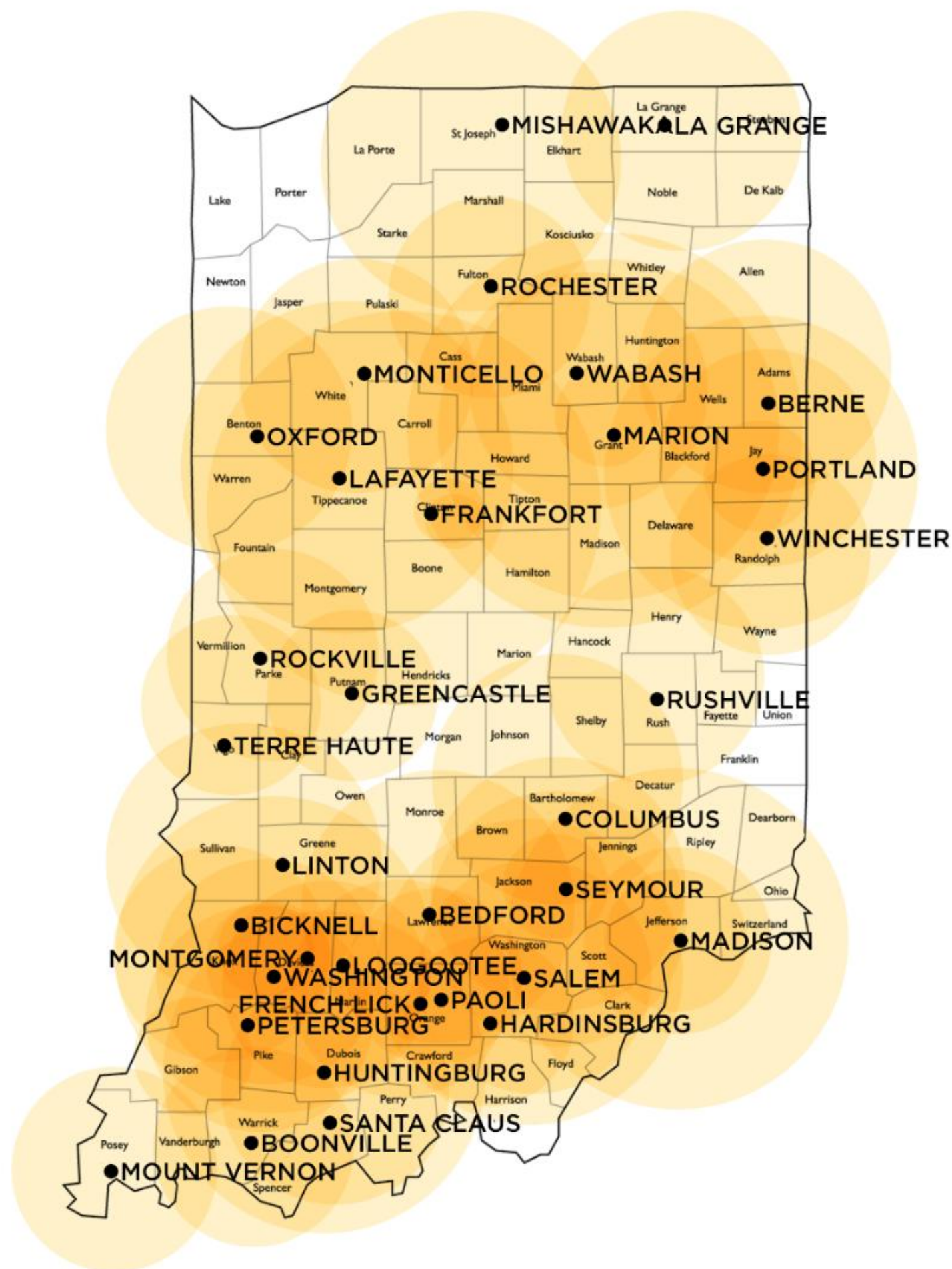


Brownfield Indiana

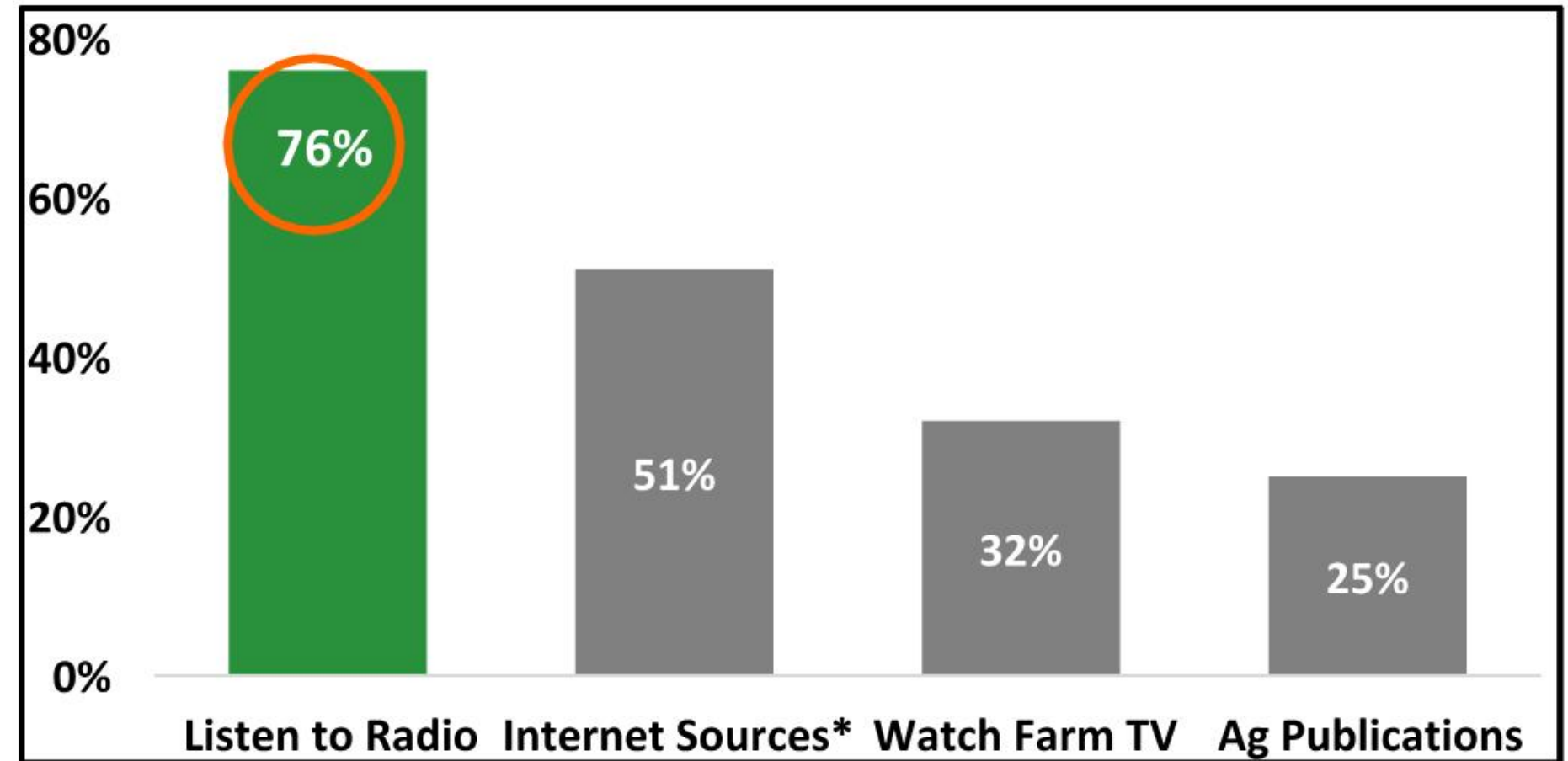
WBIW-AM	Bedford	WUME-FM	Paoli
WZBD-FM	Berne	WBTO-FM	Petersburg
WUZR-FM	Bicknell	WPGW-AM	Portland
WBNL-AM	Boonville	WPGW-F2	Portland
WBNL-F2	Boonville	WPGW-FM	Portland
WYGB-FM	Columbus	WROI-FM	Rochester
WSHW-F2	Frankfort	WAXI-FM	Rockville
WSHW-F3	Frankfort	WIFE-FM	Rushville
WSHW-FM	Frankfort	WSLM-AM	Salem
WFLQ-FM	French Lick	WSLM-FM	Salem
WREB-FM	Greencastle	WAXL-FM	Santa Claus
WKLO-FM	Hardinsburg	WXKU-FM	Seymour
WBDC-FM	Huntingburg	WZZB-AM	Seymour
WKOA-FM	Lafayette	WZZB-F2	Seymour
WTHD-FM	LaGrange	WVIG-FM	Terre Haute
WQTY-FM	Linton	WKUZ-FM	Wabash
WRZR-FM	Loogootee	WAMW-AM	Washington
WORX-FM	Madison	WAMW-F2	Washington
WXGO-AM	Madison	WWBL-FM	Washington
WXGO-F2	Madison	WZZY-FM	Winchester
WBAT-AM	Marion		
WBAT-F2	Marion		
WXXC-FM	Marion		
WZOC-FM	Mishawaka		
WAMW-F3	Montgomery		
WMRS-FM	Monticello		
WRCY-AM	Mount Vernon		
WIBN-FM	Oxford		



