalo's most trusted and well known air personalities. These are the radio icons who first brought you this great music.
-  WECK is Local Radio that is Truly Made in Buffalo!
Other radio stations may say that but we live it every day!

WECK 1230 AM / 102.9 FM / 100.5 FM **RadioOneBuffalo, LLC**

2900 Genesee Street, Buffalo, NY 14225 | 716-783-9120



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A SOUND INVESTMENT

-  WECK reaches over 70,000 Baby Boomers and Seniors every week, the only radio station devoted and targeted to this age demographic.
-  WECK Radio is Buffalo's biggest value proposition for reaching Boomers and Seniors. We are Buffalo's low-cost provider.
-  WECK offers remote broadcasts from your location, personality endorsements from some of Buffalo's legendary DJs and a variety of unique sponsorship and promotional opportunities.
-  WECK is Buffalo's only media company that has a full time, in-house Ad Agency. Commercial production, jingle production, digital, billboards, television and more. Whatever advertising needs you have, our in-house Ad Agency - Media One can help you stand out.
-  Create your own custom radio sponsorships, we are here to listen and help you grow your business. If you have promotional ideas, let's work on them together.
-  It's all about Return-On-Investment and WECK Radio is results driven!

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JUST THE FACTS

-  WECK Target Listeners: Baby Boomers and Seniors Born 1943-1968
-  WECK reaches both men and women equally.
-  WECK Primary Geography: Erie and Niagara Counties Metro and Major Suburbs, and Southern Ontario.
-  Distribution Methods:
WECK RADIO 1230 AM, 102.9 FM (Serving city of Buffalo and Southtowns) 100.5 FM (Serving the Northtowns)
-  Streaming at weckbuffalo.com
-  Voice activated devices like Google and Alexa
-  WECK Local and mobile app for Apple and Android

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