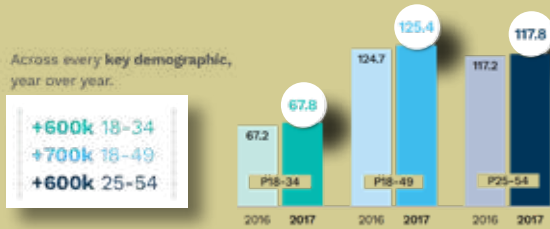


THE *Facts* ABOUT *Radio*

RADIO IS *America's #1* REACH MEDIUM



Radio LISTENERSHIP IS GROWING



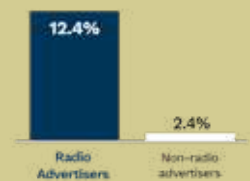
PEOPLE IN NEW CARS CHOOSE
Radio over STREAMING **13:1**

13x Higher share of total listening than all streaming combined.



Radio DELIVERS EXCEPTIONAL BRAND RECALL

5x Average brand unaided recall vs. non-radio advertisers.



Contact Us:

KXA-KX92-Z99

P.O. BOX 69 or
1312 Broadway
Alexandria, MN 56308

Phone: 320-763-3131

Fax: 320-763-5641

Email: thefolks@kxra.com

Website: voiceofalexandria.com

PARADIS BROADCASTING FAMILY OF STATIONS



KXRA

NEWSTALK RADIO
1490 AM | 100.3 FM

- **KXRA** 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 and is the only local media outlet in Alexandria.
- Streaming online at **VoiceofAlexandria.com** or your Amazon Alexa device.



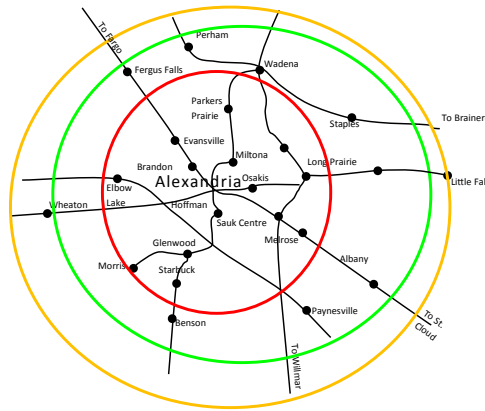
- This station appeals to the **tech savvy, young or young at heart person who is connected.** Listenership leans toward women who work in offices, medical clinics, retail stores and schools. These people are single, they're students, they're getting engaged, getting married, first time home buyers and 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.
- Streaming online at **VoiceofAlexandria.com** or your Amazon Alexa device..



- Plays the music that you grew up with! The songs that remind you of "where you were and when."
- **Serves 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 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.
- Streaming online at **VoiceofAlexandria.com** or your Amazon Alexa device.



- **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.



Outer Circle: **KX92** Coverage
Center Circle: **Z99 FM** Coverage
Inner Circle: **KXRA AM** Coverage

KX92 FM 92.3 Tower Site
Five Miles NW of Alexandria, MN
(55-mile radius coverage area)

Z99 FM 99.3 Tower Site
Three Miles East of Alexandria, MN
(50-mile radius coverage area)

KXRA AM 1490 Tower Site
One Mile East of Alexandria, MN
(35-mile radius coverage area)



- 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 & clicks with your billing.
- Links to **Big Deals, KXRA-AM's, KX94, Z99**, online listening. Amazon Alexa skills available.