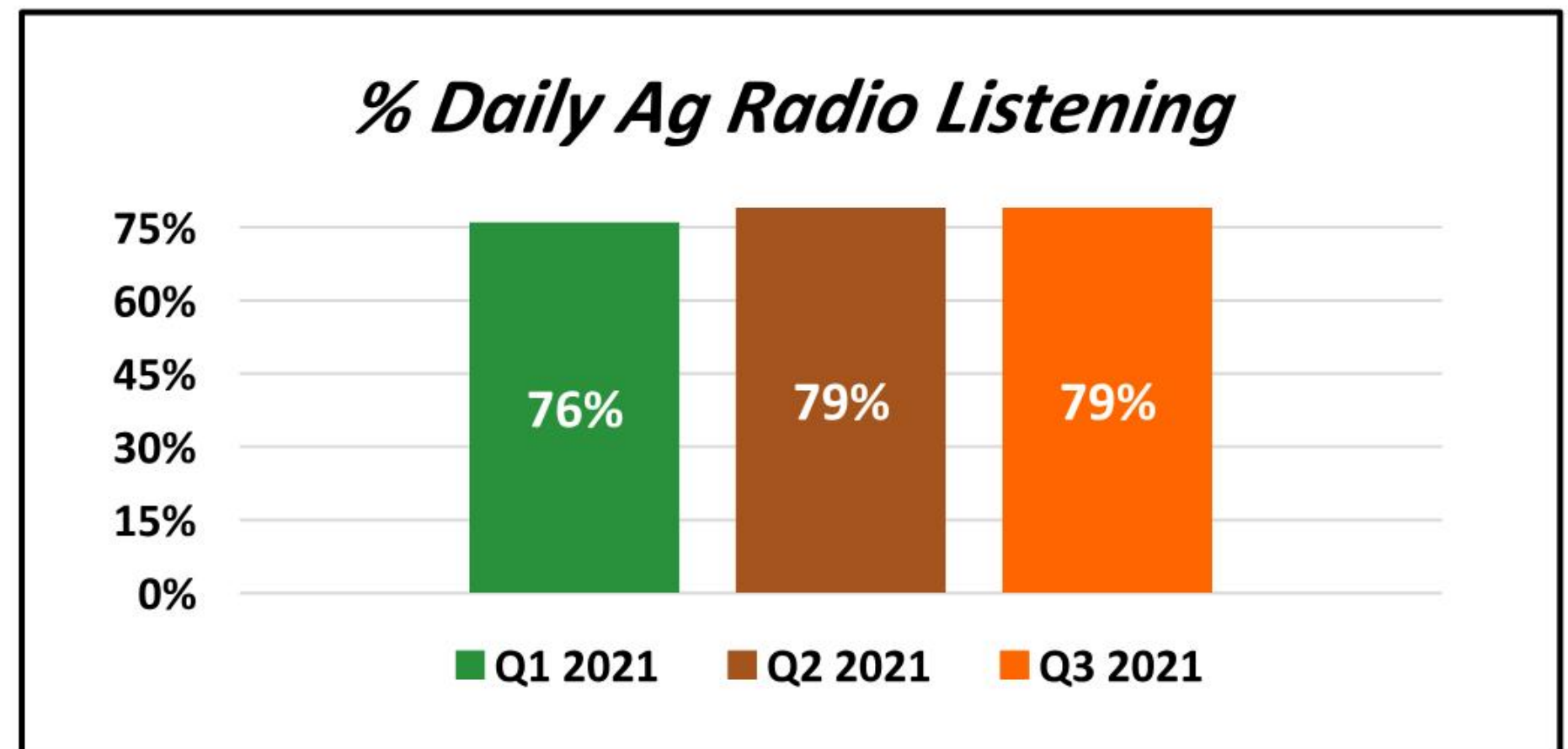
Ag Radio Reaches Farmers



Farm radio is the prominent DAILY news source for agricultural news, weather, and markets.



