



# The Whip at Backland Radio dot com

**MEDIA KIT**



# Somewhere Between Memphis and Chicago Is The Whip ...

Backland Radio – Just off the mainstream.

And the cyber home of The Whip Radio. When Whip Founder and Music Guru Lonesome Larry Williams sold his terrestrial station version of The Whip (the former WWHP in Farmer City, IL), he took his popular American Roots Music format online to Backland Radio dot com.

The Whip Radio is a commercial internet station located in Central Illinois and online at backlandradio.com. “The Whip” has a demographic as diverse as its programming. Our format consists of American Roots music – Blues, alternative and traditional country, rock, folk, bluegrass, gospel and comedy.

## Who Listens to the Whip?

Read what former University of Illinois Professor of Marketing Dr. Brian Wansink, PhD. (currently Professor of Marketing and Nutritional Science, director of the Food and Brand Lab at Cornell University and author of [Mindless Eating: Why We Eat More Than We Think](#), featured on CNN, NBC and MSNBC) discovered in a class study he conducted on The Whip:

“... I believe the typical Whip listener crosses many demographic lines (all ages and incomes), but has a very specific identity:

What Whip listeners have in common is they are independent thinkers. They don’t follow the crowd, the fads, or the Billboard Top 40. They are likely to shop at independent, locally-owned stores and eat at independent places (a new restaurant rather than the same old one).

While these people may appear easy-going with a sense of humor, they get easily bored with repetition and they look for variety in what they do, think and listen to. As a result, they are more likely to try something different and shop at new places. In marketing, we would characterize Whip listeners as “innovators” and as “opinion leaders.”

“... Certain businesses would greatly benefit from advertising on The Whip:

- Locally-owned businesses
- New businesses
- Businesses that cater to a diverse crowd
- Businesses with character
- Professional services ...”

The Whip’s distinctive format reaches a vast demographic of loyal listeners in Illinois, the Midwest and the world. Let The Whip help you reach your market by customizing a marketing strategy that is just right for your budget and needs.

**Backland Radio**  
dot com

The Whip at Backland Radio dot com  
P.O. Box 736, Charleston, IL 61920-0736  
backlandradio.com [sales@backlandradio.com](mailto:sales@backlandradio.com)  
Office: (217) 714-3584



## Somewhere Between Memphis and Chicago Is The Whip ...

REACH YOUR CUSTOMERS ANYWHERE,  
ANYTIME BY ADVERTISING ON THE  
WHIP AT BACKLAND RADIO DOT COM

Advertising on the Internet has become the most personal way to reach your demographic.

Listeners are connected to their smart phones, mobile devices and computers all day long in today's modern world, whether they're at work in an office, on the farm or on the road.



Bluetooth, smart phones, mobile and FM transmitter devices have made listening in the car a breeze with the technology we use everyday. The same Bluetooth device you use to take hands-free phone calls while driving can broadcast the audio stream of The Whip through your car radio.

### INTERNET RADIO HAS ADVERTISING BENEFITS

Bottom line: It's less expensive. Radio ads on The Whip at BacklandRadio.com are priced much lower than terrestrial stations.

### GREATER REACH

Your advertising will reach more people over a larger area through their own personal mobile devices. Our listeners stay connected online as they check their email, social media and listen to The Whip at the same time.

### MORE PEOPLE TUNING IN ONLINE AT WORK

Whether it's in an office, kitchen, on the road or on the farm, more people are tuning in online at work with their own mobile devices or their employer's internet service.

### THE VISUAL WORLD OF BANNERS & VIDEO ADS MEETS RADIO

Expand your advertising campaign to the visual world on The Whip with banner ads that link through to your website or social network pages. Banners and video ads on both the BacklandRadio.com webpage and The Whip player can dramatically boost your ad recall and ad response.

In addition to hearing the audio of your commercial, listeners will also be able to view important information about your business scroll across the player - information like your phone number, website address and more.

