

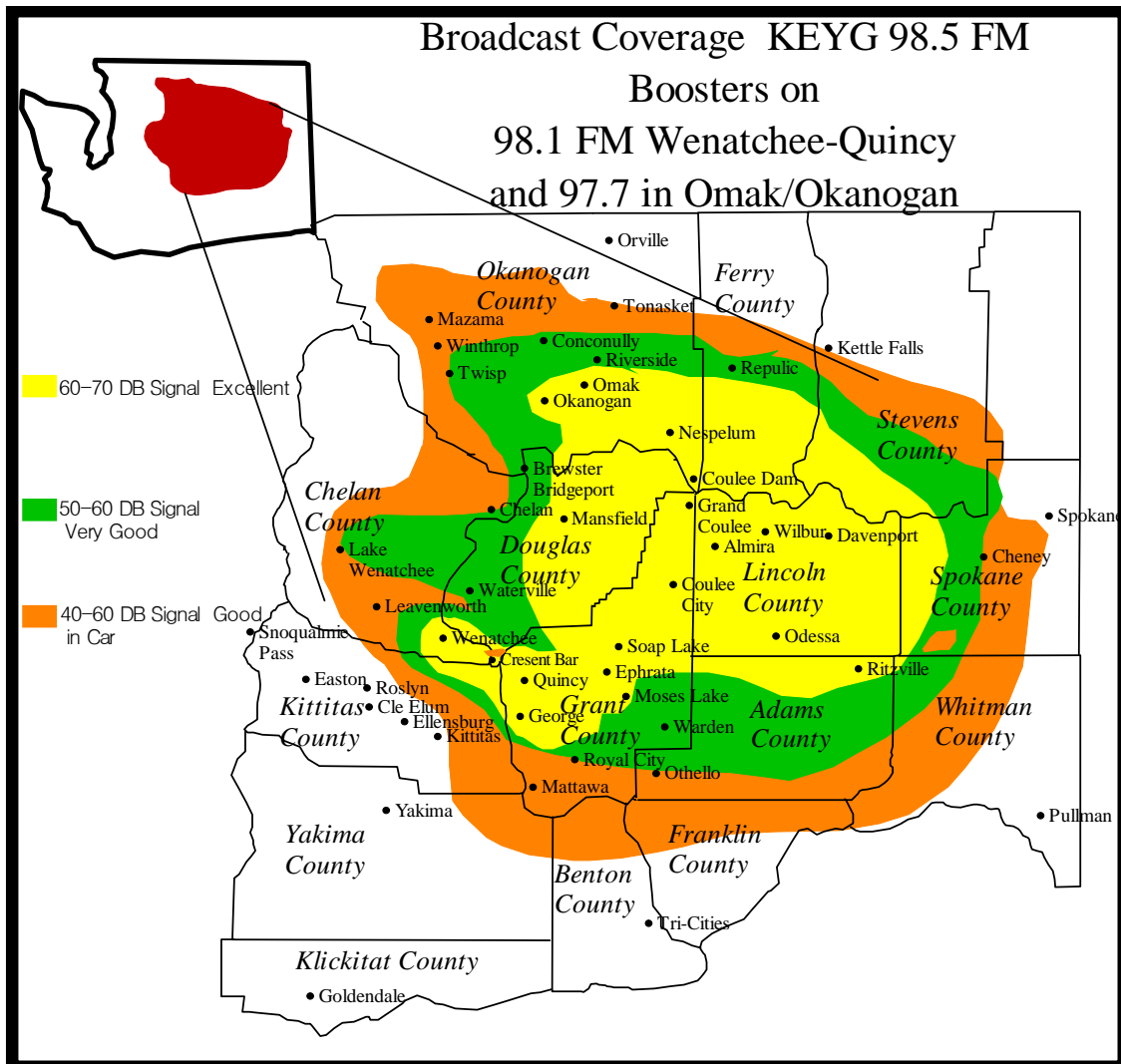
WHEELER BROADCASTING, INC.