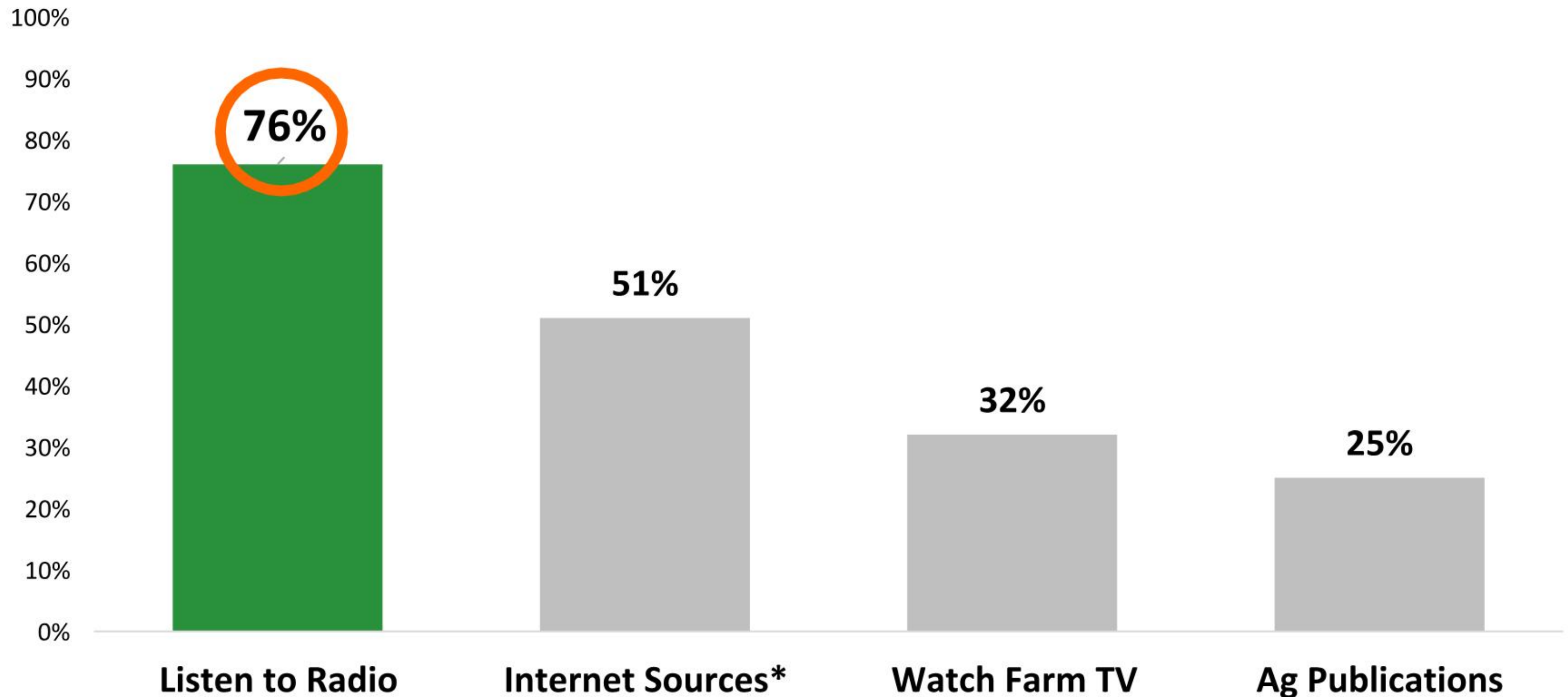
Farmers Rely on Radio Throughout the Year



