



US COUNTRY

93.3 FM | 95.1 FM | 1270 AM
Buffalo's Country Favorites

★ US COUNTRY AT A GLANCE ★

Familiar country favorites. A distinct Buffalo advertising choice.

★ THE MUSIC THAT BRINGS THEM BACK ★

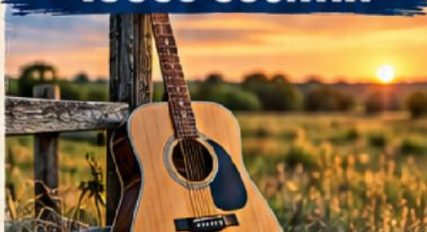
The biggest country favorites from the '80s, '90s & early 2000's.

★ 1980s COUNTRY ★



The era that helped build a new generation of country stars.

★ 1990s COUNTRY ★



Country's boom years, filled with familiar hits and lasting favorites.

★ EARLY 2000's COUNTRY ★



The favorites that carried country into a new century.

★ DESIGNED FOR ADULT COUNTRY FANS ★



Core target audience: ages 45–69

A station built for listeners who grew up with these songs.

Target audience describes the station's format strategy, not measured audience ratings.

★ ONE BRAND. THREE SIGNALS. ★



93.3 FM

Buffalo core, Northtowns and Niagara corridor.



95.1 FM

South and East metro reinforcement.



1270 AM

Buffalo and Southern Ontario.

★ WHY ADVERTISERS SHOULD CARE ★



A familiar music environment for your message.



Local personalities and sponsorship opportunities.



Access on-air, online, in the app and in the car.

★ **Buffalo's Country Favorites** ★
UScountry.com



CLICK HEAR TO HEAR THE "US COUNTRY" STORY

ALL DAY. AND ALL NIGHT.



U.S. COUNTRY
93.3 FM | 95.1 FM | 1270 AM
Buffalo's *Country Favorites*
US COUNTRY MORNINGS
LIZ MANTEL
WEEKDAY MORNINGS 6AM - 9AM

A promotional graphic for Liz Mantel. On the left, a city skyline at sunset is reflected in water. On the right, a portrait of Liz Mantel, a woman with blonde hair wearing a black top, is shown.



U.S. COUNTRY
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★ **GREG IRELAND** ★
WEEKDAYS 9AM - NOON

A promotional graphic for Greg Ireland. On the left, a city skyline at sunset is reflected in water. On the right, a portrait of Greg Ireland, a man with a beard wearing a grey polo shirt, is shown standing in a field of tall grass.



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BUDDY SHULA
WEEKDAY AFTERNOONS 12PM - 3PM

A promotional graphic for Buddy Shula. On the left, a city skyline at sunset is reflected in water. On the right, a portrait of Buddy Shula, a man wearing a black cowboy hat and a black shirt with 'Wrangler' written on it, is shown.



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WENDY LYNN
WEEKDAY AFTERNOONS 3PM - 7PM

A promotional graphic for Wendy Lynn. On the left, a city skyline at sunset is reflected in water. On the right, a portrait of Wendy Lynn, a woman with blonde hair wearing a patterned top, is shown.



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US COUNTRY NIGHTS
AARON JAMES
WEEKDAYS 7PM - 12M

A promotional graphic for Aaron James. On the left, a city skyline at sunset is reflected in water. On the right, a portrait of Aaron James, a man wearing a white polo shirt and headphones, is shown sitting at a desk with a microphone.



★ THE ARTISTS OF US COUNTRY ★

★ *All the biggest from '80s, '90s & early 2000's* ★



ALABAMA
★ Country harmony legends ★



GARTH BROOKS
★ Stadium country icon ★



BROOKS & DUNN
★ Honky-tonk hitmakers ★



SHANIA TWAIN
★ Crossover country queen ★



GEORGE STRAIT
★ The King of Country ★



ALAN JACKSON
★ Neotraditional favorite ★



REBA MCENTIRE
★ Powerhouse country queen ★



WYNONNA
★ Soulful country voice ★



KENNY CHESNEY
★ Beach-country superstar ★



BRAD PAISLEY
★ Guitar-slinging hitmaker ★



MARTINA MCBRIDE
★ Power ballad favorite ★



KEITH URBAN
★ Modern country rocker ★



RANDY TRAVIS
★ Traditional country legend ★



RASCAL FLATTS
★ Harmony-driven trio ★



LONESTAR
★ Heartfelt country hitmakers ★



AND MORE!
★ The songs listeners know and love ★

★ **US COUNTRY** plays the biggest country favorites ★
from the '80s, '90s & early 2000's.

