



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

- *Heritage Rock* with 3-decades of market leadership with adult fans of 70s & 80s Classic Rock along with mainstream New Rock.
- Heritage personalities like Terri Ray, with the longest running all-request show in northern Michigan.
- Live, local and compelling content

*Constant promotions and community involvement!*

**Target Demo:**

Adults 25-64

**97.5 FM - Tower is East of Traverse City**  
**98.9 - Tower is on top of Boyne Highlands**  
 Commercial inventory can be split and purchased individually

**WKLT 97.5 FM**  
**Coverage:**  
 Traverse City  
 Cadillac  
 Charlevoix  
 Kalkaska  
 & more



**WKLT 98.9 FM**  
**Coverage:**  
 Petoskey  
 Charlevoix  
 Sault Ste Marie  
 Cheboygan  
 Gaylord  
 Mackinac City  
 St Ignace  
 & more