Source: 2021-2022 NAFB WAVE STUDY Aimpoint Research

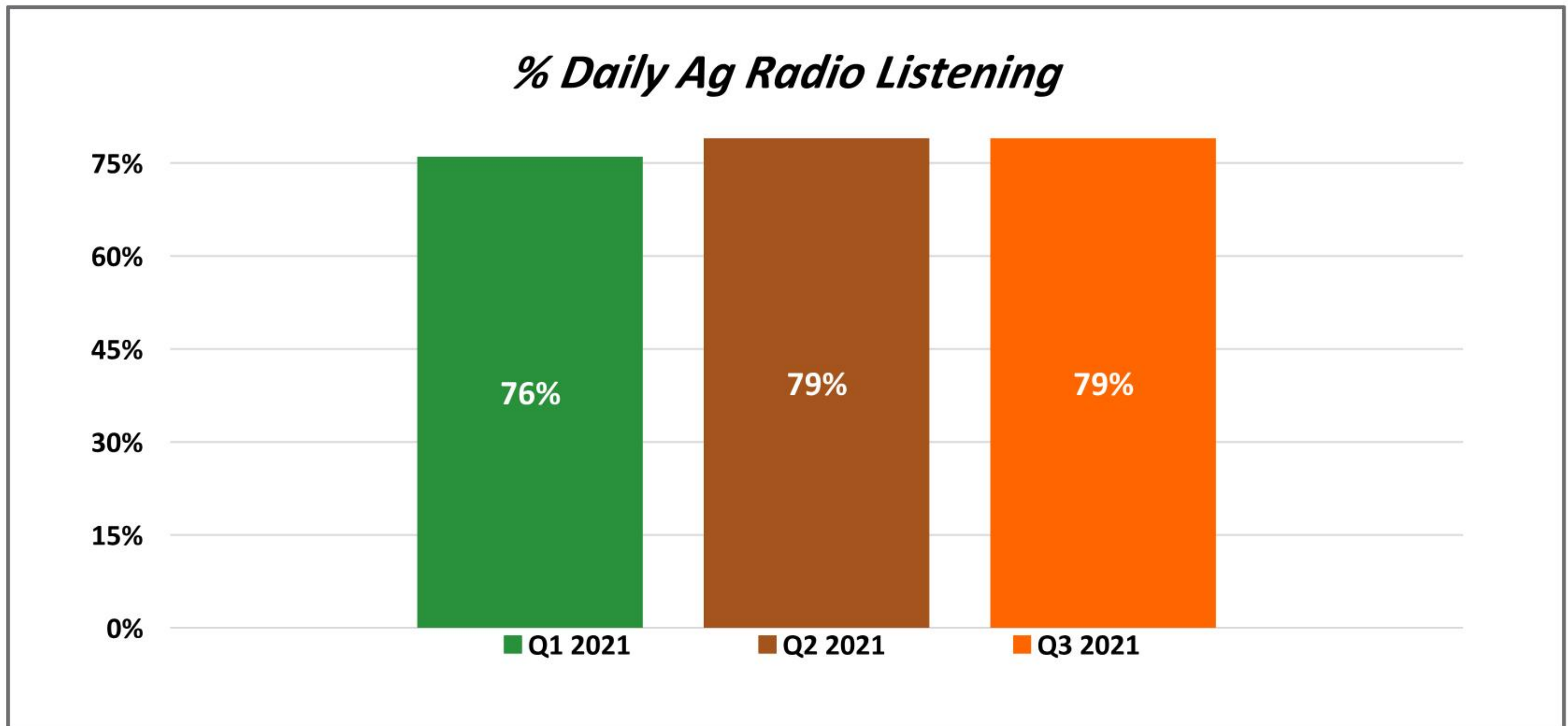
Ag Radio is #1 Platform for Daily Usage

Farm radio is the **prominent DAILY** news source for farming, agricultural news, weather, and markets.



Farmers Rely on Radio Throughout the Year

Ag radio gives immediate information that is easily accessible in a way no other medium can provide.



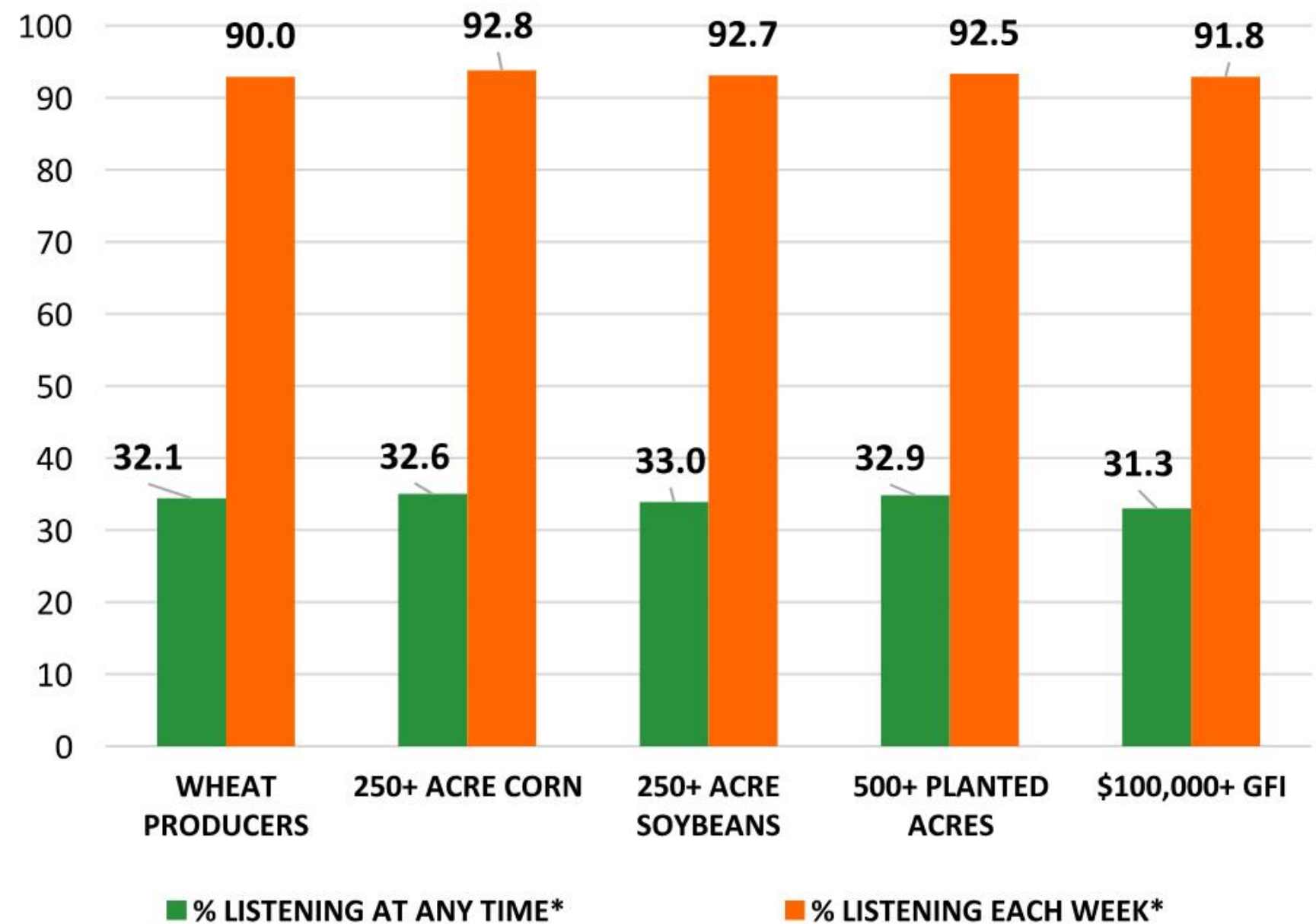
Large Operation Farmers Listen to Radio

More than **91%** of 100K+ GFI farmers listen to AM/FM radio each week and 92% with 500+ acres

