



Ted Davis



Dennis Krause

The entire state of Wisconsin enjoys Milwaukee Bucks game broadcasts on NewsRadio 620 WTMJ and the statewide network of 17 affiliate stations...one of the largest radio network in the NBA. The voice of the Milwaukee Bucks, Ted Davis provides border-to-border action all season long. Milwaukee Bucks radio is the only source for every Milwaukee Bucks regular season and playoff games.

# WINNING STATEWIDE REACH

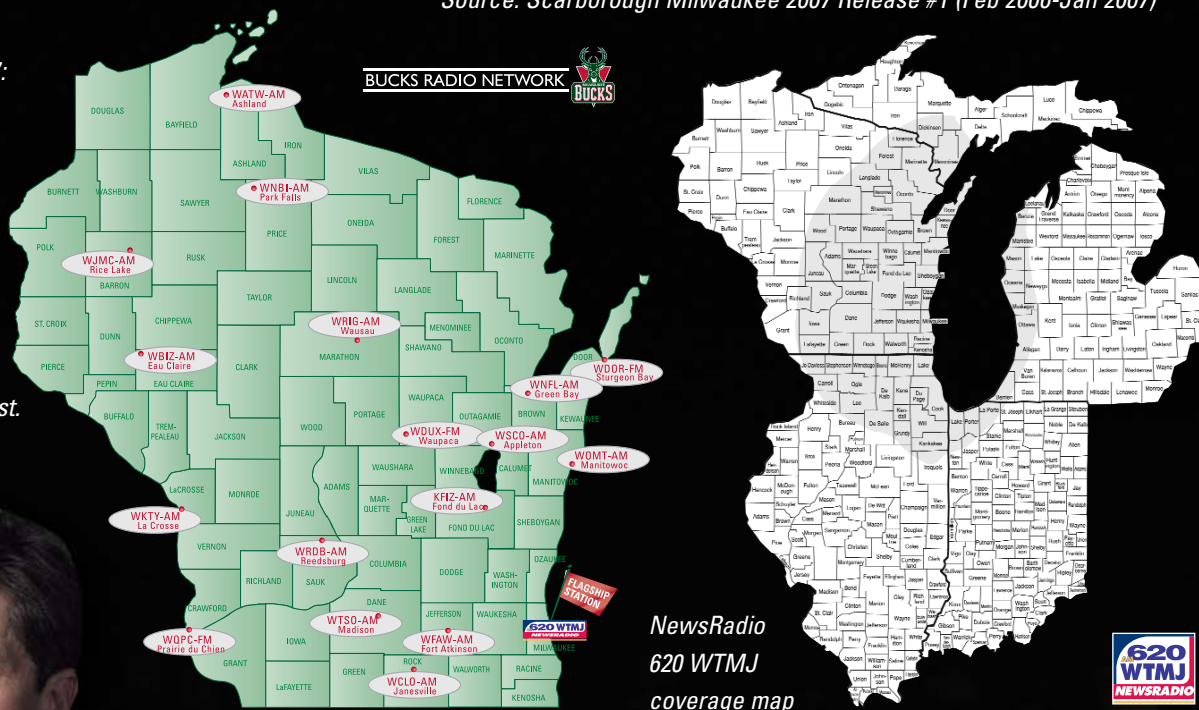
## Milwaukee Bucks Radio Network

Milwaukee Bucks listeners are key decision makers with a wealth of purchasing power. They are:

- 65% between 25-54
- Nearly 60% have some college education and have degrees
- 70% are employed full-time
- 70% own their own homes
- Fifteen percent more likely to have household incomes of \$100,000+ than the general population
- Twenty percent more likely to have home values of \$300,000+ than the general population

Source: Scarborough Milwaukee 2007 Release #1 (Feb 2006-Jan 2007)

As of June 15, 2007:  
This map may be subject to change. Contact your Bucks Radio Network representative for the most current and accurate affiliate list.



NewsRadio  
620 WTMJ  
coverage map