## THE WHIP PROGRAM GUIDE at BacklandRadio.com

TIME	SUNDAY	BLUE MONDAY <i>All Blues</i>	TUESDAY <i>"T is for Texas &amp; Tennessee"</i> Tuesday All Country	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
12am-6am	Whip Mix	Whip Mix	Blues Whip Mix	Country Mix	Whip Mix	Whip Mix	Whip Mix
6am	Gospel	-Weather -Old Farmer's Almanac Report -Sunrise Ranch with Lonesome Larry - Blues	-Weather -Old Farmer's Almanac Report -Sunrise Ranch with Lonesome Larry - Country	-Weather -Old Farmer's Almanac Report -Sunrise Ranch with Lonesome Larry	-Weather -Old Farmer's Almanac Report -Sunrise Ranch with Lonesome Larry	-Weather -Old Farmer's Almanac Report -Sunrise Ranch with Lonesome Larry	Whip Mix
6:30am	Gospel	Extended Weather	Extended Weather	Extended Weather	Extended Weather	Extended Weather	Whip Mix
6:35am	Gospel	Grandpa's Kitchen Turntable	Grandpa's Kitchen Turntable	Grandpa's Kitchen Turntable	Grandpa's Kitchen Turntable	Grandpa's Kitchen Turntable	Whip Mix
7:00am	Gospel	Grandpa's Kitchen Turntable	Grandpa's Kitchen Turntable	Grandpa's Kitchen Turntable	Grandpa's Kitchen Turntable	Grandpa's Kitchen Turntable	Whip Mix
7:20am	Gospel	Sunrise Ranch with Lonesome Larry - Blues	Sunrise Ranch with Lonesome Larry - Country	Sunrise Ranch with Lonesome Larry	Sunrise Ranch with Lonesome Larry	Sunrise Ranch with Lonesome Larry	Whip Mix
8:00am	Gospel	Sunrise Ranch with Lonesome Larry - Blues	Sunrise Ranch with Lonesome Larry - Country	Sunrise Ranch with Lonesome Larry	Sunrise Ranch with Lonesome Larry	Sunrise Ranch with Lonesome Larry	-Weather -Old Farmer's Almanac Report -Sunrise Ranch with Lonesome Larry
9:00am	Gospel	Sunrise Ranch with Lonesome Larry - Blues	Sunrise Ranch with Lonesome Larry - Country	Sunrise Ranch with Lonesome Larry	Sunrise Ranch with Lonesome Larry	Sunrise Ranch with Lonesome Larry	Sunrise Ranch with Lonesome Larry
10:00am	<u>Into the Blue</u> with Terry Herd	<u>Elwood's Bluesmobile</u> with Elwood Blues	<u>Western Swing Time</u> with Tex Hill	<u>In Search of A Song</u> with Jason Wilber	Whip Mix	Whip Mix	Sunrise Ranch with Lonesome Larry
11:00am	<u>Into the Blue</u> with Terry Herd	<u>Elwood's Bluesmobile</u> with Elwood Blues	Whip Country Mix	Whip Mix	Whip Mix	Whip Mix	Sunrise Ranch with Lonesome Larry
12:00pm	<u>Into the Blue</u> with Terry Herd	<u>Blues Deluxe</u> with Dave Johnson	<u>Rockabilly N Blues</u> <u>Radio Hour</u> with Jammin' James Riley	Jorma Kaukonen's <u>Live from FurPeace</u> <u>Ranch</u>	<u>Music City Roots</u> with Jim Lauderdale	<u>Lunchtime Laughs</u> with Auntie Lori	Sunrise Ranch with Lonesome Larry
1:00pm	<u>Music City Roots</u> with Jim Lauderdale	<u>SmokestackLightnin'</u>	Whip Country Mix	Whip Mix	<u>Music City Roots</u> with Jim Lauderdale	Whip Mix	Sunrise Ranch with Lonesome Larry
2:00pm	<u>Music City Roots</u> with Jim Lauderdale	<u>SmokestackLightnin'</u>	Whip Country Mix	Whip Mix	Whip Mix	Whip Mix	Whip Mix
3:00pm	<u>In Search of A Song</u> with Jason Wilber	<u>SmokestackLightnin'</u>	Whip Country Mix	Whip Mix	Whip Mix	Whip Mix	Whip Mix
4:00pm	Jorma Kaukonen's <u>Live from FurPeace</u> <u>Ranch</u>	<u>The Best of</u> <u>Smokestack Lightnin'</u>	Whip Country Mix	Whip Mix	Whip Mix	Whip Mix	Whip Mix
5:00pm	<u>Lunchtime Laughs</u> with Auntie Lori	Grandpa's Kitchen Turntable	Grandpa's Kitchen Turntable	Grandpa's Kitchen Turntable	Grandpa's Kitchen Turntable	Grandpa's Kitchen Turntable	Whip Mix
6:00pm	<u>Western Swing Time</u> with Tex Hill	<u>Blues Deluxe</u> with Dave Johnson	Whip Country Mix	Whip Mix	Whip Mix	Whip Mix	Whip Mix
7:00pm	<u>Rockabilly N Blues</u> <u>Radio Hour</u> with Jammin' James Riley	<u>Elwood's Bluesmobile</u> with Elwood Blues	Whip Country Mix	Whip Mix	Whip Mix	Whip Mix	Whip Mix
8:00pm	<u>Elwood's Bluesmobile</u> with Elwood Blues	<u>Elwood's Bluesmobile</u> with Elwood Blues	Whip Country Mix	Whip Mix	Whip Mix	Whip Mix	Whip Mix
9:00pm	<u>Elwood's Bluesmobile</u> with Elwood Blues	<u>SmokestackLightnin'</u>	Whip Country Mix	Whip Mix	Whip Mix	Whip Mix	Whip Mix
10:00pm	Whip Mix	<u>SmokestackLightnin'</u>	Whip Country Mix	Whip Mix	Whip Mix	Whip Mix	Whip Mix
11:00pm	Whip Mix	<u>SmokestackLightnin'</u>	Whip Country Mix	Whip Mix	Whip Mix	Whip Mix	Whip Mix
12:00am	Whip Mix	<u>The Best of</u> <u>Smokestack Lightnin'</u>	Whip Country Mix	Whip Mix	Whip Mix	Whip Mix	Whip Mix