On average one out of every three listen to radio at any given time during the week



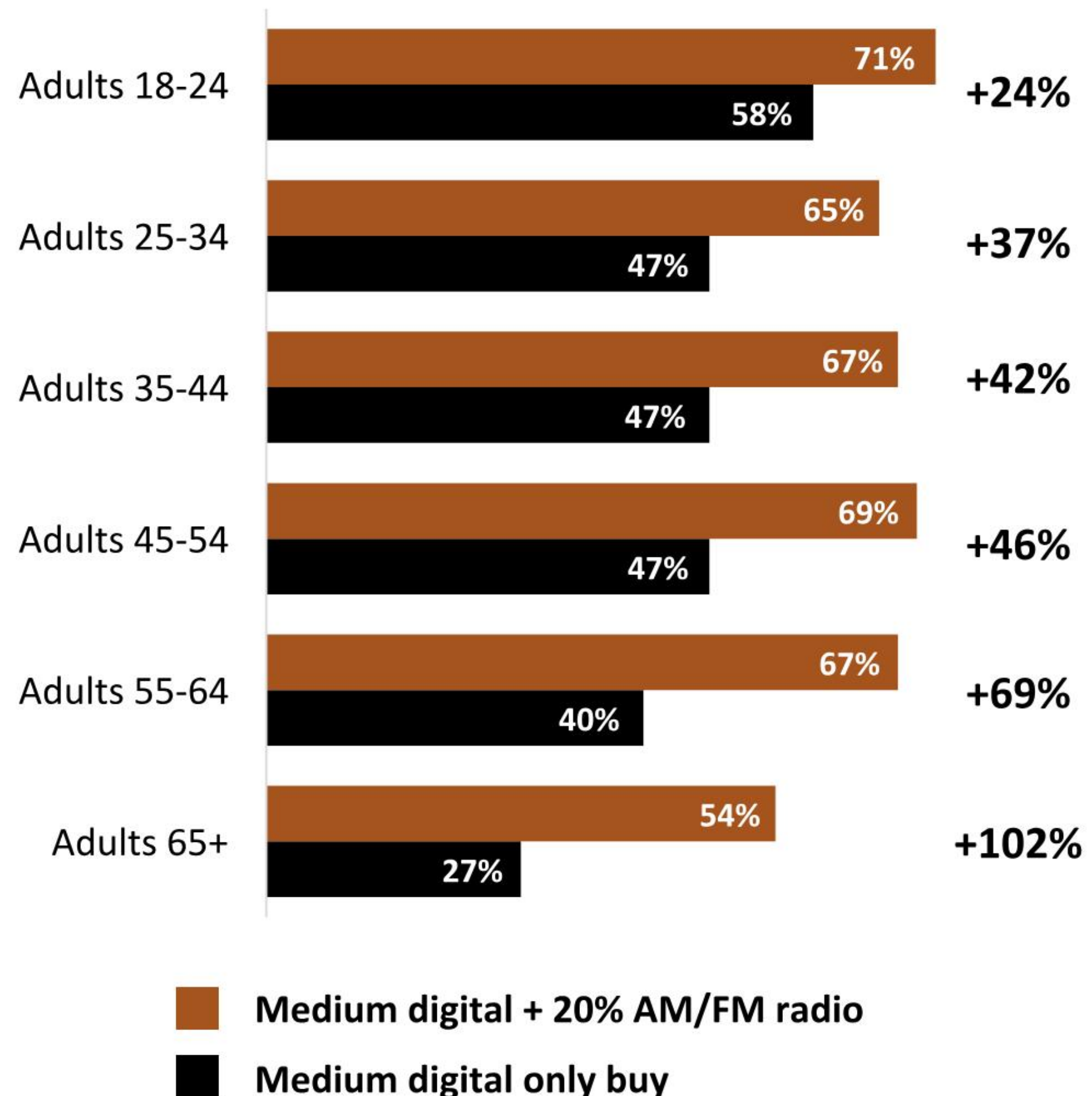
Large Acre Farmers are Heavy Radio Listeners
M-F 5A-7P



Radio + Digital = REACH LIFT Across All Demographics

Adding AM/FM radio to digital campaigns generates **consistent incremental reach** across demographics

DIGITAL VS. AM/FM RADIO AND DIGITAL, WEEKLY REACH



Source: Radio Ad Lab, "Radio and the Internet"

Radio is our CORE business.

