



Classic 1280
Hits from the 50's-60's-70's
WWW.MYKDKD.COM

Listenership & \$\$\$

QUESTION? How many listeners will hear my advertising on your stations and how much do they spend?

ANSWER! About 49,000 listeners a week and they spend millions! *This does not take into affect those people that tune in for NASCAR on KDKD FM! There could be thousands more listening!

PROOF: According to the recent TOMA survey, “49% of those surveyed said that they had listened to KDKD FM in the past week and another 17% said that they had listened to KDKD AM in the past week.” (Consumer survey conducted by American Consulting Services TOMA January 2004 prior to major upgrades that boosted coverage by 30%)

What that means to you is that based on the latest county population figures for Henry County:

- KDKD FM is listened to by 11,074 people per week and
- KDKD AM has another 3,842 listeners...that's 14,916 listeners.

*(adjusted with population increase U.S. Census) **And...***

In the seven county area that KDKD AM-FM covers (Henry, Cass, Johnson, St. Clair, Pettis, Benton and Bates), and calculating a small 15% of the adjoining counties...

- **KDKD FM reaches about 49,000 people weekly!**
- **In Henry County alone...our listeners spend about \$1, 245,000 per day*!**
- **In the seven county area...our listeners command daily expenditures of \$4,290,000 per day**!**

*Based on Henry Counties \$30,455 Effective Buying Income which is “disposable Income or after tax income”.

**Based on Seven County Average \$31,967 Effective Buying Income which is “disposable Income or after tax income”.