

# MEDIA KIT

ALEXANDRIA

[WWW.LEIGHTONBROADCASTING.COM](http://WWW.LEIGHTONBROADCASTING.COM)

## WHO WE ARE

RESULTS DRIVEN: FAMILY & EMPLOYEE OWNED



Our family of radio stations took root in 1963, when we were one of the first radio groups to ignite the airwaves in Minnesota.

Al and Jean Leighton's insight and dedication to the art of broadcasting remain the foundation of Leighton Broadcasting, a company led by CEO Bob Leighton, son of Al and Jean, with partial ownership by its employees through an Employee Stock Ownership Program (ESOP).



Our company has stations throughout Minnesota, as well as North Dakota and divisions that transcend our radio signals in the digital, events

and promotional products arena making Leighton Broadcasting an innovative and powerful force in the marketing industry.

## GET RESULTS

DEDICATED TO YOUR SUCCESS

As your marketing partner, we are dedicated to the growth and success of your business. Everyone within Leighton Broadcasting, from our receptionists, creative departments, and entertaining on-air personalities to our sales, digital, and events departments, is excited to be a part of a local company dedicated to getting results for your business. As a team, we can guide you from concept to completion of your advertising campaigns.

## TELL YOUR STORY

OUR COMMITMENT

Leighton Broadcasting will not ask for your business unless we have a solid plan to improve it. This is our commitment and promise to you. We use marketing strategies to deliver results all while providing you with the highest standards of professional excellence, service and satisfaction in the industry today.

