



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.

The Whip Radio was a terrestrial FM station based in Farmer City, Illinois from 1996 to 2014. Its American Roots format of Blues, Rock, Country, Bluegrass, Gospel and Comedy was different from anything else being broadcast on the commercial airwaves in Central Illinois.

In August, 2014, Whip Founder and Music Guru Lonesome Larry Williams sold the terrestrial station. He took his American Roots Music format online to Backland Radio dot com (owned by Auntie Industries) on October 1, 2014. As of May, 2018, the station has over 56,000 unique listeners, the majority of which reside in a swath going from Chicago across Central Illinois to St. Louis.

Who Listens to the Whip?

Read what Brian Wansink, PhD. discovered in a class study he conducted on The Whip¹

“... 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.

¹ The Whip Interactive CD Case Study, Professor Brian Wansink , University of Illinois MBA Program.



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 04/01/2019)

UNIQUE LISTENERS: 57,270

This is the number of unique listeners who listen to The Whip through the BacklandRadio.com web page players and the TuneIn, XiiLive and Online Radio Box 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: **8am-10am, Monday-Friday, Sunrise Ranch Show with Lonesome Larry**
(Central Time– U.S. Listeners) **10am-12pm, Monday-Friday, Whip Mix**
Noon shows, Monday-Friday, Blues Deluxe, Rockabilly N Blues Radio Hour, The String, Lunchtime Laughs with Auntie Lori
5pm-6pm, Monday-Friday, Grandpa's Kitchen Turntable
2pm-4pm, Monday-Friday, Whip Afternoon Mix
8am-12pm, Saturday, Sunrise Ranch Show with Lonesome Larry

LISTENING SESSIONS¹

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%

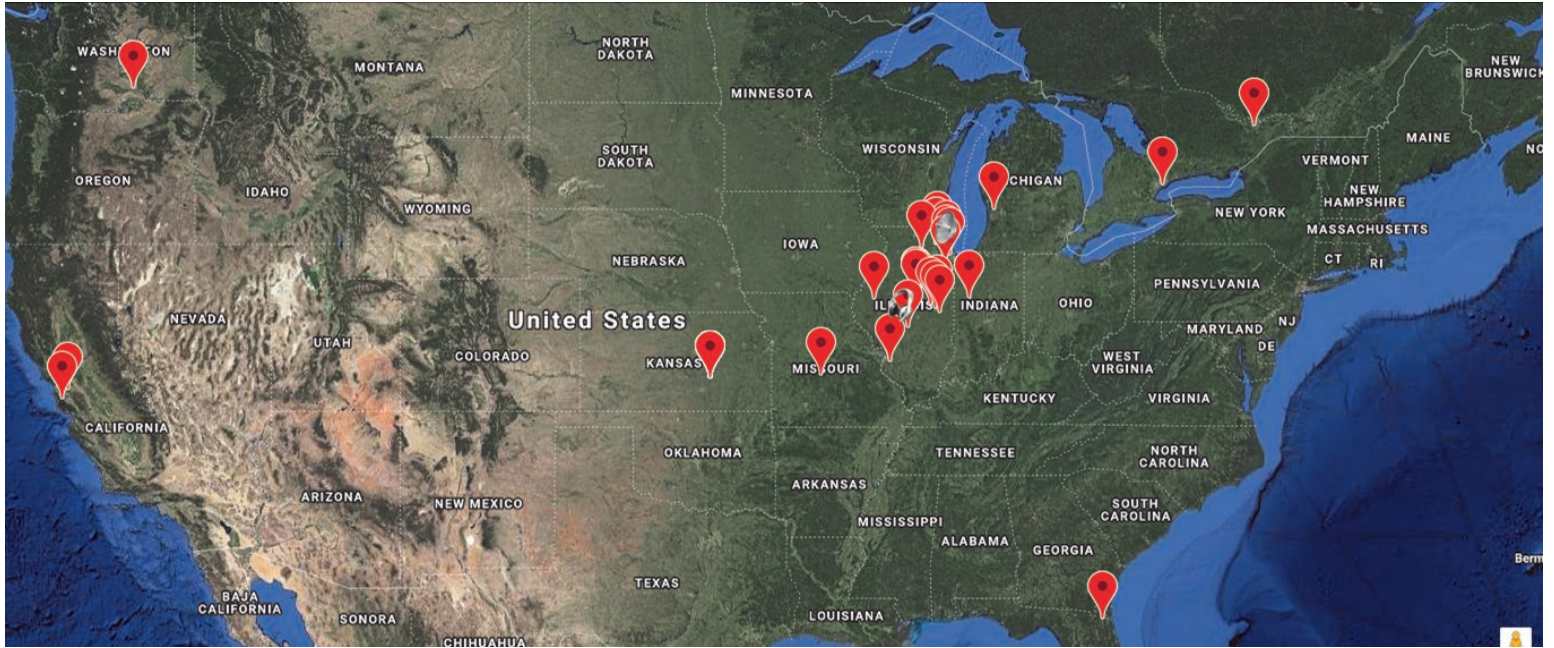
GEOGRAPHIC DATA BY SERVER LOCATION THROUGH THE WEBPAGE PLAYER & XIIALIVE APP IN DESCENDING ORDER:

