



Zimmer Radio & Marketing Group

Radio Station Profiles



Columbia

3215 Lemone Industrial Blvd.
 Columbia, MO 65201
 573.875.1099

Jefferson City

3109 S. Ten Mile Drive.
 Jefferson City, MO 65109
 573.893.5696

Lake of the Ozarks

1081 Osage Beach Rd.
 Osage Beach, MO 65065
 800.455.1099

Clear99

Today's Best Country

KCLR 99.3 FM • CLEAR99.COM

FORMAT:

Mainstream/Heritage country,
and award winning on-air local personalities

Listeners get the perfect mix of today's best country hits,
featuring today's most popular artists like: Carrie Underwood, Miranda Lambert, Blake Shelton, Brad Paisley, Luke Bryan, Lady Antebellum, Jake Owen, Eric Church, Luke Bryan and countless others.

The Clear 99's On-Air team is all live, and includes Award Winning Scotty and Cara in the morning, Josh Ryan holding down mid-days, Aric Bremer in the afternoons and Clear Country Nights with Joey Lose.

FREQUENCY/POWER: At 50,000 watts, KCLR reaches over 20

Central/Mid –Missouri Counties, including the cities of Jefferson City and Columbia

AUDIENCE:

- 60.9% Female, 39.1% Male
- Age 18-44: 62%
- Household Income over 50K: 43%



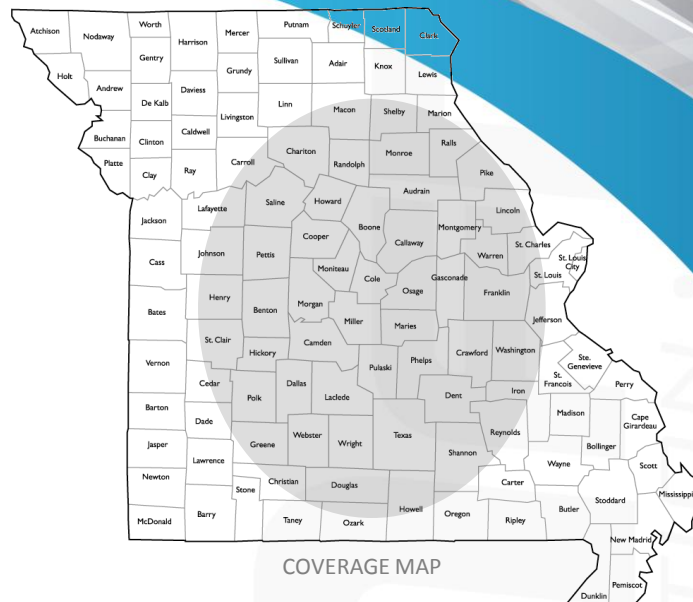
Estimates are derived from the diaries that provided the audience data for the Nielsen Radio Market Report and are subject to the qualifications and limitations stated in the report.

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FORMAT: Y107 Adult Top 40 Music is exclusive in Central Missouri and is a carefully selected mix of current and recent hits. The music is so popular it makes up over half of all record sales in Central Missouri. Music is the forefront on Y107, complemented by strong personalities and on air promotions. Music is changing to up-tempo, with no slower music.



Y107 air personalities are fun, sharing music information, pop culture and listener interaction. The hilarious duo Cosmo and Mike wake up Mid-Missouri every morning. Flash back to the 80's and 90's with the Retro Lunch at noon! Ryan Seacrest takes the controls from 10:00am-2:00pm, JP from 2:00pm-7:00pm and Justin K from 7:00pm to Midnight.

FREQUENCY/POWER: Y107, at 100,000 watts, reaches more listeners than any other radio station; with coverage of over 25 counties in Central Missouri including Jefferson City, Columbia, and Lake of the Ozarks.

AUDIENCE:

- 60.5% Female, 39.5% Male
- Age 18-34: 57.9%
- Household Income over 50K: 50.9%

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FORMAT: KAT Country, Mid-Missouri's "Latest and Greatest" Country. 94.3 KAT Country plays country music with a broad appeal. In any given hour, listening to KAT Country you will hear music from today's hottest country stars like Kenny Chesney, Keith Urban, Tim McGraw and Carrie Underwood as well as country legends like George Strait, Garth Brooks and Toby Keith.



KAT Country features Erin and Dave in the morning, mid-days with Cathy, Jay Walker in the afternoons and the KAT Gold Vault every evening from 7pm-5am. KATI is also Mid-Missouri's **Home for St. Louis Cardinal Baseball.**

FREQUENCY/POWER: Reaches over 20 counties in Central Missouri, including the cities of Columbia and Jefferson City.