## PROVEN MARKETING PROCESS

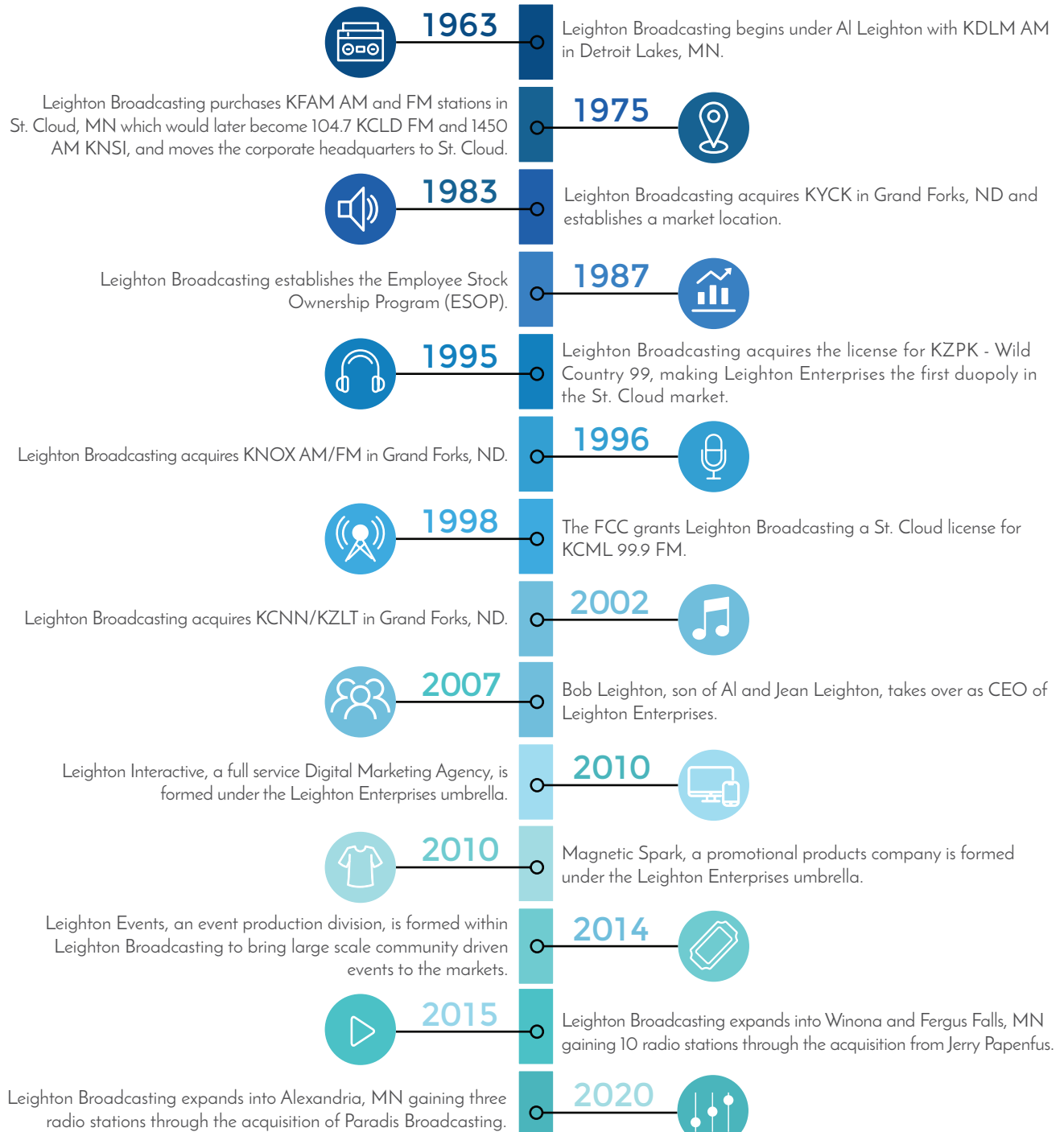
OUR SYSTEM



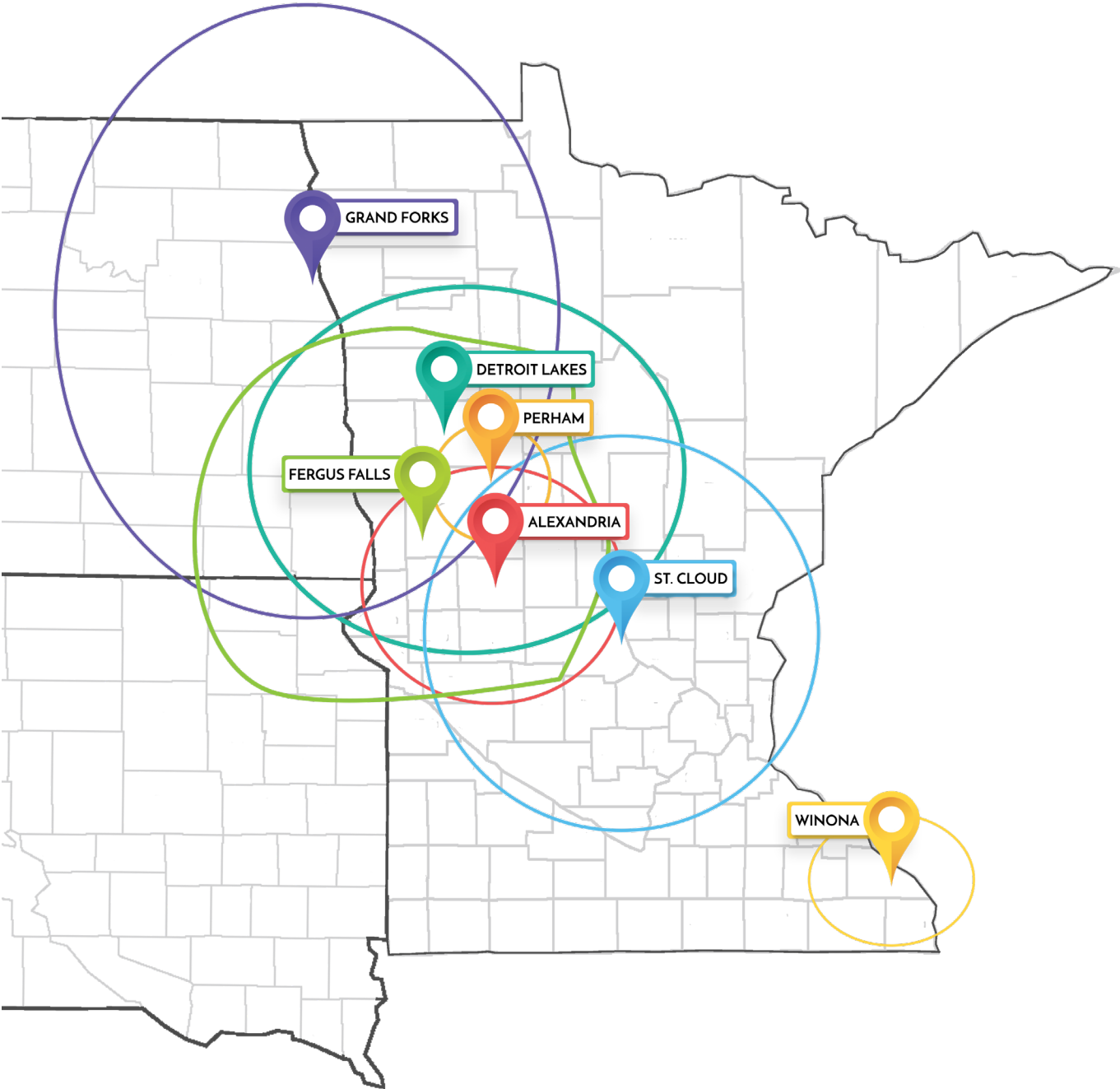
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# LEIGHTON BROADCASTING MILESTONES

