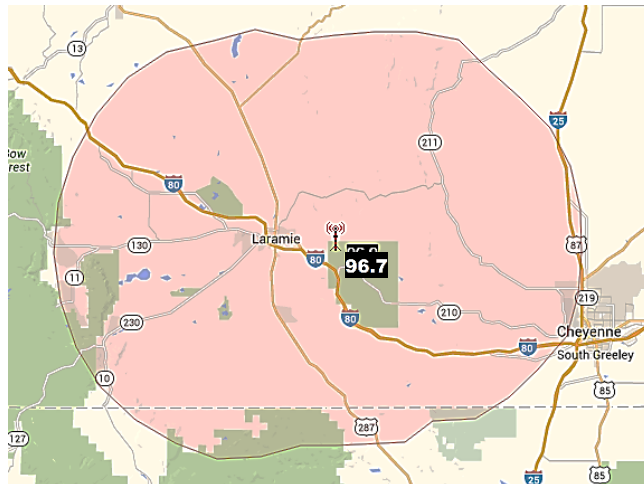




# KIMX – 96.7 FM

## Wyoming's #1 Hit Music Station!



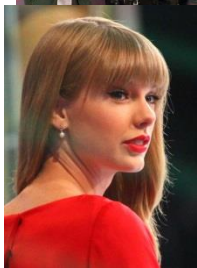
Frequency: 96.7 FM & 104.5 FM  
 City of License: Laramie, WY  
 Format: Top 40 (Contemporary Hits)  
 Target Audience: 18-44 year old Adults  
 Gender Balance\*: Male: 40% Female: 60%

**KIMX plays the biggest pop hits in Wyoming.**  
**Today's hottest hits are always on iMix.**

Pop Contemporary Hit Radio (also called "Top 40") is America's most listened-to radio format, by far. More than 71 million Americans\* tune in every week to hear the pop hits we play every day on iMix 96.7!

Is your business getting its "unfair" share of younger customers? Albany County has the youngest population in Wyoming & ranks in the Top 1% of youngest counties in the U.S. And the station of choice for younger listeners is iMix.

### **iMix Sample Artist List:**



MAROON 5  
 ELLIE GOULDING  
 ED SHEERAN  
 TAYLOR SWIFT  
 JASON DERULO  
 ARIANA GRANDE  
 NICK JONAS  
 RIHANNA  
 FLO RIDA  
 KATY PERRY

PITBULL  
 MEGHAN TRAINOR  
 HOZIER  
 CALVIN HARRIS  
 MARK RONSON  
 IGGY AZALEA  
 SAM SMITH  
 NICKI MINAJ  
 ZEDD  
 JUSTIN TIMBERLAKE



**Let iMix bring your message to thousands of young consumers across Wyoming.**



**For Advertising availability and rates, contact:**

### **Appaloosa Broadcasting**

KHAT, KIMX & KRQU  
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 Laramie, WY 82070  
 (307) 745-5208

(\* 2013 Arbitron national format audience data)