

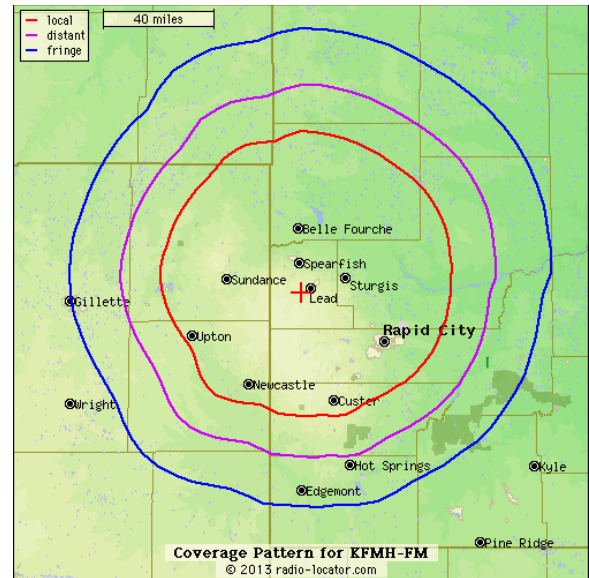


KFMH – 101.9 FM #1 for Classic Hits!

Frequency: 101.9 FM
 Power: 100,000 watts
 City of License: Belle Fourche/Rapid City, SD
 Format: Classic Hits (Greatest Hits of the 60s, 70s & 80s)
 Target Audience: 35-64 year old Adults
 Gender Balance*: Male: 53% Female: 47%

One of America's top 5 music formats, over 43 million listeners tune in Classic Hits across the U.S. every week.

KFMH is the perfect choice for reaching consumers on their way to making a purchase in the Black Hills. 70%* of Classic Hits listeners tune in away from home!



Looking for new customers with money to spend? People who listen to Classic Hits are among the most affluent of all radio listeners. More than 55% of Classic Hits listeners* live in households with annual incomes of over \$50,000.

KFMH-FM Sample Playlist:

Boston - More Than A Feeling
 Rolling Stones - (I Can't Get No) Satisfaction
 Billy Joel - My Life
 Journey - Don't Stop Believin'
 Lynyrd Skynyrd - Sweet Home Alabama
 Van Morrison - Brown Eyed Girl
 Blondie - Heart Of Glass
 Bryan Adams - Summer of '69
 Fleetwood Mac - Dreams
 Creedence Clearwater Revival - Proud Mary

Aretha Franklin - Respect
 Bob Seger - Old Time Rock & Roll
 John Mellencamp - Jack and Diane
 Bee Gees - Stayin' Alive
 Neil Diamond - Sweet Caroline
 Eagles - Take It Easy
 Pat Benetar - Hit Me With Your Best Shot
 Aerosmith - Dream On
 Doobie Brothers - Listen To The Music
 Queen - Another One Bites The Dust

Let KOOL 101.9 bring your message to thousands of potential new customers.



For Advertising availability and rates, contact:

Badlands Broadcasting

KFMH and KRKI
 1711 West Main Street
 Rapid City, SD 57702
 (605) 721-9005

(* 2013 Arbitron national format audience data)