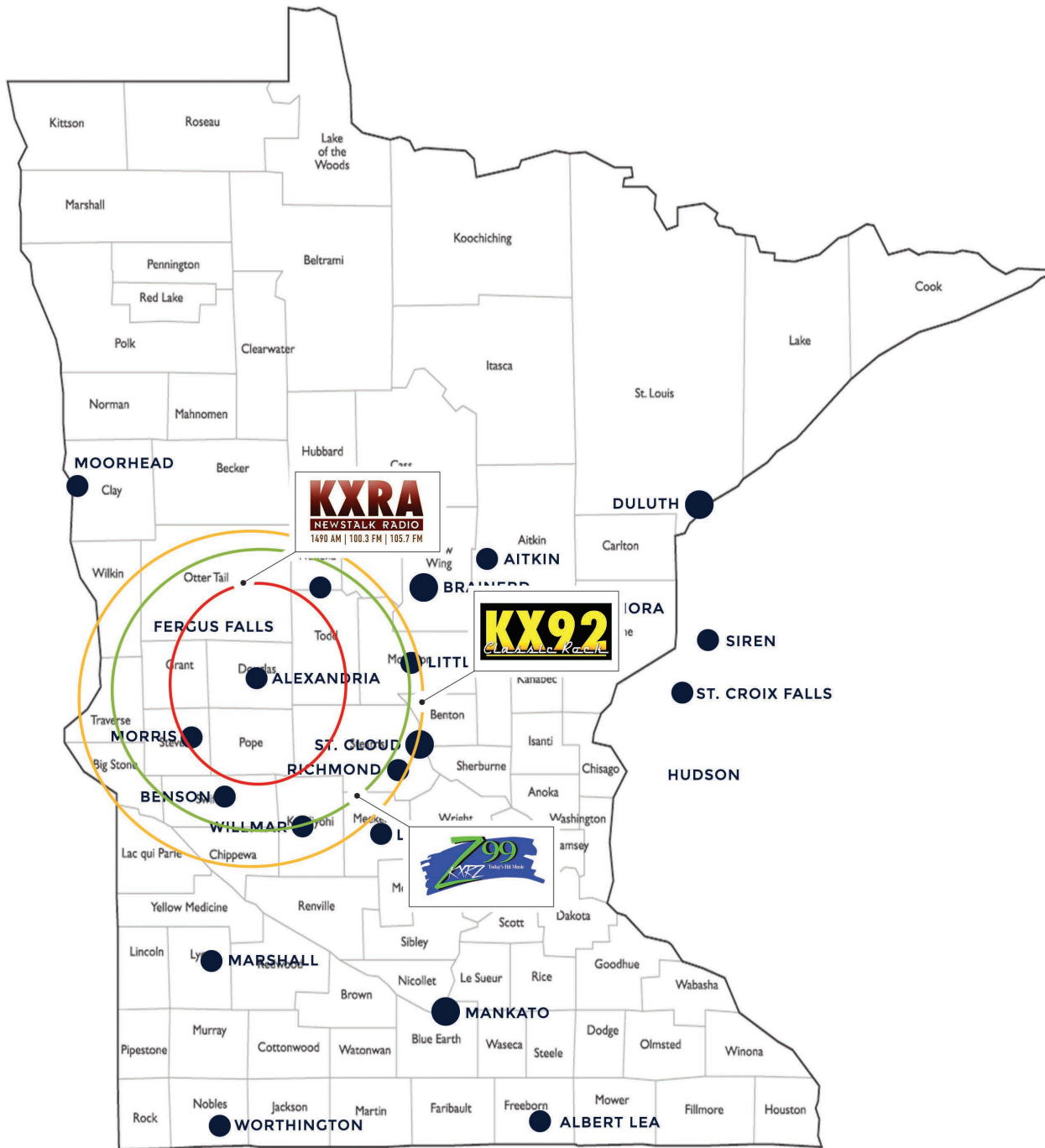
## MOMENTS IN TIME



# ALL MARKETS COVERAGE MAP



# ALEXANDRIA STATIONS COVERAGE MAP





# KXRA

**NEWSTALK RADIO**  
1490 AM | 100.3 FM | 105.7 FM

## FORMAT

Full-Service Radio

## POWER & DIAL POSITION

1 kW 1490 kHz Alexandria

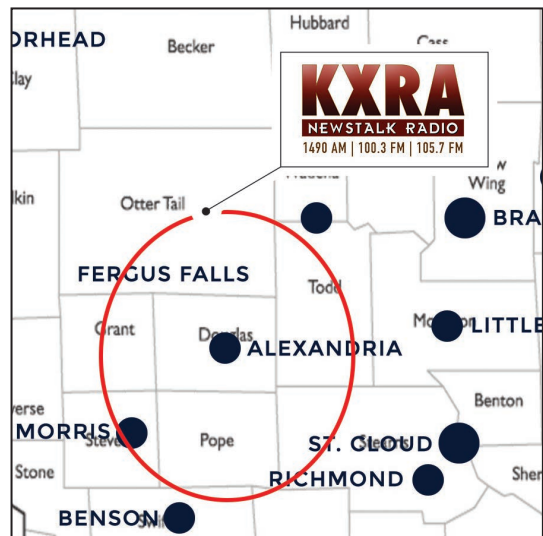
250w at 100.3 FM Alexandria

250w at 105.7 FM Glenwood

## STATION PROFILE

Alexandria area's only local talk shows, effectively reaching Adults 40-65 and over. You can learn everything from the latest congressional news to the best recipe for meatloaf, all in one place. This station is the primary source of daily news and information in Alexandria.

## COVERAGE MAP



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## FORMAT

Classic Rock

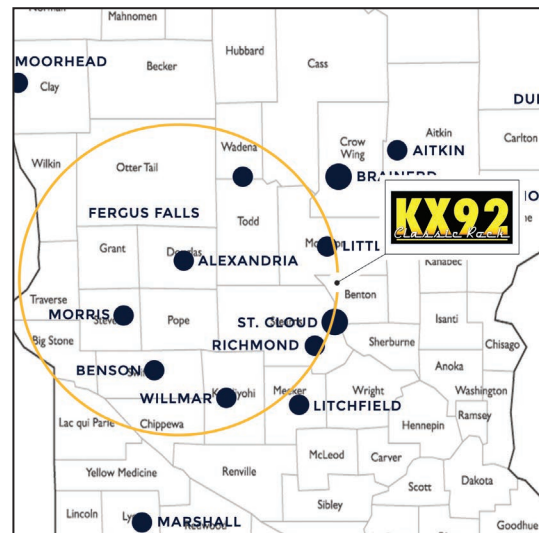
## POWER & DIAL POSITION

KXRA-FM 13.5 kW 92.3 FM

## STATION PROFILE

The music you grew up with that keeps you young!  
Effectively reaching Adults 25-50; turn the volume up  
and enjoy your trip down memory lane.

## COVERAGE MAP



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## FORMAT

Hot AC

## POWER & DIAL POSITION

KXRZ 12 kW 99.3 FM

## STATION PROFILE

Today's hit music, effectively reaching Adults 18-40. This format brings a very "adult feel" to a young adult audience. It's a station both teens and their parents can agree on. Z99 features long music sets and makes for excellent audiences both inside the office and in the car.

## COVERAGE MAP



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# VOICE OF ALEXANDRIA

