

# OVERVIEW



<b>Call Letters</b>	WNNK-FM
<b>Format</b>	Heritage Hot Adult Contemporary station with news and traffic playing "Harrisburg's Best Music." WINK 104 has been Harrisburg's leader since January 1985.
<b>Target Audience</b>	Adults / Women 25-54      Median Age: 43
<b>On-Air Weekly Listeners</b>	100,800 (Nielsen Audio: Spring 2016, Adults 18+ Mon-Sun 6am-12mid DMA)
<b>Website</b>	<a href="http://www.WINK104.com">www.WINK104.com</a>
<b>Website Visitors</b>	11,245 (Unique Visitors, 3 -Month Average 2016)
<b>On-Line Listeners</b>	7,857 (Unique Visitors, 3-Month Average 2016)

With one of Central Pennsylvania's best signals, WINK 104 blankets the Harrisburg Metro: Cumberland, Dauphin, Lebanon and Perry Counties, while reaching major portions of surrounding areas.

WINK 104's clear signal allows your customers across Central Pennsylvania to hear your important advertising messages.

