



PRMG



The Public Relations and Marketing Group, LLC

Presents



Hosted by PRMG's John C. Zaher, Esq., L.I. Law Radio is a public information program featuring attorneys concentrating their practice in areas of importance to the general public. The program is heard on Island Talk 540am WLIE, and includes listener call-in. Attorneys participate on a rotated basis, approximately once per month. Commercial spots are also available for as low as \$25 per insertion.

About Island Talk 540 WLIE

Island Talk 540am WLIE is Long Island's only news/talk radio station. WLIE features riveting talk about topics important to Long Islanders, including local and national news, interview, weather and Long Island traffic reports; everything a Long Islander needs to get them through their day. WLIE can be heard from Montauk to Manhattan.

Who's listening to Island Talk 540 WLIE?

The latest radio format study from Scarborough Research, the nation's leader in local, regional and national consumer information, indicates that almost a quarter (22 percent) of American adults 18+ listen to News/Talk radio. The study also reveals better educated and affluent individuals are more likely to be News/Talk radio listeners. In fact:

- * 52 % are white-collar workers
- * Individuals with post graduate degrees are 82% more likely to listen
- * 37% have a household income of \$250,000 or more
- * Those who own a second home are 34% more likely to listen
- * 53% have used a Gold or Platinum card in the past three months
- * 45% have invested in a mutual fund
- * 29% have an IRA account