AUDIENCE:

- 46.1% Female, 53.9% Male
- Age 18-44: 58%
- Household Income over 50K: 57.2%

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96.7 KCMQ CLASSIC ROCK

FORMAT: 96.7 KCMQ is the station that plays “Classic Rock that Really Rocks!” Playing the best in Classic Rock, core artists include Aerosmith, Jimi Hendrix, ZZ Top, The Rolling Stones, Led Zeppelin, Ozzy Osbourne, Boston, Bad Company, Van Halen, Guns N’ Roses, Rush, Def Leppard and AC/DC.



COVERAGE MAP

KCMQ is your home for “The Morning Shag” with local air personalities Shags and Trevor, lunch with Nicci Garmon, “The 5 O’Clock Happy Hour” with Stanco, Rock Legend Alice Cooper from 7pm-10pm and KCMQ After Dark with Beazl from 10pm-2am.

KCMQ is also your home for Missouri Tiger Football and Men’s Basketball.

FREQUENCY/POWER: At 100,000 watts, KCMQ reaches over 20 Central/Mid Missouri Counties including the cities of Columbia and Jefferson City.

AUDIENCE:

- 42.8% Female, 57.2% Male
- Age 18-54: 77.1%
- Household Income over 50K: 53%

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NEWS RADIO
KWOS
 950 AM • 101.1 FM

KWOS 950AM 101.1 FM • KWOS.COM

AUDIENCE: Adults 25+

FORMAT: Jefferson City's Most Listened-To News and Talk Radio Station. Features John Marsh with *Daybreak*, *KWOS Morning NewsWatch* and *Open Air*, Gary Nolan from 9:00am-11:00am, Rush Limbaugh, Sean Hannity, Neil Boortz, *The KWOS Afternoon NewsWatch*, Mark Levin, Michael Savage and *Coast to Coast AM*. Extensive coverage and play-by-play of local high school football and basketball.



FREQUENCY/POWER: At 5,000 Watts/Day and 1,000 at Night, KWOS reaches Jefferson City, Cole County and surrounding counties of Callaway, Boone, Miller, Osage, Moniteau, Cooper, Morgan, Maries

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POWER: 42,500 WATTS

AUDIENCE: Adults 25-54

FORMAT: 101.9 The Wave plays 5 decades of music from Billy Joel, Christina Aguilera and Matchbox 20 to Bruno Mars, Maroon 5, Katy Perry and Pink. The format is “bright” and fun, a perfect choice for at-work or in-store/business listening.



The Wave is home to 30 year morning radio veteran Kevin Hilley and the Wave Wake-Up. Each day between 6-10 AM, Kevin gets listeners started with great music, conversation, celebrity news, contests, phone calls and a fun take on current events. From 10 to 2, it's Justin K who keeps the music flowing into the workday. 101.9 The Wave is also home to nationally syndicated personality John Tesh and “Intelligence for Your Life” from 2-7 pm. Wave listeners enjoy Tesh’s informative and often humorous tips on health, career, relationships and more. From 7 to 11 pm, it's Access Hollywood’s Alan Kabel, with the very latest celebrity news, interviews and headlines.

FREQUENCY/POWER: 101.9 The Wave’s powerful signal blankets the entire Lake of the Ozark area as well as north into Jefferson City and Columbia and south into Lebanon, Rolla and Ft. Leonard Wood.

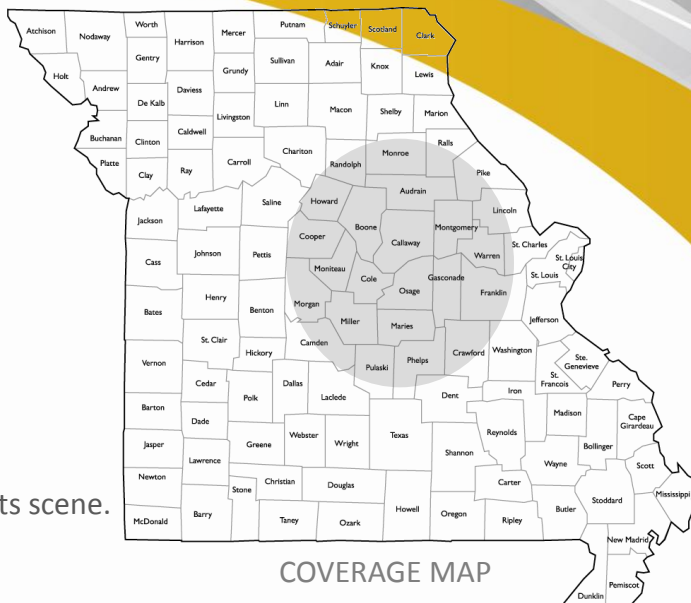
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TM

