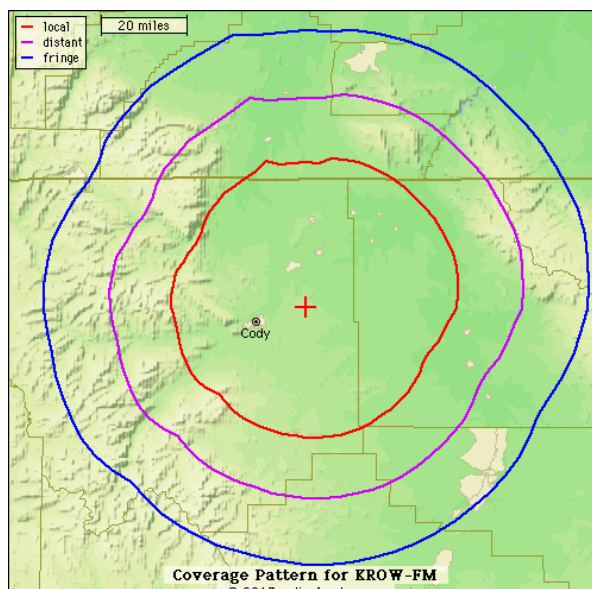




# KROW – 101.1 FM

## #1 for Pure Rock!

Frequency: 101.1 FM  
 City of License: Cody, WY  
 Format: Active Rock  
 (Today's New Rock Hits)  
 Target Audience: 18-44 year old Adults  
 Gender Balance\*: Male: 74% Female: 26%



**KROW/Cody rocks harder than any other station in Wyoming!**

KROW reaches more potential customers on their way to making a purchase. 74% of Active Rock listeners\* tune in on the go; Active Rock ranks 3<sup>rd</sup> of the 25 most popular formats for away-from-home listening!

Need more Men in your business? Active Rock attracts the highest percentage of male listeners among ALL music radio formats. Almost 75% of Active Rock listeners\* are Men, with the majority between the ages of 25 and 44.

### KROW-FM Sample Artist

ALICE IN CHAINS  
 METALLICA  
 AVENGED SEVENFOLD  
 SHINEDOWN  
 PEARL JAM  
 POP EVIL  
 NIRVANA  
 STARSET  
 FIVE FINGER DEATH PUNCH  
 ALL THAT REMAINS

KORN  
 SKILLET  
 DANZIG  
 OZZY OSBOURNE  
 NINE INCH NAILS  
 THREE DAYS GRACE  
 FAITH NO MORE  
 SEVENDUST  
 STONE SOUR  
 RED HOT CHILI PEPPERS

**Let KROW bring your message to thousands of Men across northwest Wyoming.**

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



**Appaloosa Broadcasting**  
 KBEN, KROW and KWHO  
 207 E. 1st Street, Powell, WY 82435  
 (307) 764-3771

(\* 2013 Arbitron national format audience data)