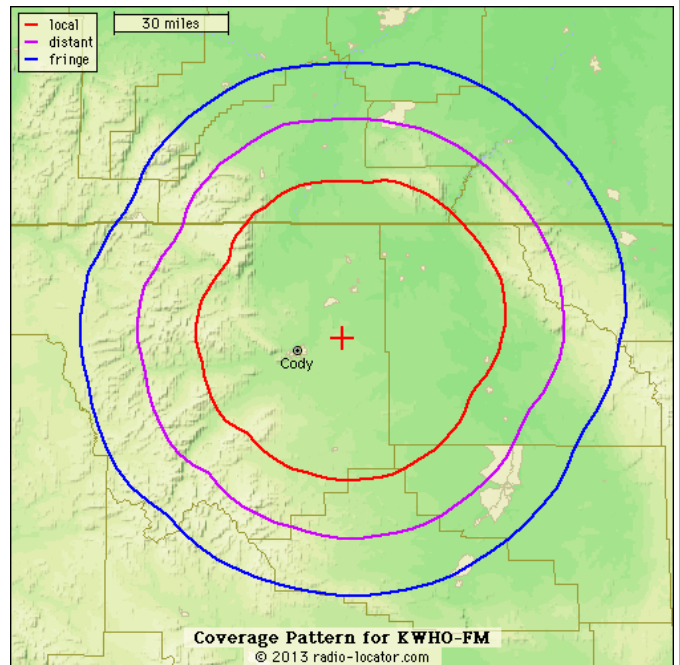


# THE ADVENTURE 107.1 FM

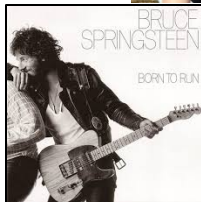
# KWHO 107.1 FM #1 for Adult Hits!

Frequency: 107.1 FM  
 City of License: Lovell/Cody, WY  
 Format: Adult Hits  
 Target Audience: 25-54 year old Adults  
 Gender Balance\*: Male: 56% Female: 44%



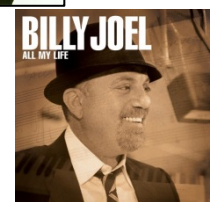
**KWHO is home for REAL music variety, featuring the biggest songs of the 80s & 90s, along with both newer and older pop hits, all carefully selected from the largest music library in the Big Horn Basin.**

KWHO reaches more potential customers on their way to making a purchase. Over 75% of Adult Hits listeners\* tune in on the go; Adult Hits ranks #3 of the 25 most popular formats for away-from-home listening!



## KWHO - Sample Artist List:

- |                       |                               |
|-----------------------|-------------------------------|
| U2                    | Prince                        |
| Police                | R.E.M.                        |
| Madonna               | Bon Jovi                      |
| Matchbox 20           | Go-Go's                       |
| Michael Jackson       | Billy Idol                    |
| Huey Lewis & The News | Pat Benetar                   |
| Bruce Springsteen     | John Mellencamp               |
| Hall & Oates          | Tom Petty & The Heartbreakers |
| David Bowie           | Billy Joel                    |
| Aerosmith             | Blondie                       |



**I ♥ 80s & 90s**

**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)