

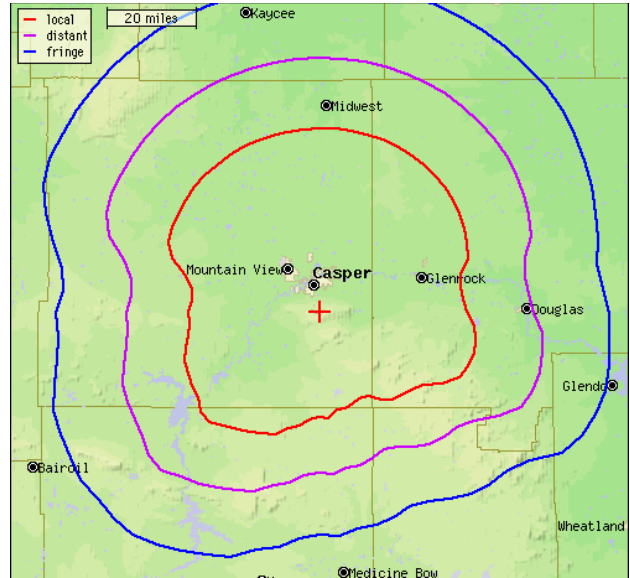


KZQL – 105.5 FM #1 for Classic Hits!

Frequency: 105.5 FM
City of License: Mills/Casper, WY
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 the top 5 music formats,
over 43 million listeners tune in
Classic Hits across the U.S.**

KZQL is the perfect choice for reaching consumers on their way to making a purchase. 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.

KZQL-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 105 bring your message to thousands of potential new customers.



For Advertising availability and rates, contact:

Casper Radio Group
KDAD, KTED and KZQL
145 S. Durbin Street, Suite 303
Casper, WY 82601
(307) 232-2155

(* 2013 Arbitron national format audience data)