# The Whip @ BacklandRadio.com Rate Card

## RATES FOR 15, 30 and 60-SECOND ADS (R.O.S.—Run of Schedule, 6am to 10pm, Central Time)

- \$15.00 per spot\*

## FIXED TIME RATES for 15, 30 and 60-SECOND ADS

- \$16.00 per spot\*

\*Net rate to station, minimum 40 spots

## PRE-ROLL AUDIO AD

- 10-15 second ad that runs on the web flash player before each audio stream starts. \$500 per calendar month.

\*All rates are net to the station.

## SPECIALTY SHOW SPONSORSHIPS (All times are Central):

- ◆ **LONESOME LARRY'S SUNRISE RANCH**, Mon-Fri 6am-10am, Sat 8am-2pm. Host Lonesome Larry plays the very best in American Roots Music. \$100 per week.
- ◆ **GRANDPA'S KITCHEN TURNTABLE**, Mon-Fri 6:35 am, rebroadcast 5pm Mon-Fri. Lonesome Larry plays both sides of great vinyl American Roots Music albums yesterday and sometimes today! \$100 per week.
- ◆ **LUNCHTIME LAUGHS**, Fridays at 12 noon, rebroadcast 5pm on Sunday. Comedy with Hostess Auntie Lori. \$75 per week.
- ◆ **INTO THE BLUE**, Sunday at 10am-1pm. Best of contemporary Bluegrass Music with Host Terry Herd. \$50 per week.
- ◆ **MUSIC CITY ROOTS RADIO SHOW**, Thursday at 12 noon-2pm with rebroadcast Sunday 1pm-3pm. With Host Grammy-award winner Jim Lauderdale, recorded Live at The Factory at Franklin Liberty Hall in Franklin, TN. \$75 per week.
- ◆ **BLUES DELUXE**, Monday at 12pm and rebroadcast at 6pm. The best in Blues with Host Dave Johnson. \$50 per week.
- ◆ **IN SEARCH OF A SONG WITH JASON WILBER**. Weds at 10am, rebroadcast Sunday at 3pm. John Prine's lead guitarist Jason Wilber does interviews with and plays music of the great musical artists and songwriters of our time. (Sponsorship Unavailable 2016)
- ◆ **Jorma Kaukonen's LIVE FROM FUR PEACE RANCH**, Wednesday at 12 noon to 1pm, rebroadcast Sunday at 4pm. Jorma hosts special guests weekly, recorded live at his famous ranch in Pomeroy, Ohio.
- ◆ **SMOKESTACK LIGHTNIN'**, Monday at 1pm and rebroadcast Monday at 9pm. 3-hour Blues countdown show followed by the one-hour "The Best of Smokestack Lightnin'". \$75 per week.
- ◆ **OLD FARMER'S ALMANAC RADIO REPORT**, Mon-Fri at 6:05 am, Saturday at 8:05 am. The delightful audio version of the Old Farmer's Almanac. \$100 per week.
- ◆ **WESTERN SWING TIME with Randy 'Tex' Hill**, Tuesday at 12 noon, rebroadcast Sunday at 6pm. Playing the best of new and vintage Western and Texas Swing. \$75 per week.
- ◆ **ROCKABILLY N BLUES RADIO HOUR with Jammin' James Riley**, Tuesday at 12 noon, rebroadcast Sunday at 7pm. Fun, upbeat show featuring the best in Rockabilly, Blues, Roots, Surf and early Rock & Roll. \$75 per week.
- ◆ **ELWOOD'S BLUESMOBILE**, 2 Hour Blues show with Elwood Blues (aka Dan Aykroyd), Blue Mondays at 10am & 7pm. Dan Aykroyd as Elwood will do voiceovers for sponsor's ads at no extra charge. \$150 per week.
- Prices, promos, details and number of ads received with each sponsorship vary— Ask your sales rep for details.
- 13-Week minimum sponsorship required.
- All Specialty Show Sponsorships receive a 150 x 150 banner with link on the backlandradio.com program guide webpage.
- Ask about current Whip and Backland Radio specials!

