

## RADIO WORKS BECAUSE...

**100%** of people can multi-task while listening to the radio. There is no other media that allows you to work, drive and live while participating.

**93%** of people tune in every week. That's access to over 33,480 people each week here in Douglas County alone.

### RADIOS WEEKLY REACH

2011-93% 2010-93% 2009-92% 2008-92% 2007-93%  
2006-93% 2005-93% 2004-94% 2003-94% 2002-94%  
(Source: RADAR, Fall Survey Reports)

**93%** of people who tune in, stay through the commercials.  
Source "When spots are on" 2011 Arbitron, Coleman Media Monitors

**83%** of people are reached everyday through a radio/internet mix.

We can drive them to your website!

Radio is used at Home, in the Car, at Work and other places too (in that order!)

39% at home      35% in the car  
24% at work      2% other places



- A 24/7 365 day a year web site.
- Pay for part of your advertising with gift certificates.
- 100% Full value up front day one.
- Use your commercials Monday - Sunday, 6:00am - 10:00pm.
- This is a great alternative payment method.
- The Big Deals show airs every Wednesday at 10:05 on KXRA-am to promote the online store.
- Plus There is live chatter about the store each day on KXRA, KX92, and Z99



### MONDAY THROUGH FRIDAY

5:00-6:00 am	First Light with Dirk Van
6:09 am	Local News
6:00-9:00 am	Morning Show with Patty Wicken & Dennis Anhalt
6:30 am	MNN News
6:37 am	Focus on the Family commentary
6:40 am	Local News with Dennis Anhalt
6:50 am	Community Calendar
6:54 am	Funeral Announcements
7:15 am	Local News with Dennis Anhalt
7:25 am	MNN Sports
7:35 am	Birthday Club
7:35 am	Morning Trivia
8:10 am	Local News with Dennis Anhalt
8:15 am	Cardinal Sports Report with Dave Harris
8:40 am	Living the Country Life
9:05-10:00 am	Open Line with Dennis Anhalt & Patty Wicken
10:00-12:00 pm	The Lonnie Wing Show
10:06 am	Community Calendar
10:15 am	Birthdays
11:10 am	Local News with Dennis Anhalt
11:15 am	Smart Money with Ameriprise
11:35 am	Chat with Dennis Anhalt
11:55 am	Successful Farming Radio Magazine
12:07 pm	Local News, Weather, Community Calendar, Funeral Announcements, Sports, Birthdays and more with Dennis Anhalt
12:30 pm	Cardinal Sports Report with Dave Harris
12:45 pm	In Fisherman Radio
1:05-1:55 pm	Swap Shop with Lonnie Wing (320-762-8167)
2:00-4:00 pm	Sports talk with Patrick Reusse
4:00-5:00 pm	Garage Logic with Joe Soucheray
5:08-5:30 pm	Local News, Weather, Community Calendar, Funeral Announcements, Sports and more with Kris Walsh
5:35 pm	Cardinal Sports Report with Dave Harris
5:40 pm	Living the Country Life
6:00-9:00 pm	Phil Valentine
9:06-12:00 am	The Jim Bohannon Show

### SATURDAY / SUNDAY

7:40 am	One on One with Dennis Anhalt (Saturday)
8:05 am	Outdoor Talk (Saturday)
9:05 am	Home Grown with Linda Kellerman (Saturday)
10:00-Noon	Sports Talk with Patrick Reusse (Saturday)
1:05-1:55 pm	Swap Shop (Saturday)
1:00-3:00 pm	The Handyman Show with Glen Haege (Sunday)
2:00-3:00 pm	Medical Edge Radio (Sunday)
3:00-6:00 pm	Lary Kudlow (Saturday)
3:00-6:00 pm	Money Talk with Bob Brinker
6:00-9:00 pm	Phil Valentine (Saturday & Sunday)
9:00-12:00 am	Larry Kudlow (Saturday)
9:00-12:00 am	Money Talk with Bob Brinker



kxra.com



**News Talk  
(45-65+)**

- This is the daily authoritative source of news and information. No media in West Central Minnesota spends more time on local issues and events each day than KXRA.