CELEBRATING 32 YEARS IN NORTH CENTRAL WASHINGTON

*Longest locally owned Broadcast Company in Central and North Central Washington.
Providing Affordable Entertainment, Sports and Advertising for 32 years.*

The **KEY**
Classic Rock
KEYG FM
Best Station By a Dam Site

KEY
COUNTRY
1490 AM





KEYG FM - Found at 98.5 FM in 60% of Eastern Washington, at 97.7 FM in Omak/Okanogan and 98.1 FM in Wenatchee/Quincy. This station is best known for the slogan “Best Station by a Dam Site”. KEYG covers over 50+ state highways and 200 miles of I-90 from Spokane to the Cascades. KEYG is one of only two 100,000-watt stations in North Central Washington. Tower is located at the 3200 above sea level.

Format: Classic Rock songs from 1960s and 80s, and 90s.

Demographics: Target audience is 35-65. 54% Males 35-65, 46% Females 35-65. Baby boom generation with money to spend. Plus the younger generation is finding out how great this music sounds.

Special Programming: Seahawks, WSU Football, High School Playoff Sports, Weather, NW Agricultural Reports, Ski Reports and Fruit Reports.

Principle Cities: Wenatchee, Omak, Okanogan, Moses Lake, Ephrata, Grand Coulee Dam area, Brewster, Coulee City, Quincy, George, Royal City, Twisp, Odessa, Ritzville, Lake Wenatchee, Wilbur, Davenport, Colville Reservation, Covering over 6 Counties.



KEYG AM - Found at 1490 AM in the Upper Basin. Key Country is the only country station reaching this prized 20,000 population because of the deep Coulee’s where they live. Along with KEYG FM, our AM is one of the few great signals reaching the upper regions. Combined with great Country and lots of music, this station is a great bargain buy.

