Whatever report you like best, you can use it to buy prime availabilities in many first-place segments on WDGY.

Make sure you buy Minneapolis-St. Paul with new audience data. Don’t pursue old, out-dated information, which won’t tell you, for example, that Trendex now has WDGY in first place in audience morning, afternoon, and all day.

Storz Station programming has brought drastic change to the Twin Cities audience picture, so much so that whatever survey you prefer, you’re in for a good time when you buy WDGY. Consult Blair, or talk new figures with WDGY General Manager Steve Labinski.

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