- Chicago, Illinois and surrounding suburbs
- Central Illinois (in descending order): Champaign-Urbana, Bloomington-Normal, Pontiac, Peoria, Quincy, Decatur, Mahomet, Springfield, Mattoon-Charleston and Effingham
- Quad Cities, Des Moines and Marion, Iowa
- St. Louis, Missouri
- 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.

¹CentovaCast statistics, April 1, 2019



LISTENER SERVER LOCATIONS IN THE U.S.



MARCH 24, 2019, 9AM LISTENER SERVER LOCATIONS

Approximately 80 percent of Whip listeners are located in a swath from Chicago going across Central Illinois to St. Louis.



WHIP RATE CARD

Our spot advertising rates are net to station and really very simple. They include one station produced ad per contract month if desired.

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

- \$15 per spot*

FIXED TIME RATES FOR 15, 30 & 60-SECOND ADS

- \$16 per spot*

PRE-ROLL AUDIO AD (5-second ad that runs before each listener's stream starts)

- \$800 per calendar month*

* Net to station

SPECIALTY SHOW SPONSORSHIPS

SUNRISE RANCH WITH LONESOME LARRY, Mon-Fri 6am-10am, Sat 8am-12pm. The very best in American Roots music.

GRANDPA'S KITCHEN TURNTABLE, Mon-Fri, 6:35am & rebroadcast 5pm. Lonesome Larry plays both sides of great vinyl American Roots music albums from yesterday and sometimes today!

OLD FARMERS ALMANAC RADIO REPORT, Mon-Fri 6:05am, Sat 8:05am. The delightful 2-minute audio version of the Old Farmers Almanac.

LUNCHTIME LAUGHS, Fri noon & rebroadcast Sun 5pm. Comedy with Auntie Lori, your hostess.

INTO THE BLUE with the award-winning IBMA Broadcaster of the Year Terry Herd, Sun, 10am-1pm. Best of contemporary and vintage Bluegrass with award-winning host Terry Herd.

BEALE STREET CARAVAN, Mon 10am & rebroadcast 7pm. Features music and artists from Memphis, with a little music history thrown into the mix.

BLUES DELUXE, Mon noon & rebroadcast 6pm. Nationally acclaimed blues hour for over 3 decades with host Dave Johnson.

BLUSEUM OF FINE ART, Mon 11am & rebroadcast 8pm. Hosts Chris Jagger (Mick's brother) & John Peyton play the best in contemporary and classic blues.

SMOKESTACK LIGHTNIN', Mon 1pm & rebroadcast 9pm. 3-hour Blues countdown show followed by a 1-hour "Best of Smokestack Lightnin'" show. From Orlando, Florida.

WESTERN SWING TIME, Tues 10am & rebroadcast Sun 6pm. Vintage and contemporary Western Swing music hour-long program hosted by the award-winning Randy "Tex" Hill.

ROCKABILLY N BLUES RADIO HOUR, Tues noon & rebroadcast Sun 7pm. Today's and yesterday's rockabilly music show hosted by Ameripolitan award-winner 2018 DJ of the Year Jammin' James Riley.

GRATEFUL DEAD RADIO HOUR, Tues 7pm & rebroadcast Sun 8pm. Live concerts and off-the-board recordings of the iconic Grateful Dead, hosted by David Gans.

THE STRING WITH CRAIG HAVIGHURST, Weds noon & rebroadcast Sun 4pm. Interviews, profiles and music with noted Nashville producer Craig Havighurst and his guests.

« Specialty show sponsorships include 10 sponsorship promos with sponsor's name per week, 20 R.O.S. radio ads per week and sponsorship banner on backlandradio.com. Cost of each show varies. Contact Whip Sales at sales@backlandradio.com for more information.