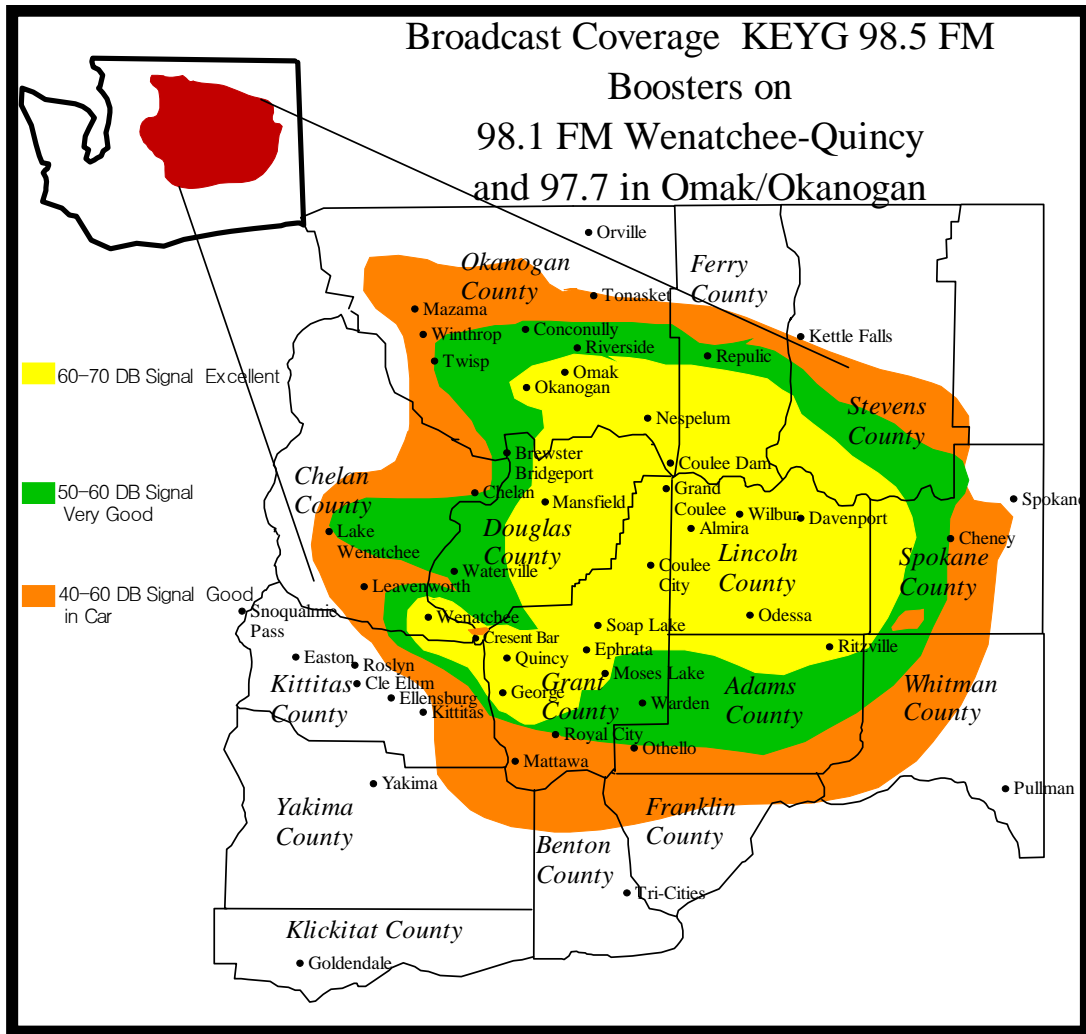
Format: Modern Country

Demographics: 25-54 48% Women and 52% Male

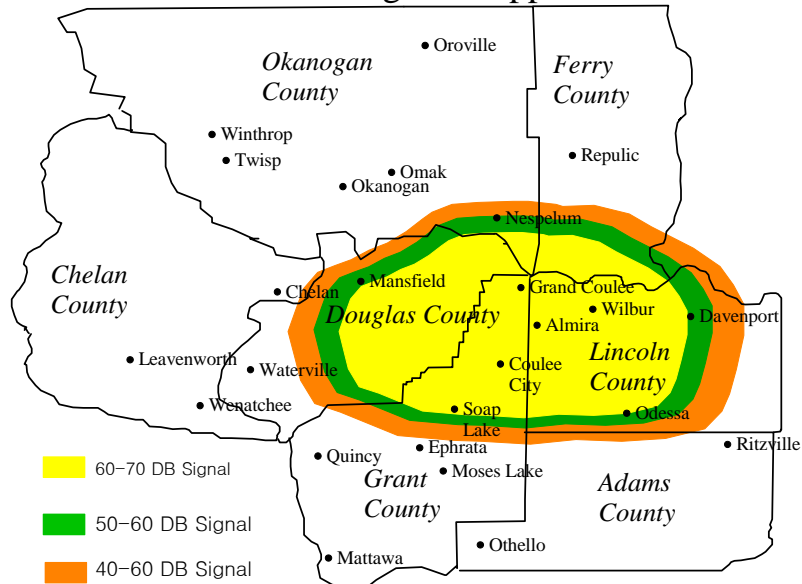
Special Programming: Weather, Agricultural Reports, Ski Reports, Fruit Reports, and High School Playoffs.

Principle Cities: Grand Coulee, Coulee City, Almira, Hartline, Odessa, Davenport, Wilbur, Electric City, Elmer City, Nespelum, Hartline, Creston, Wilson Creek, Keller, and most of the Colville Federated Tribe.

Station Coverage Area



KEYG 1490 AM Coverage the Upper Columbia Basin



CLASSIC ROCK FORMAT OVERVIEW

CLASSIC ROCK is the soundtrack of the baby boom generation. We play the greatest rock songs from 1970s and 80s, plus early 90's and 2000. Classic Rock is a solid, stable format that attracts loyal listeners. The format is freshened by daily features, themed weekends, specialty programs and spectacular promotions.

CLASSIC ROCK delivers music with an upbeat, rock presentation from major market DJ's. This format is all about core consumers with money to spend. It offers continual sponsorship opportunities to generate customers to your business. The target audience is 35-65, split 54% Males 35-65 and 46% Females 35-65.

CORE ARTISTS

Led Zeppelin

Iron Maiden

Pink Floyd

AC/DC

Poison

Van Halen

Tom Petty

ZZ Top

Rolling Stones

Boston

Ozzy

Aerosmith

Foreigner

Rolling Stones

Elton John

Bad Company

Creed

Queen

Rush

Styx

Springsteen