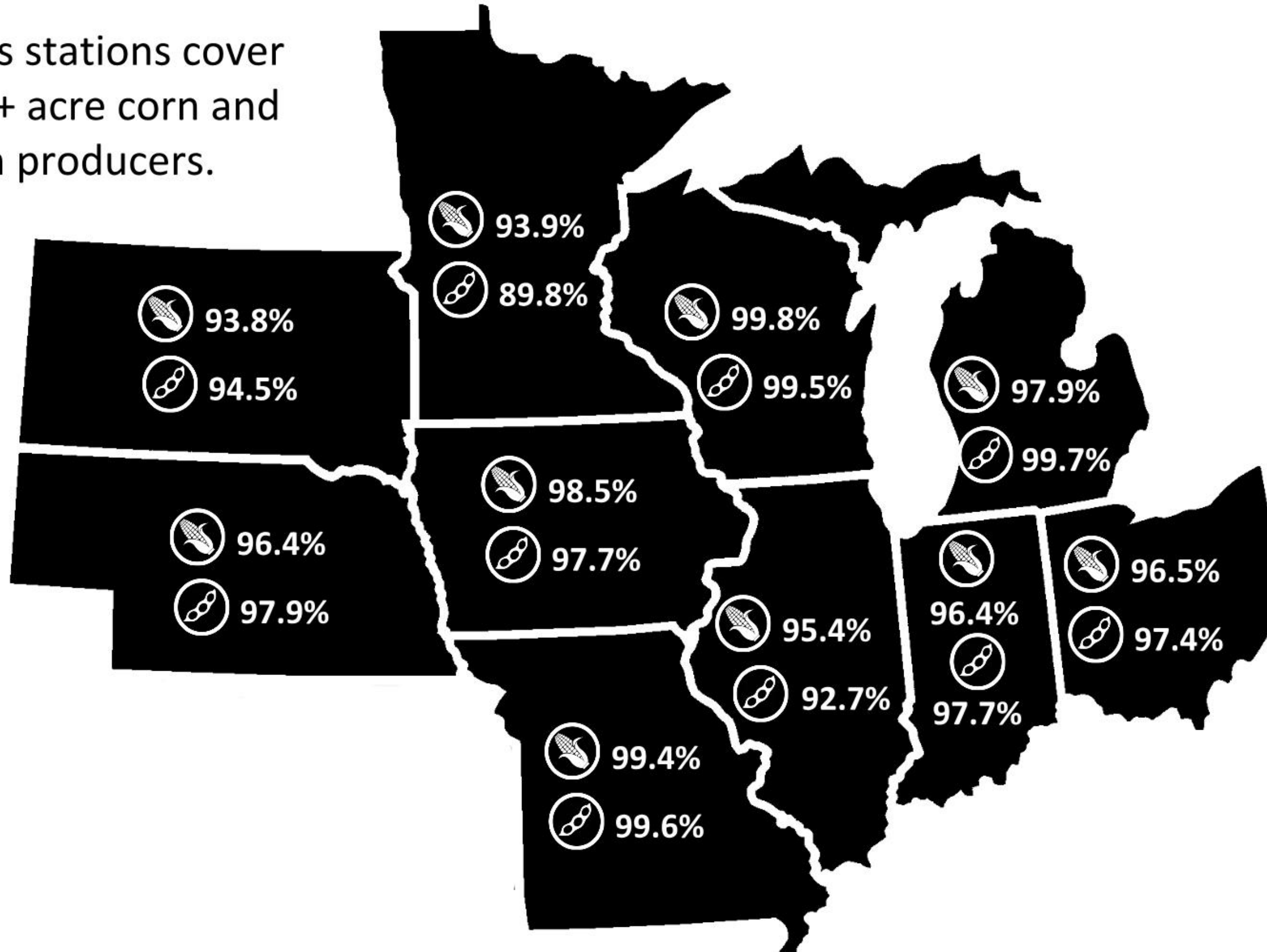
#1 Ag Radio Network

- **Most listened to network**
- **Connects brands to farmers**
- **500+ radio stations**
- **Geotarget to local level**
- **Farmers trust Brownfield**



Brownfield Reaches Large Producers

Brownfield's stations cover most 1,000+ acre corn and soybean producers.



