

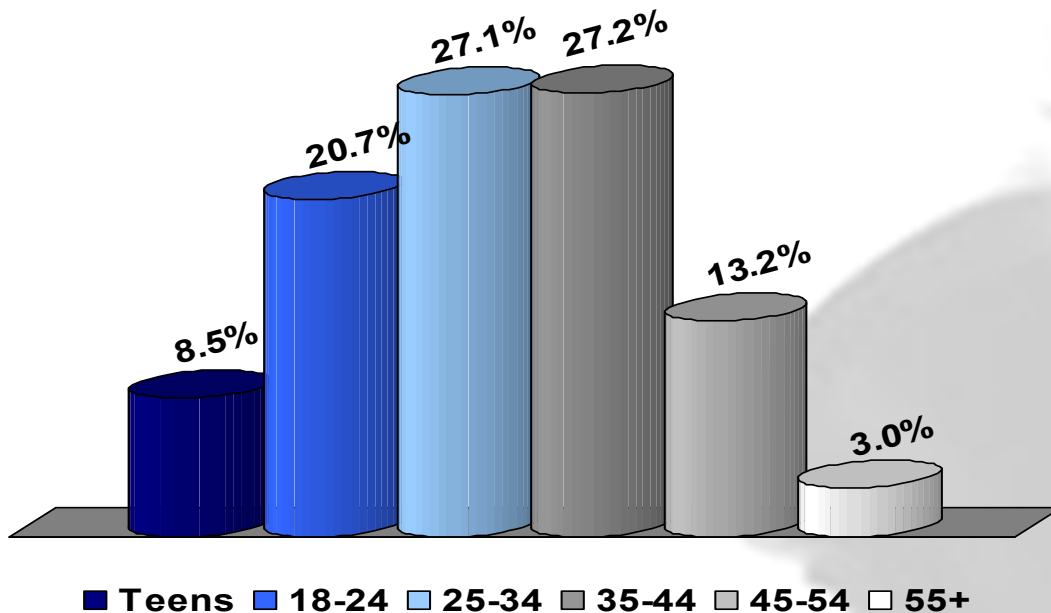


Solid Rock 93.5 WKHY (FM) is:

Mainstream Rock...which is current Rock blended with some standard rock classics. Strong personality involvement. Bob and Tom in the morning and Solid Rock all day

Top Artists:

Metallica
Foo Fighters
Pearl Jam
Nirvana



Male/Female Skew:
75%/25%
Average Age: 33



Solid Rock 93.5 WKHY:

Reaches 25,700 people in the Greater Lafayette Area – average age 33 years old

59% are have some college or more, 22% hold a college degree

51% own their own home

\$65,566 is the average household income

28% have at least one child at home

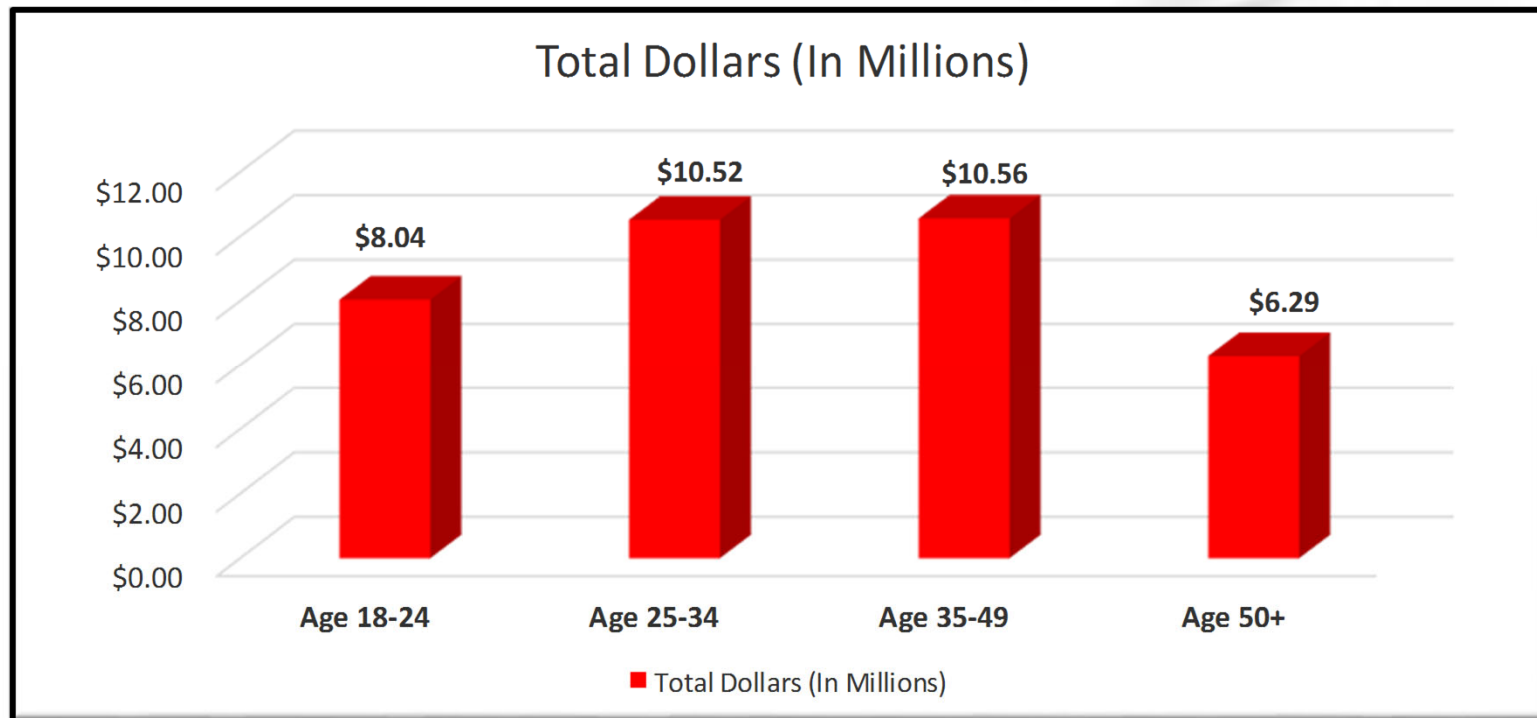
79% are employed either full or part-time

Annual Spending power of nearly \$466 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 93.5 WKHY Audience



\$38.83 Million dollars spent each month in Greater Lafayette by the 93.5 WKHY Audience



Solid Rock 93.5 is :

Bob and Tom all Morning and Solid Rock All Day



**Mornings
5am-10am**



**Rocky Nash
10am to 2pm**



**Strange
2pm to 7pm**



**Ken
7pm to 11:59pm**