The most complete information source in West Central Minnesota. Find the Voice of Alexandria online, on Alexa, multiple social platforms and our Voice of Alexandria App.

Increase your brand awareness on the Voice of Alexandria, the place people go for all things local in our community.

The screenshot shows the website's layout with several key sections:

- NEWS:** A grid of news articles including "Deadly Head-On Pope Co Crash", "Groups Find A Way to Provide Fish Meal to Seniors", "2020 Minnesota Fall Color Forecast", "Benson Man Dies in Pope County Head-On Crash", "Leighton Broadcasting Addresses Social Media Post", and "Former Alexandrian Describes Her View of the Fires From San Francisco".
- LOCAL ANNOUNCEMENTS:** A section with sub-categories for NEWS, ANNOUNCEMENTS, and SPORTS. It features an obituary for "Elmer 'Jim' Hill, 91" and a sports announcement for "Knights Prep Team Splits Opening Weekend".
- ENTERTAINMENT:** Includes a "Diagnosed mogul Harvey Weinstein stripped of UK honor" article and a weather forecast for Alexandria, Minnesota, showing a high of 58°F.
- WEATHER:** A dedicated weather section with a "Full forecast" link.
- BRAND EXPOSURE:** A large advertisement for Alexandria Industries offering a "\$1000 sign-on bonus" and a "CLICK FOR FULL FLIER" button for Elden's Fresh Foods.
- TRENDING ARTICLES:** A list of recent articles such as "Leighton Broadcasting Addresses Social Media Post" and "Rocky Start to Council Meeting Ends With Long List of Actions".
- Footer:** Includes logos for Alexandria Motors, Chevrolet, and a "CLICK HERE TO VIEW OUR SELECTION" button.