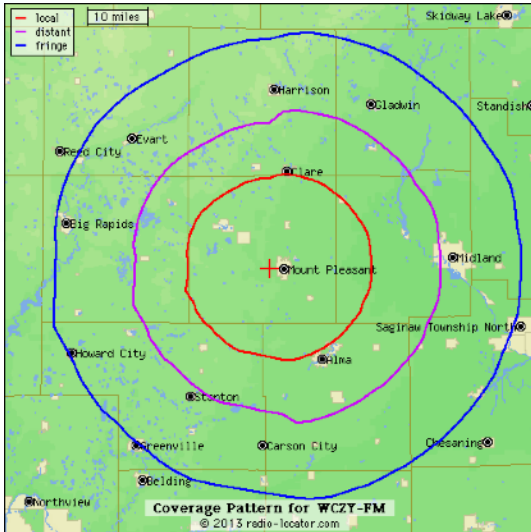


My 1043 Coverage Map



Map courtesy of radio-locator.com

Wherever your consumers reside in mid-Michigan, My 1043 offers great tunes they're sure to enjoy. AND, My 1043 streams 24 hours a day at My1043.net, allowing everyone to tune in anywhere in the world!

Advertise With My 1043!

Commercials start at only \$18 each

Live broadcasts at your business or event start at only \$750

Ask about special news, weather or sports sponsorships

Give your organization or business the reach you deserve. Call 989.772.9664, or email [wczynet.net](mailto:wczy@wczynet.net) to get started on your custom marketing plan today!



MY1043.NET



FACEBOOK.COM/MY1043



@MY1043FM



@MY1043



2017 Advertising & Media Guide



my1043.net
[wczynet.net](mailto:wczy@wczynet.net)
989.772.9664

Why My 1043?

My 1043 is your premiere adult hits station! We fit into the daily life of today's adult listener.

My 1043 carefully blends music from the 70s, 80s, 90s and more, over four decades of music standing the test of time. Songs you and your consumers know by heart!

My 1043 is upbeat and fun! Many local offices and businesses like yours count on us to keep them moving at work all day.

Most importantly, My 1043 reaches your consumers, giving you the results you and expect and need for an important return on your investment!



High School Sports

My 1043 is your home for local high school football and basketball each year. Follow the Mt Pleasant Oilers, Beal City Aggies, Sacred Heart Irish, Shepherd Bluejays and Clare Pioneers from mid-Michigan to the finals!

On-Air Personalities

That Show with Tina Sawyer and Matt Collins

Tina Sawyer and Matt Collins help you get your weekdays started right. Keep up on the latest news, weather and sports, find out what's happening in Hollywood, around the world and in our community each day.



Intelligence for Your Life with John Tesh

Radio that makes you smarter! That's what John Tesh brings listeners daily with *Intelligence for Your Life*. Tesh and his team of researchers help you stay up to date on the latest health, career, parenting and lifestyle info every weekday.

Chris Spachman Afternoons

Wrap up your workday with Chris Spachman. Chris keeps you up to date with everything you missed during the day, and helps you plan out your evenings with community events you can't miss, all while keeping the great tunes going!

My 1043 Events

Each year, My 1043 brings you these great community events:

Hometown Showdown

This FREE talent show attracts hundreds to the Isabella County Fairgrounds every July, and gives the area's best talent a shot at \$1,000 in prize money!

Mt Pleasant Rotary Club Radio Auction

Each October, My 1043 offers up a night of fun for a good cause. Items are auctioned off live on the air, and all proceeds benefit local Rotary Club efforts.



Boo Bash

Fun and SAFE indoor trick-or-treating! Held each October at the Isabella Community Sportsplex, so kids can show off their adorable costumes.

Winter Kids Expo

Each February, My1043 and Mt Pleasant Parks & Rec team up for a fun filled day at CMU's Finch Fieldhouse that's free for the kids!