- This audience has money. Most of the saved money in the country is with this age demographic, but remember, just because they have money doesn't mean they want to spend it... you just have to give them a reason to spend the money, when you do... they will.

- This audience is more likely to live in a 500k house. And need all the things that go with that house.

- This station has more original content than any other media in town. Open Line, Swap Shop, The Morning Show, Cardinal Sports, Home Grown and even Church Services.

- KXRA is the daily newspaper Alexandria doesn't have.

- The county's only station streaming "live" on the internet at [kxra.com](http://kxra.com).

- Listen to hundreds of archived broadcasts.

- Listen to "live" KXRA-AM programs.

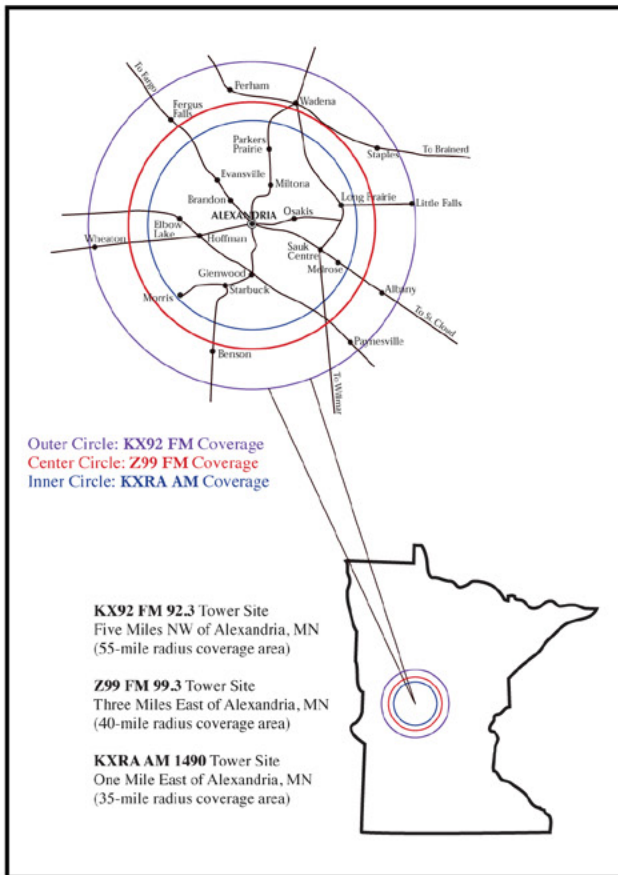


**99.3 FM  
90's & Now  
(18-40)**

- This station appeals to the tech savvy, young or young at heart person who is connected. It leans toward women who work in offices, medical clinics, retail stores and schools. These people are single, they're students, they're getting engaged, getting married, first time home buyers and having children.

- This is a compromise station. Parents and their kids can agree on it.

- It's fun. Listen to music while shopping at malls around the county... this format is found around people who like to shop.



**CONTACT US:**

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**92.3 FM  
Classic Rock  
(25-50)**

- Plays the music that you grew up on! The songs that remind you of "where you were and when."

- Services the largest population base in Douglas County. The average age in the county is 40. The average age of a KX92 listener is 41. These are families of teens, empty nesters and dual income households.

- They're active. These people have the health to try new things, the money to pull it off and the desire to give it a whirl.

- They are in both the peak spending and peak earning years. Peak earning starts around 40-45 and lasts until age 65. Peak of spending happens around age 47 as kids begin to drive and go to college.

- They're buying their second home, lake home or town home. Some are up-sizing because the family grew... some are downsizing because the family left.



- Original, local information that's available 24/7 and updated on a daily basis. This includes funeral announcements, news, weather, community announcements and local sports.

- Reference information about our advertisers found in our business section.

- Reach people who have gone south for the winter or who have moved away, yet still want to keep up to date with what is happening in Alexandria on a daily basis.

- Links to the BIG DEALS store and KXRA am online.