



Do You Know JACK?

FUN

Upbeat, energized,
and makes people
feel good

Adult hits from the
late 1960s to today

More music, less talk

QUALITY

25-54 age
demographics

Middle-class,
affluent listeners

Balanced
male/female

GOOD ROI

Lower prices

Wider coverage

Most popular new
format in America

Reasons Not to Advertise on JACK-FM

- **I don't want JACK listeners.**
- **I can't afford to tell JACK listeners about my business.**
- **More customers means more taxes.**
- **I hate JACK's music.**
- **JACK won't take my requests.**