FAMILIAR ARTISTS. LASTING CONNECTIONS.

The voices, songs and memories listeners grew up with — a natural setting for local brands to become part of their day.

THE '80s, '90s & EARLY 2000's — ALL DAY, AND ALL NIGHT.



★ **THREE SIGNALS. ONE POWERFUL COVERAGE AREA.** ★

Easy access across Buffalo, Niagara Falls & Southern Ontario



1270 AM

Buffalo + Southern Ontario

Approx. coverage population:

1.1M+ persons

93.3 FM

Buffalo core, Northtowns & Niagara corridor

Approx. coverage population:

700K+ persons

95.1 FM

South/East metro reinforcement

Approx. coverage population:

500K+ persons

LISTEN ANYWHERE

Listeners can hear US COUNTRY on-air, online, in-app, in-car and on voice-activated devices.



TERRESTRIAL
RADIO



STREAMING
ONLINE



MOBILE
APP



iHeart
RADIO



TUNEIN



ALEXA



SIRI



APPLE
CARPLAY



VOICE-ACTIVATED
DEVICES

★ **One brand. Three signals. Cross-platform access across Buffalo and Southern Ontario.** ★

Coverage footprints overlap. Population figures are marketing estimates for sales presentation purposes.

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Buffalo's Country Favorites

★ ADVERTISER OPPORTUNITIES ★

★ Powerful ways for brands to connect with Buffalo's Country Favorites ★

US COUNTRY offers flexible on-air, digital and event-based opportunities designed to help advertisers stand out and connect with loyal country listeners.



LIVE DJ ENDORSEMENTS

Trusted on-air personalities put your business message in a credible, local voice.



SPONSORSHIPS

Own major station promotions, recurring segments and high-visibility brand moments.



FEATURES

Custom branded features and special content integrations that fit your message.



APP SPONSORSHIPS

Put your brand inside the listening experience through the station app.



DIGITAL

Extend your campaign with web, social, streaming and digital display support.



STUDIO SPONSORSHIPS

Be associated with the station environment through branded studio mentions and imaging.



CONCERT SPONSORSHIPS

Align your business with country concerts, ticket promotions and artist excitement.



COMMUNITY SPONSORSHIPS

Show up where listeners live through local events, festivals and community partnerships.

★ CUSTOM PACKAGES AVAILABLE ACROSS AM, FM, STREAMING, APP & VOICE-ACTIVATED LISTENING ★



TERRESTRIAL
RADIO



STREAMING
ONLINE



MOBILE
APP



iHeart
RADIO



TUNEIN



ALEXA



SIRI



VOICE-ACTIVATED
DEVICES

★ Ask US COUNTRY about building a campaign that matches your goals, audience and budget. ★



★

THEY STILL FILL THE HOUSE.

★

Fans still buy tickets, sing every word and show up for these artists.



SOLD-OUT STADIUMS. NATIONAL TV. GENERATIONS OF LOYAL FANS.



GARTH BROOKS

Seven sold-out shows. More than 58,000 fans in Buffalo.



KEITH URBAN

Bringing country to network TV with CBS' *The Road*.



KENNY CHESNEY

One hour to sell out Gillette. Three nights of country fans.



DOLLY PARTON

An American icon whose songs connect across generations.



GEORGE STRAIT

Two sold-out stadium shows. 133,000+ fans in one weekend.



SHANIA TWAIN

Country superstar. Major awards-show spotlight.



ALAN JACKSON

A sold-out Nashville stadium. Fans from 32 countries.



BROOKS & DUNN

Taking their classics to stadium crowds with Morgan Wallen.



REBA McENTIRE

Country favorite and primetime star of *Happy's Place*.



TIM MCGRAW

A major concert draw with fans across North America.



BRAD PAISLEY

A familiar face in Nationwide ads with Peyton Manning.



VINCE GILL

Ryman nights and the Eagles' Las Vegas residency.

WHY US COUNTRY MAKES SENSE IN BUFFALO

Fans still fill stadiums and welcome these artists into their homes. WUSW gives their '80s, '90s and early 2000s favorites a daily home—and local advertisers a loyal audience.

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