FORMAT: Columbia's exclusive station for sports talk 24 hours a day, 7 days a week. KTGR is an affiliate of ESPN Radio, bringing "the Worldwide Leader" in Sports to Boone County and Central Missouri. KTGR is also your home for the best coverage of the local, regional and national sports scene.



COVERAGE MAP

KTGR 100.5 FM – 1580 AM ESPN is Columbia's only all sports radio station. Mike & Mike in the morning from 5:00 to 9:00am, Dan LeBatard from 9:00am – 12 noon, Rusillo & Kanell from noon – 2:00pm, followed by the Paul Finebaum Show from 2:00 to 4:00. *The Big Show* with Matt Michaels drives you home from 4p to 6p and is your chance to call in and talk local sports. Saturday morning wake up with *The Sports Wire* hosted by Jeff Parles.

KTGR is the flagship station for Mizzou Tiger Sports. KTGR covers the local high school sports scenes, and is also your local home for the St. Louis Cardinals.

FREQUENCY/POWER: KTGR reaches over 15 Central/Mid Missouri Counties including the cities of Columbia and Jefferson City.

AUDIENCE:

- 26.6% Female, 73,4% Male
- Age 18-65+: 96.6%
- Household Income over 50K: 60.6%

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FORMAT: Hot Talk and Breaking News for all of Mid-Mo.

Features Wake Up Columbia with Branden Rathert, Brad Tregnago, Jeremy Washington and Breck Dumas.

The Eagle is also home to The Gary Nolan Show,

The Glenn Beck Program, The Sean Hannity Show,

Michael Savage, Joe Pags, and the number one overnight radio show,

Coast to Coast AM with George Noory.

The Eagle 93.9 is also home to Cardinals Baseball.

FREQUENCY/POWER: 25,000 watts. Mid-Missouri, from Columbia to outlying cities such as Jefferson City, Moberly, Mexico, Fulton, Boonville, and Marshall.

AUDIENCE:

- 42.4% Female, 57.6% Male
- Age 35-64: 70.2%
- Household Income over 50K: 67%



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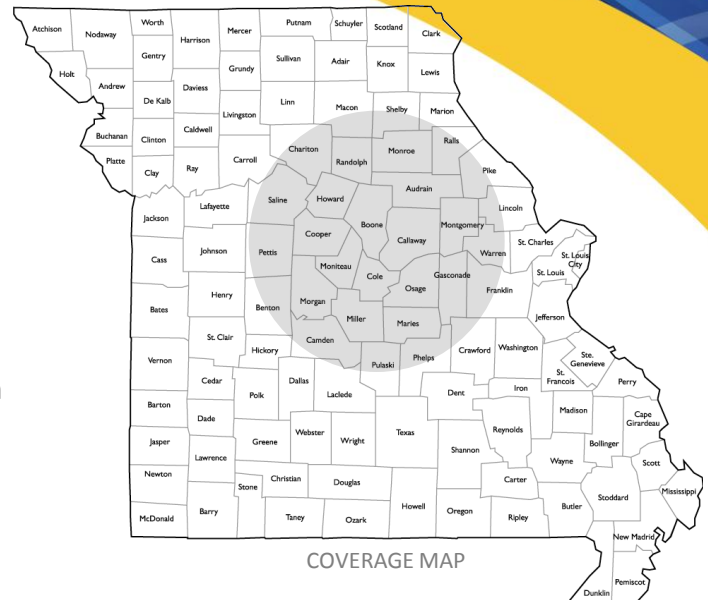


POWER: 1,000 Watts (Day) 135 Watts (Night)

AUDIENCE: Adults 25-65

FORMAT: Features Jeremy Washington, Jay Walker, Uncle Scotty, Dave Ramsey, The Common Sense Coalition with Beth. Home for Callaway County Football and Basketball.

FREQUENCY/POWER: 1,000 watts. Mid-Missouri, from Fulton to outlying cities such as Columbia, Mexico, Jefferson City, Moberly, Mexico, Fulton, Boonville, and Marshall during the day.



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