THE WHIP PROGRAM GUIDE at BacklandRadio.com

TIME	SUNDAY	BLUE MONDAY <i>All Blues</i>	TUESDAY <i>"T is for Tuesday, Texas & Tennessee"</i> 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>Beale Street Caravan</u>	<u>Western Swing Time</u> with Tex Hill	Whip Mix	Whip Mix	Whip Mix	Sunrise Ranch with Lonesome Larry
11:00am	<u>Into the Blue</u> with Terry Herd	<u>Blueseum of Fine Art</u> with Chris Jagger & John Peyton	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> Radio Hour with Jammin' James Riley	The String with Craig Havighurst	Whip Mix	<u>Lunchtime Laughs</u> with Auntie Lori	Sunrise Ranch with Lonesome Larry
1:00pm	Whip Mix	<u>SmokestackLightnin'</u>	Whip Country Mix	Whip Mix	Whip Mix	Whip Mix	Sunrise Ranch with Lonesome Larry
2:00pm	Whip Mix	<u>SmokestackLightnin'</u>	Whip Country Mix	Whip Mix	Whip Mix	Whip Mix	Whip Mix
3:00pm	Whip Mix	<u>SmokestackLightnin'</u>	Whip Country Mix	Whip Mix	Whip Mix	Whip Mix	Whip Mix
4:00pm	The String with Craig Havighurst	<u>The Best of 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> Radio Hour with Jammin' James Riley	<u>Beale Street Caravan</u>	Grateful Dead Hour with David Gans	Whip Mix	Whip Mix	Whip Mix	Whip Mix
8:00pm	Grateful Dead Hour with David Gans	<u>Blueseum of Fine Art</u> with Chris Jagger & John Peyton	Whip Country Mix	Whip Mix	Whip Mix	Whip Mix	Whip Mix
9:00pm	Whip Mix	<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 Smokestack Lightnin'</u>	Whip Country Mix	Whip Mix	Whip Mix	Whip Mix	Whip Mix



WEB BANNERS Prices and Placement

728x90
(Leaderboard)

Leaderboard Banner—Top of Backland Radio dot com landing page

\$400.00 per month



350 x 350 Square Banner—Placement varies
\$300 per month

OTHER SIZES

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!

Backland Radio
dot com

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

THE WHIP AT BACKLAND RADIO DOT COM ADVERTISING PARTNERS



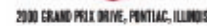
2018 - 2019 2020



AUGUST 17-18, 2018

Grand Nationals

WEEKEND CELEBRATION



AN AMERICAN COMEDY
JUNE 14TH - 14TH 2002
KANSAS CITY

TUMBLEWEED
REAL COMEDY

CODY JOHNSON **MARTY STUART** **ROBERT EARL KENN**
AMERICAN
INTERACTIVE

JOHN WATSON • RAY WYLLIE HUBBARD
SHOOTER JENNINGS • TYLER CHILDERS • WARD DAVIS

LUIS WILLIAMS • ARLEN LEE • BLAKE SCHULDER • DEYAN JONES
CHAD KIRBY • KELLAN MURPHY • KRISTIE JAMES CLARK • DICK SULLY
STEVE WING • JAMES CARROTERRE • JAMES LEE WALKER • JENNIFER WOOD
JOSEPH WENNER • JOHN RODRIGUEZ • JESSE WELLS • GUY HENRY
ALICE MCCLARTY • THE SUBSTANTIAL FESTIVAL • MURRAY LAMBERT
HARRINGTON HALL • OUTLAW JIM & THE WILDWOOD WOMEN
POMPER UNION • KARA MORRIS • ALEXANDRA DENTOFF
BRAND SMITH & THE SAINTS • THE COMBATROUS • THE DUTIFUL BUNCH
THE STEEL WOLVES • TONY HARTSHORN • DEBRAHNA OBERA

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A FILM BY "TUMBLEWEED" (2002)



THE WHIP RADIO AT BACKLAND RADIO DOT COM RAVES AND REVIEWS

KEVIN ALLISON
Columnist and Journalist
Reuters.com



Kevin Allison
@KevinAllison



Follow

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



RETWEETS
2

FAVORITES
3



4:34 PM - 19 Dec 2014

Backland Radio

Reply to [@KevinAllison](https://twitter.com/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 an invite cross-section of some of the movers and shakers on that the 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.

DAN CRAFT
Arts & Entertainment Editor
The Pantagraph