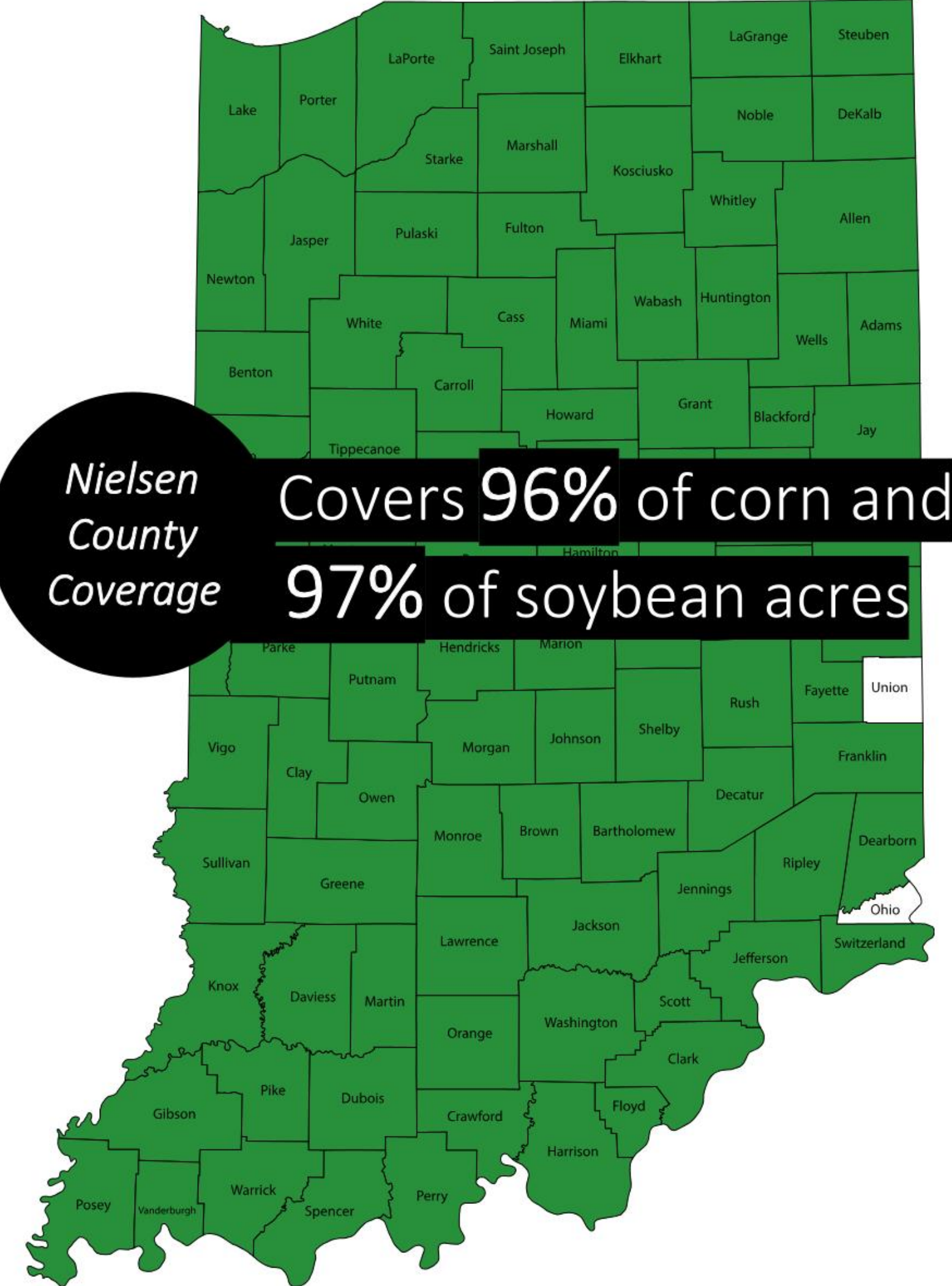
Indiana's Best Base Buy

Brownfield is your #1 FIRST BUY for farmer listeners in 7.2 million acres of corn and soybeans in Indiana – 64% of all acres!

Brownfield is the most efficient way to buy ag radio because:

- Brownfield is the top **unduplicated** network in Indiana – meaning that Brownfield automatically gives you **23% of any other networks' listeners** without paying extra*
- In Brownfield's core geography of 7.2 million of Indiana's 11.3 million combined acres of corn and soybeans, **36% of all farmers** listening to radio at anytime during the day are listening to Brownfield stations*+
- Brownfield stations alone, account for over **31% of all farmers listening to radio** at any given time during the day M-F in the state *

Best 1st buy in Indiana providing the most coverage and reach with the ability to **geotarget** at a **FRACTION OF THE COST** of other options in the state.



Brownfield Delivers

Ag Programs Farmers Want & Need



59 farm broadcasts delivered daily to local farm communities across the Midwest

- State Specific Newscasts
- Morning Livestock Report
- Weekend Market Wrap
- Agribusiness News
- Farmbreak
- Ag Weather Today
- Managing for Profit
- Farmbreak: Hog Market
- Healthy Living
- Opening Livestock Report
- Chicago Board of Trade Open
- Midday Livestock Report
- Commodity Update
- State Ag Headline News
- Late Session Commodity Update
- National Ag Headline News
- Final Commodity & Livestock Report
- Commodity Settlement
- Cyndi Young's Two Cents
- Closing Farmbreak
- Dairy Update

Farm Broadcaster Ratings Are Consistently Higher Than National Broadcaster Ratings