**Backland Radio**  
dot com

The Whip at Backland Radio dot com  
P.O. Box 736  
Charleston, IL 61920-0736  
Office: (217) 714-3584  
sales@backlandradio.com  
backlandradio.com



Boost your internet presence with a web banner on Backland Radio dot com!

(Prices as of 10/09/2016)

**728x90**  
(Leaderboard)

Leaderboard Banner—Top of Backland Radio dot com webpage

\$400.00 per month

**468x60**  
(Standard Banner)

Standard Banner—Placement varies  
Standard Rotating Banner  
Placement varies

\$200.00 per month  
\$100.00 per month

**234x60**  
(Half Banner)

Half Banner—Placement varies  
\$150.00 per month

OTHER SIZES

- 350 x 350 Square Banner—Placement varies \$300 per month
- 250 x 250 Square Banner—Placement varies \$200 per month
- 125 x 125 Button Banner—Placement varies \$175 per month
- 88 x 31 Player Micro Bar— Placement next to Backland Radio player \$300 per month
- Customized size—Ask your sales representative!

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sales@backlandradio.com backlandradio.com



## LISTENER STATISTICS

The Whip at Backland Radio dot com launched its internet broadcast on October 1, 2014. In the short time that the station has been broadcasting on the net, its listener base has grown consistently each week.

DATA (as of 10/08/16)

**UNIQUE LISTENERS:** 50,315

This is the number of unique listeners who listen to The Whip through the BacklandRadio.com web page players and the TuneIn and XiiLive apps. This total does not include outside stream rippers – websites, users or vendors who connect to our bandwidth without using our players or apps.

**PEAK LISTENING TIMES:** (Central Time)  
**8am-10am, Monday-Friday, Sunrise Ranch Show with Lonesome Larry**  
**5pm-6pm, Monday-Friday, Grandpa’s Kitchen Turntable**  
**6pm-8pm, Monday-Friday, Whip Evening Mix**  
**12-1pm, Tuesday, Rockabilly N Blues Radio Show**  
**12-1pm, Friday, Lunchtime Laughs with Auntie Lori**  
**2pm-4pm, Monday-Friday, Whip Afternoon Mix**  
**8am-12pm, Saturday, Sunrise Ranch Show with Lonesome Larry**

LISTENING SESSIONS

4+ hours	10.7%
1 to 4 hours	24.4%
30 mins to 1 hours	16.2%
15 to 20 mins	12.7%
5 to 15 mins	10.9%
2 to 5 mins	8.9%
30 sec to 2 mins	13.9%
1 to 30 sec	2.2%

