

The best form of advertisement is
word of mouth...
...one friend to another.

Everyday more than 20,000* people listen to KMOO while working, driving or just relaxing around the house. For them, KMOO is a trusted friend and their number one source for music, sports, news and weather.

Who are they?

- They live in Van Zandt, Smith, Wood, Rains and Hopkins Counties.
- ***This week, hundreds of our listeners will buy the products and services your business offers.***

TAPSCAN

KMOO Area
2005 County Coverage
M-SU 6A-12M
Persons 12+ --- Population: 116,900
Stations Ranked by: CUME PERSONS

Rank Report

STATIONS	AVG SHR	CUME PERSONS	CUME RTG	TSL	TURN OVER
1 99.9 KMOO	6.6%	18,800	16.1%	15.8	17.7
2 101.5 KNUE	3.4%	17,400	14.9%	37.5	31.9
3 104.1 The Ranch	5.7%	12,400	10.6%	46.4	13.5
4 Mix 107.3	5.8%	10,200	8.7%	22.6	10.9
5 1430 KSST	2.2%	8,000	6.9%	43.6	22.3
6 93.1 KTYL	4.1%	7,600	5.2%	20.5	11.6
7 820 WBAP	1.5%	6,100	4.5%	28.9	24.6
8 96X KKTG	2.0%	5,600	4.8%	31.8	17.5
9 106.5 KOOI	2.1%	5,300	4.1%	26.6	15.9
10 99.3 The Bull	1.7%	5,200	4.4%	21.8	19.0
11 96.9 KSCN	1.3%	4,800	3.9%	17.5	23.2
12 104.7 KWNS	1.0%	4,300	3.7%	33.7	28.8
13 The Blaze	0.9%	3,800	3.3%	18.8	15.0
14 105.7 KYGX	1.8%	3,400	2.9%	12.0	41.9
15 97.7 K-Lake	0.5%	3,000	2.9%	74.8	26.9
16 102.3 KLJT	1.7%	3,000	3.3%	4.3	6.8
17 103.1 KDVE	0.1%	1,800	1.6%	87.7	117.5
18 800 KTBB	1.0%	1,200	0.8%	48.8	5.7
19 92.1 KDOK	0.4%	600	0.5%	75.3	10.3
MARKET LEVEL:		107,600	92.0%		6.7

Note: 99.9 KMOO is KMOO-FM. 101.5 KNUE is KNUE-FM. 104.1 The Ranch is KXUS-FM. Mix 107.3 is KISX-FM. 1430 KSST is KSST-AM. 93.1 KTYL is KTYL-FM. 820 WBAP is WBAP-AM. 96X KKTG is KKTG-FM. 106.5 KOOI is KOOI-FM. 99.3 The Bull is KBLK-FM. 96.9 KSCN is KSCN-FM. 104.7 KWNS is KWNS-FM. The Blaze is KBLZ-FM. 105.7 KYGX is KYGX-FM. 97.7 K-Lake is KALK-FM. 102.3 KLJT is KLJT-FM. 103.1 KDVE is KDVE-FM. 800 KTBB is KTBB-AM. 92.1 KDOK is KDOK-FM. County Coverage data from these counties: RAINS, WOOD, VAN ZANDT, HOPKINS.

Prepared with Custom Coverage v2.6. © 2005 Arbitron Inc.
 CUSTOM COVERAGE is a mark of Arbitron Inc.
 Data © Arbitron Inc. Subject to the limitations and restrictions stated in the original report.

TAPSCAN
Arbitron • Inc.

* Arbitron Rated, May 2005