If prime time is a must, then so is WHB.

From 6 to 9 a.m. . . . from 9 to noon . . .

It's a WHB world

54.1% Nielsen—(6 a.m.-noon) more
than all other Kansas City radio stations combined.

It's a WHB world all day, too!

Latest NIELSEN: WHB first with 47.0%, 6 a.m.-midnight.

Latest PULSE: WHB first every quarter hour.

Latest HOOPER: WHB first with 42.4% all-day average.

Latest TREND EX: WHB first with 42.1% all-day average.

Whether it's prime . . . or any time . . . talk to Blair or WHB GM George W. Armstrong

WHB
10,000 watts on 710 ke
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