

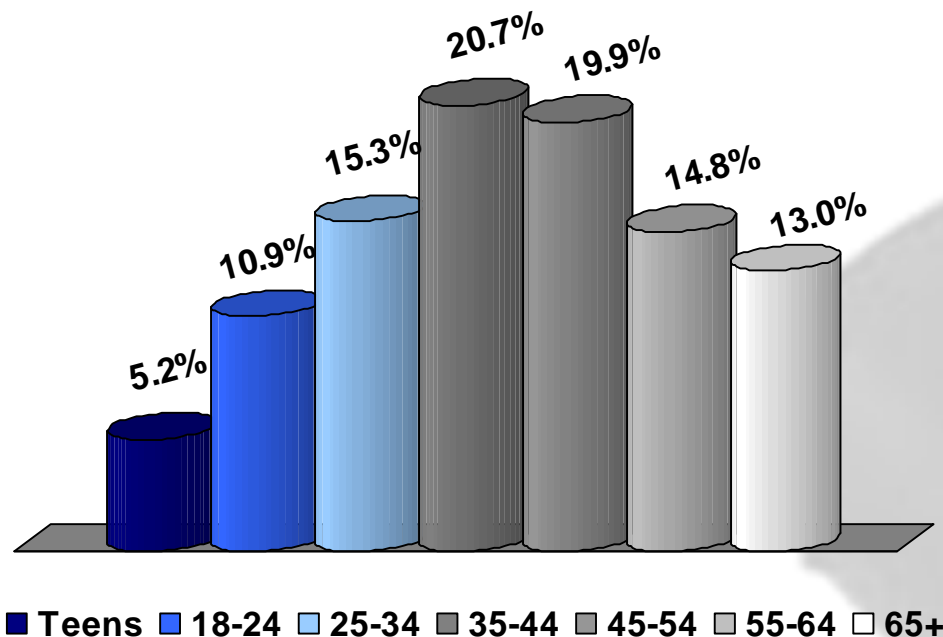


K-105 is:

K-105 programs a more mainstream brand of Country music with younger, current artists. Shamus and Annie in the morning – Lafayette’s New Country all day. This is the top station in the Greater Lafayette retail trade area.

Top Artists:

Luke Bryan
Carrie Underwood
Blake Shelton
Jason Aldean



Male/Female Skew: 45%/55%

Median Age: 43

Average Age: 33



K-105:

Reaches 68,000 people in the Greater Lafayette Area – average age 33 years old

60% are have some college or more, 26% hold a college degree

57% own their own home

\$64,974 is the average household income

27% have at least one child at home

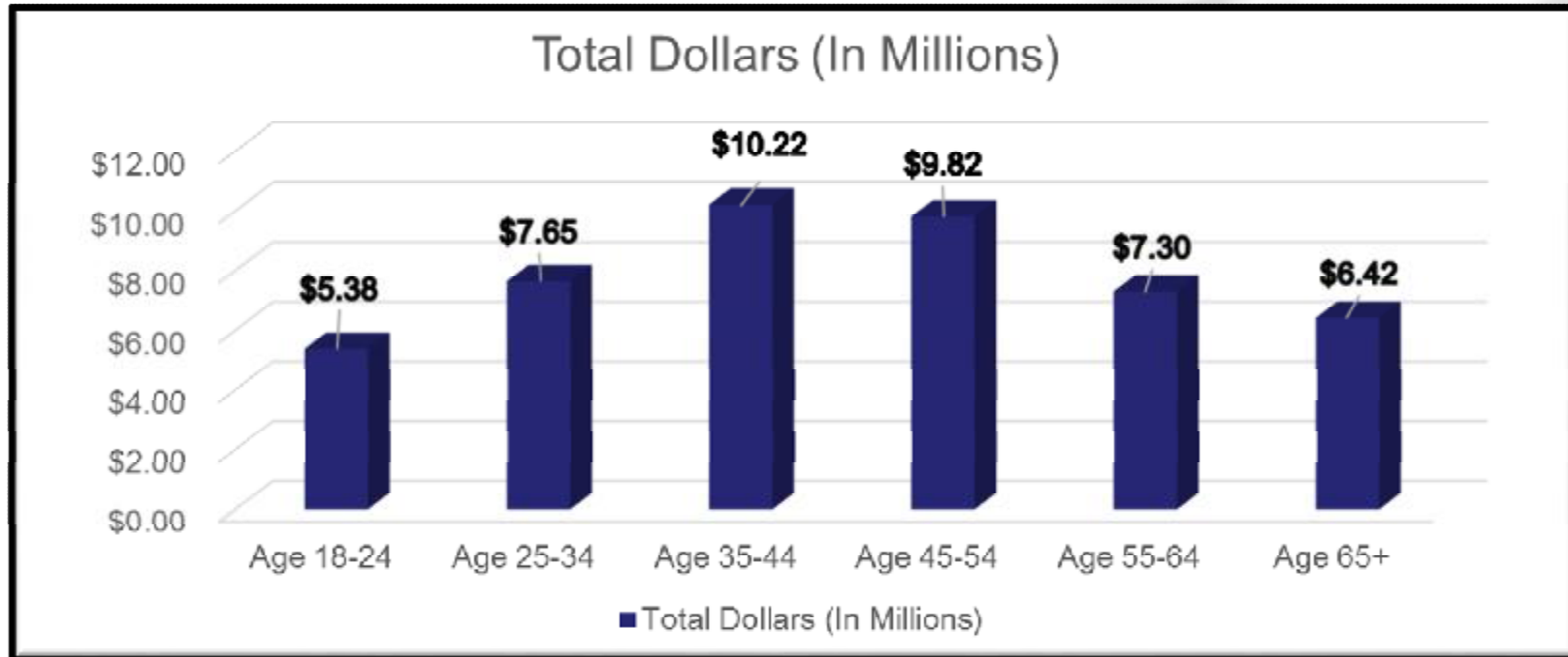
67% are employed either full or part-time

Annual Spending power of nearly \$518 million dollars in Retail Sales

If invited, this audience has the ability to buy the goods and services you are selling!



Monthly Spending Power of the K-105 Audience



\$49.35 Million dollars spent each month in Greater Lafayette by the K-105 Audience



K-105 is:

Lafayette's New Country Leader and total market leader

SHAMUS & ANNIE 6AM-9AM



ANNIE 9AM-NOON



DAVE - NOON -6PM

