

The Heart of New England's **PULSE**

**WPKZ 105.3FM**  
**WTKZ AM 1280**

**TALK • SPORTS • NEWS • INFORMATION**

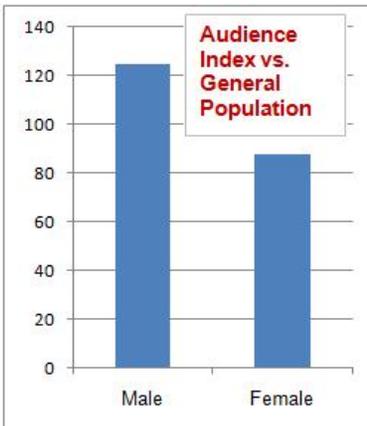
# STATION PROFILE

## General Information

WPKZ AM 1280 Regional  
 WPKZ 105.3 FM Regional

## Coverage Area (Population 500,000+)

Northern Worcester County MA  
 Northwest Middlesex County MA  
 Southern NH



## WPKZ STATION FORMAT:

**Talk** including local, regional, and national hosts

**Sports** including Baseball, Football, and Hockey plus High School and College Sports. Fox Sports Radio affiliate.

**News** including Local, Regional, State, U.S., and World

**Information** including Weather, Traffic, Business, Closings

**Features** including many throughout the day and season

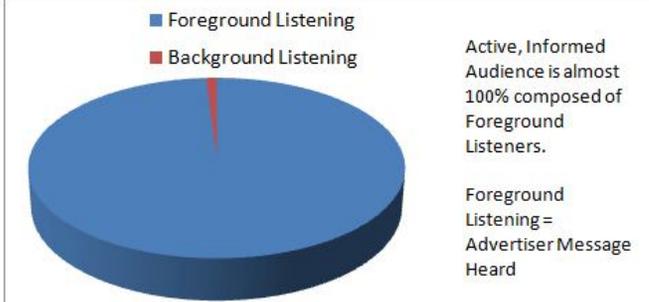
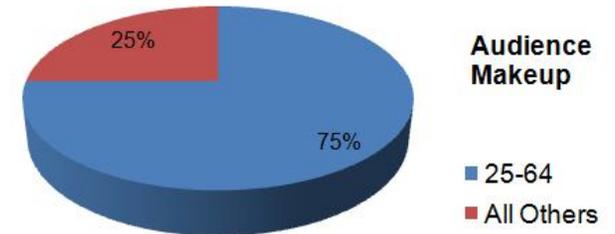
**Entertainment** including engaging segments and contests

## A Proud History of Service

Years Serving the Community: 59+  
 Days Serving the Community: 25,000+  
 Public Service Announcements Run: MILLIONS  
 Weather Forecasts Aired: Over One Million  
 Newscasts Aired: Over One Million  
 Sports Scores Aired: MILLIONS  
 Wars Covered: Every one since WWII

**Why is WPKZ important to you? Because it has been and is a part of your customers' lives at home, in the car, and at work AND Influences their decisions.**

## ON-THE-AIR 24/7



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Website: WPKZ.net Email: Sales@WPKZ.net **RATES SUBJECT TO CHANGE WITHOUT NOTICE BUT GUARANTEED FOR TERM CONTRACTED.**