

Rock N' Country 99.7 & 100.9 KRBR The Rebel offers Entertainment for our Area

People will always love southern music here are few reasons they may prefer The Rebel.

Unique – Sure there are country and rock stations in our area, but none blend together the two as we do. 99.7 The Rebel, playing country with a splash of rock separating us from our competing radio stations.

Location Specific – The music we play is southern as the people.

We Listen Too – After changing formats and image upon listener request we crave to please our listeners by playing what they want to hear.

Everyday N.E. Texas will be tuning into Rock N' Country 99.7 and 100.9 The Rebel for a Unique, Relative, Responsive listening experience!

- The Rebel's audience consists of loyal fans that are likely to tune in driving to work, at work, and even at home. People use the Radio to help take their mind off long drives, tedious work, and repetitive chores; therefore they will receive your ads as kind reminders instead of an annoyance they may be considered in other media.
- The Rebel's audience may currently appear to be tightening their belts, but that is even more reason to advertise. Businesses must now compete with each other like never before to make consumers understand why they may need or want to purchase their product or service.

Can you afford not to be on N.E. Texas' The Rebel?

N.E. TEXAS' LARGEST AND LOYAL RADIO AUDIENCE

Rock N' Country 99.7 and 100.9 FM is the area's source for Country with a splash of Rock.

– Here are some other benefits of becoming a part of the The Rebel KRBR family of advertisers.

Audience

• Rock N' Country 99.7 & 100.9 signal is available to over 300,000 people in the area according to the 2000 U.S. Census. How can we help you motivate this huge portion of Texas population to take advantage of your products and services?

Rock N' Country on the Rebel

• The mix of Country with a splash of Rock is sure to keep audiences captivated with their new and old favorite's creating an entertaining environment for your commercial message.

Great Signal

• Your message will be heard clearly throughout the N.E. Texas area.

Most importantly

The KRBR Pledge

Professionals who will talk to you about what you're looking to accomplish and develop a customized plan to help you achieve your business objectives and maximize your investment.

THE RESULTS YOU EXPECT – THE SERVICE YOU DESERVE

Radio has its advantages!

LOW COST – Compared to television, magazines and newspaper, radio advertising delivers actual impressions against qualified audiences at very, very low costs, typically between \$3 and \$5 per 1000 listeners.

IMMEDIACY – Advertisers can get their message on the radio very quickly. Updates and changes can be made during the air schedule.

FLEXIBILITY – Advertisers can reach listeners many times a day, choosing the times when they are most likely to reach potential customers and inform them of their product or service.

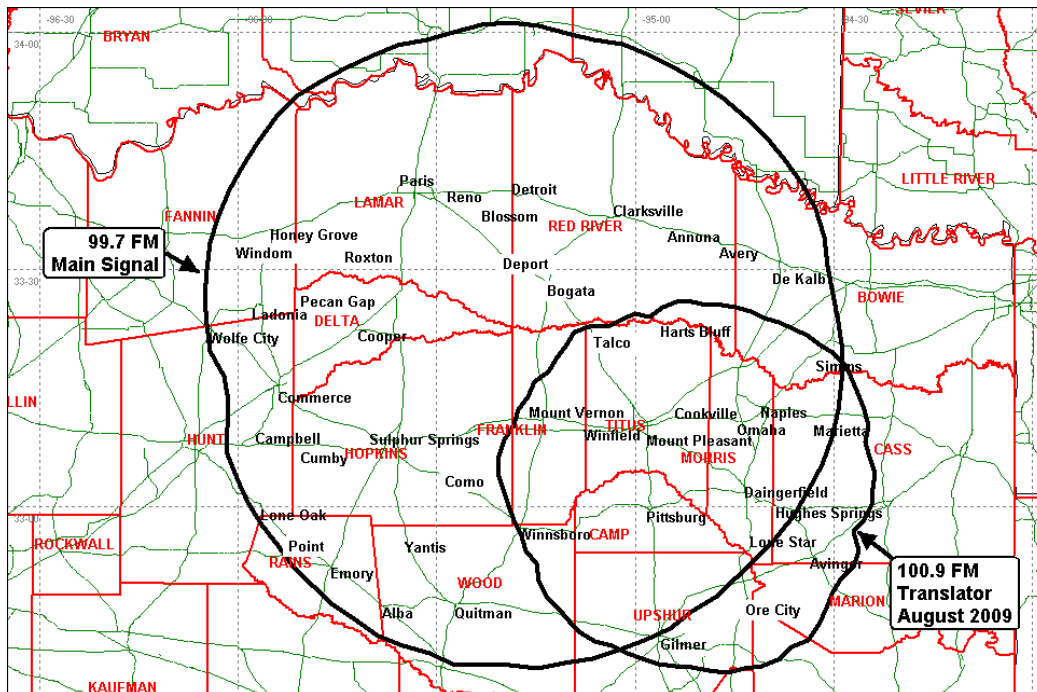
MOBILITY – Radio is extremely mobile. It follows the listener from room to room, rides in the car, even follows workers at their place of business. There are few places it can not go.

Did you know?

- There are now 5.6 radios per American family. Of these, 342 million operate in homes and 128.7 million in autos.
- The average adult listening time is 2 hours and 50 minutes a day.
- During the average week, 95.4% of all Americans 12 years of age and older listen to the radio. On the average day, practically four out of five adults listen to the radio.
- Over 80% of all adults are reached weekly by radio in their cars.
- Radio reaches both the NOW buyer, the 2% to 10% of the population that is probably in the market TODAY for what you sell, PLUS radio reaches the FUTURE PROSPECTS, THE 90% TO 98% of the people who are not in the market today but may be tomorrow.
- Radio is affordable seven days a week. Potential clients decide to buy your product or service seven days a week. Radio provides the opportunity to reach potential customers close to the time they make their buying decisions.

KRBR Covering N.E. Texas and more like no other radio station can!

KRBR reaching hundreds of thousands of listeners every week!



KRBR 99.7 FM & 100.9 FM

Franklin County – Mount Vernon
Hopkins County – Sulphur Springs
Lamar County – Paris
Wood County – Winnsboro
Titus County – Mount Pleasant
Camp County – Pittsburg
Morris County – Daingerfield

Format: Classic Country

Target: Adults 25 – 64

Effective 7/25/2009

	:30	:60
6 AM – 10 AM	\$9.00	\$14.00
10 AM – 3 PM	\$10.00	\$15.00
3 PM – 7 PM	\$11.00	\$17.00
7 PM – Midnight	\$9.00	\$14.00
Midnight – 6 AM	\$7.00	\$10.00
ROS 24 Hours	\$7.00	\$10.00

Prices reflect a three month minimum commitment with a \$300 per month minimum purchase. For short term pricing add 25%.

\$275 for one hour live broadcast

Weekend and overnight hourly rates are available for infomercials, church broadcasts, etc.

5% discount for 26 week contract, 10% discount for 52 week contract / All Rates Net to Station.
Production costs for basic commercials included for most commercials.

**For additional questions and information,
please call 903-855-3434**

**KRBRFM.com
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