

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.

94% of people tune in every week. That's access to over 33,844 people each week here in Douglas County alone.

RADIOS REACHED WEEKLY

'13-94% '12-93% '11-93% '10-93% '09-92% '08-92%
'07-93% '06-93% '05-93% '04-94% '03-94% '02-94%

(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



- Shop 24/7-365 day a year.
- Pay for part of your advertising with gift certificates
- 100% full value up front day one.
- This is a great alternative payment method.
- Use your commercials Monday-Sunday 6 am - 11 pm
- The Big Deals show airs every Wednesday at 10:05 am on KXRA to promote the online store.
- Plus, there is live chatter about the store each day on KXRA, KX92, and Z99.



Monday - Friday

12:00 am - 5:00 am	Red Eye Radio
5:00-6:00 am	First Light with Dirk Van
6:00-9:00 am	Morning Show with Patty & Dennis
6:05 am	Weather Eye Live and at 12:05 pm, 5:05 pm
6:30 am	MNN News and at 10:55, 12:55 pm, 5:05 pm
6:37 am	Focus on the Family commentary and at 10:27 & 5:53 pm
6:40 am	Local News and at 7:15, 8:10, 10:10, & 11:10
6:50 am	Community Calendar
7:25 am	MNN Sports
7:35 am	Birthday Club/Morning Trivia (320)762-8167
8:15 am	Cardinal Sports Report and at 12:30 pm & 5:35 pm
8:40 am	Living the Country Life and at 5:45 pm
9:00-10:00 am	Open Line with Patty & Dennis (M-F)
10:35 am	Financial News
10:46 am	Family News in Focus and at 5:35 pm
11:15 am	Smart Money with Ameriprise
11:35 am	News Headlines
12:07 pm	Noon News
12:45 pm	In Fisherman Radio
12:48 pm	American Storyteller
1:05 pm	Swap Shop with Lonnie Wing (320)762-8167
2:06 pm	Garage Logic
5:50 pm	News from the Outdoors
6:00-9:00 pm	Phil Valentine Show
9:06 pm	The Jim Bohannon Show 866-50-JIMBO

Saturday & Sunday

12:00 am - 5:00 am	Red Eye Radio
5:00 am - 6:00 am	The Jim Bohannon (Sat.)/The Handyman (Sun.)
7:06 am	Saturday Morning News and Weekly Review
8:05 am	Outdoors Talk (Sat.)/Inspirational Music (Sun.)
9:05 am	Home Grown with Linda (Sat.)/Sunday Morning News
9:45 am	Sports Review (Sat.)/Lutheran Service (Sun.)
9:52 am	Focus on the Family commentary (Sat.)
10:05 am	Sports Talk
11:00 am	Inspirational Music (Sun)
11:30 am	Insight for Living (Sun.)
12:05 pm	Noon News
1:05 pm	Swap Shop (Sat.)/Military Radio (Sun.)
2:06 pm	Medical Edge (Sat.)/The Handyman (Sun.)
3:00 pm - 6:00 pm	Larry Kudlow (Sat.)/Money Talk (Sun.)
6:00 pm - 9:00 pm	Dennis Miller
9:06 pm	Larry Kudlow (Sat. Repeat)/Money Talk (Sun. Repeat)



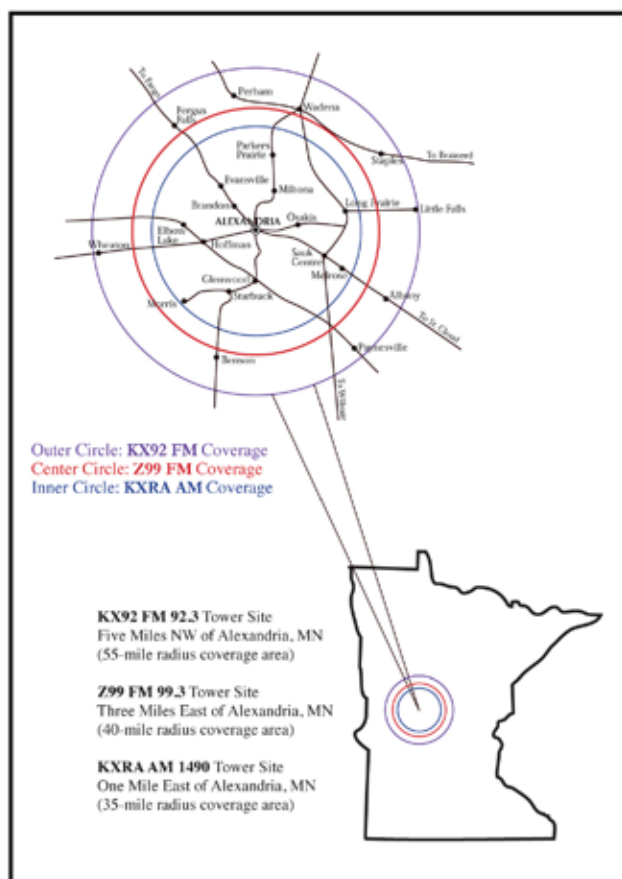
**News Talk
(45-65+)**

- 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. But remember, just because they have money doesn't mean they want to spend it... you 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 audience 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 www.voiceofalexandria.com
- Listen to hundreds of KXRA-AM archived broadcasts and live 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 country... this format is found around people who like to shop.



Contact Us:

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Website: voiceofalexandria.com



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

- Plays the music that you grew up with! 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 spending happens around the age of 47 as their 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.



- The most complete information source in West Central Minnesota. Local, state, national and world news, sports, weather and entertainment. A full community calendar and announcement page.
- Most businesses have a website. Not every website has three stations driving visitors to their website.
- There's no opinions or commenting on the site. Just the news, plenty of photos, video and audio too.
- Audience participation - we accept stories from visitors when they register and submit stories or pictures.
- You're buying a space on our website that is placed for a period of time. Not impressions.
- Full disclosure of impressions and clicks with your billing.
- Links to Big Deals and KXRA-AM's online listening.