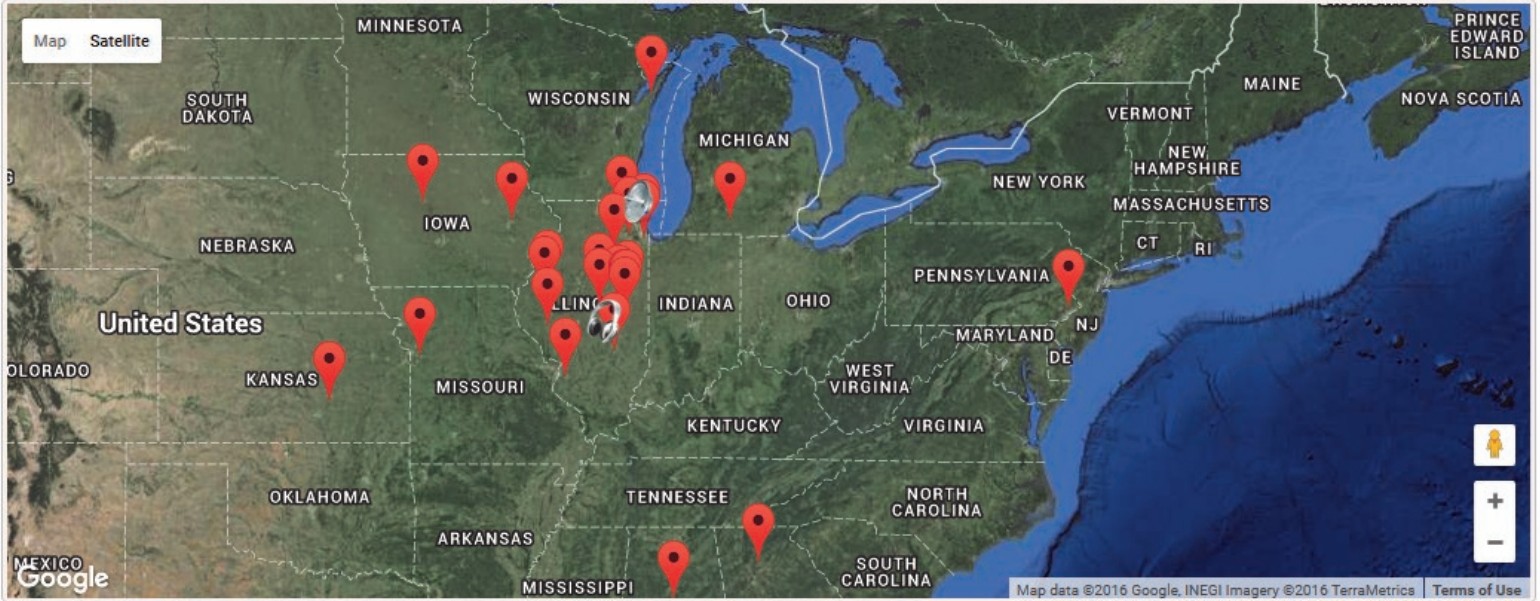
GEOGRAPHIC DATA BY SERVER LOCATION THROUGH THE WEBPAGE PLAYER & XIALIVE APP IN DESCENDING ORDER:

- Central Illinois (in descending order): Bloomington-Normal, Champaign-Urbana, Decatur, Mahomet, Pontiac, Peoria, Springfield, Mattoon-Charleston and Effingham
- Chicago, Illinois and surrounding suburbs
- St. Louis, Missouri
- Quad Cities, Des Moines and Marion, Iowa
- Indianapolis, Indiana
- Followed by listeners in California, Texas, Maryland, New York, Tennessee, Canada, Germany, Russian Federation, United Kingdom, Sweden, Netherlands, Brazil and Japan
- TUNEIN LISTENERS: 75% of TuneIn app listeners are located in Illinois. The current TuneIn analytic statistics program is in beta stage and only breaks down listeners by country and state at this time.



## LISTENER SERVER LOCATIONS IN THE U.S.

Listener locations map:



FEBRUARY 6, 2016, 9AM LISTENER SERVER LOCATIONS

Approximately 75 percent of Whip listeners are located in a swath from Chicago going across Central Illinois to St. Louis.

THE WHIP RADIO AT BACKLAND RADIO DOT COM

# Raves and Reviews

**KEVIN ALLISON**  
Columnist and Journalist  
Reuters.com



**Kevin Allison**  
@KevinAllison

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Best radio station in America, and possibly, the world --> The Whip [backlandradio.com](http://backlandradio.com) via [@backlandradio](https://twitter.com/backlandradio)

Retweets: 2    Favorites: 3

4:34 PM - 19 Dec 2014

Backland Radio Reply to @KevinAllison

The final countdown: GO! lifts off to '15 with a look back at '14

<http://www.pantagraph.com/entertainment/go/the-final-countdown-go-lif...>

**PANTAGRAPH.COM**

## The final countdown: GO! lifts off to '15 with a look back at '14



DECEMBER 25, 2014 7:00 AM • DAN CRAFT  
DCRAFT@PANTAGRAPH.COM

Welcome to the first of a two-part GO! review of the area arts and entertainment scene, circa 2014, with this week's offering a review of some of the major happenings we reported here in these pages over the past 52 weeks of busy comings and goings.

Next week, we'll step back and invite a cross-section of some of the movers and shakers on that same scene a chance to chime in with some of their thoughts, reflections and statistics.

Now, our own picks for the top 20 happenings that helped shape the year in arts, entertainment and areas we may have yet to comprehend:

11. On, and off, the radio: Several key changings of the guard occurred on the airwaves front, with Farmer City's The Whip (WWHP-FM) changing formats from indie-alt-country-Americana-roots to mainstream classic rock, and sending amiable overlord "Lonesome" Larry Williams and his partner in airwaves time, "Auntie Lori" Allen, to their own streaming reincarnation of The Whip, accessible at [www.backlandradio.com](http://www.backlandradio.com).



**DAN CRAFT**  
Arts & Entertainment Editor  
The Pantagraph