



Southern Oregon's Undefeated Heavyweight Champ!



Live and Local Live Here



92.5 FM KLAD OREGON'S COUNTRY GIANT Plays music from the hottest stars in country music. KLAD's Country format is built around core artists like Blake Shelton, George Strait, Kenny Chesney and Carrie Underwood. The sound is upbeat and positive.

KLAD delivers the freshest content to Southern Oregon's largest and most loyal audience in real time. Local and National News are delivered hourly as well as live local weather and travel updates. KLAD is the number one source for real time news and information in the region.

The KLAD Wake Up Crew with Rob & Melissa is the markets longest running Morning Show. Compelling content along with on point interviews and interesting guests keep listeners engaged. Busy phones, lots of laughs and great music round out the mornings. Scott Hoffman, J.D. Davis and Mike Garrard make up the rest of the live and local daily line up.

KLAD is Committed to Community Service. KLAD sponsors and executes annual fund-raising and awareness campaigns for many local non profit organizations. The Cancer Treatment Center at Sky Lakes Medical Center, CASA (Court Appointed Special Advocates), The Klamath - Lake Food Bank, Citizens for Safe Schools, The OIT Foundation and the Klamath Animal Shelter are just a few of the fantastic organizations that KLAD is honored to support.



CASA
Court Appointed Special Advocates
FOR CHILDREN

Oregon TECH



SKY LAKES
MEDICAL CENTER



92.5 Listener Profile



Country is “America’s music format”, ranking No. 1 in both terms of number of stations and listenership nationwide. Country is the No. 1 format among adults 18-24, 25-34, 35-44 and 45-54 years old. Younger artists are creating growth in the 12-24 range. Country is not just the 900lb gorilla, It’s a 900lb gorilla with a crossfit addiction. 92.5 KLAD is the Country Giant in a true “Country” market. Advertisers love our listeners and the consumer power that they bring to the table. We love their down home attitude and undying loyalty to 92.5 KLAD. Here’s a quick look at our folks.

Gender Comp	
Male	46.3%
Female	53.7%

Demographic Comp	
12-17	5.1%
18-24	11.0%
25-34	15.1%
35-44	18.0%
45-54	19.7%
55-64	15.5%
65+	15.8%

Home Ownership	
Own	79.0%
Rent	17.0%

Education	
<12th Grade	11.6%
High School Graduate	37.6%
Some College	35.3%
College Graduate	15.5%

Family Status	
Married	64%
Never Married (single)	21%
No Children in HH	55%
At Least 1 Child in HH	45%
Two or More Children in HH	27%

HH Income	
<\$25K	17.9%
\$25K - \$50K	31.3%
\$50K - \$75K	25.1%
>\$75K	25.8%

Klamath Falls Market Info

Population

Klamath County: 69,510
Urban Growth Area: 40'100
Klamath Falls City Limits: 20940

Geography

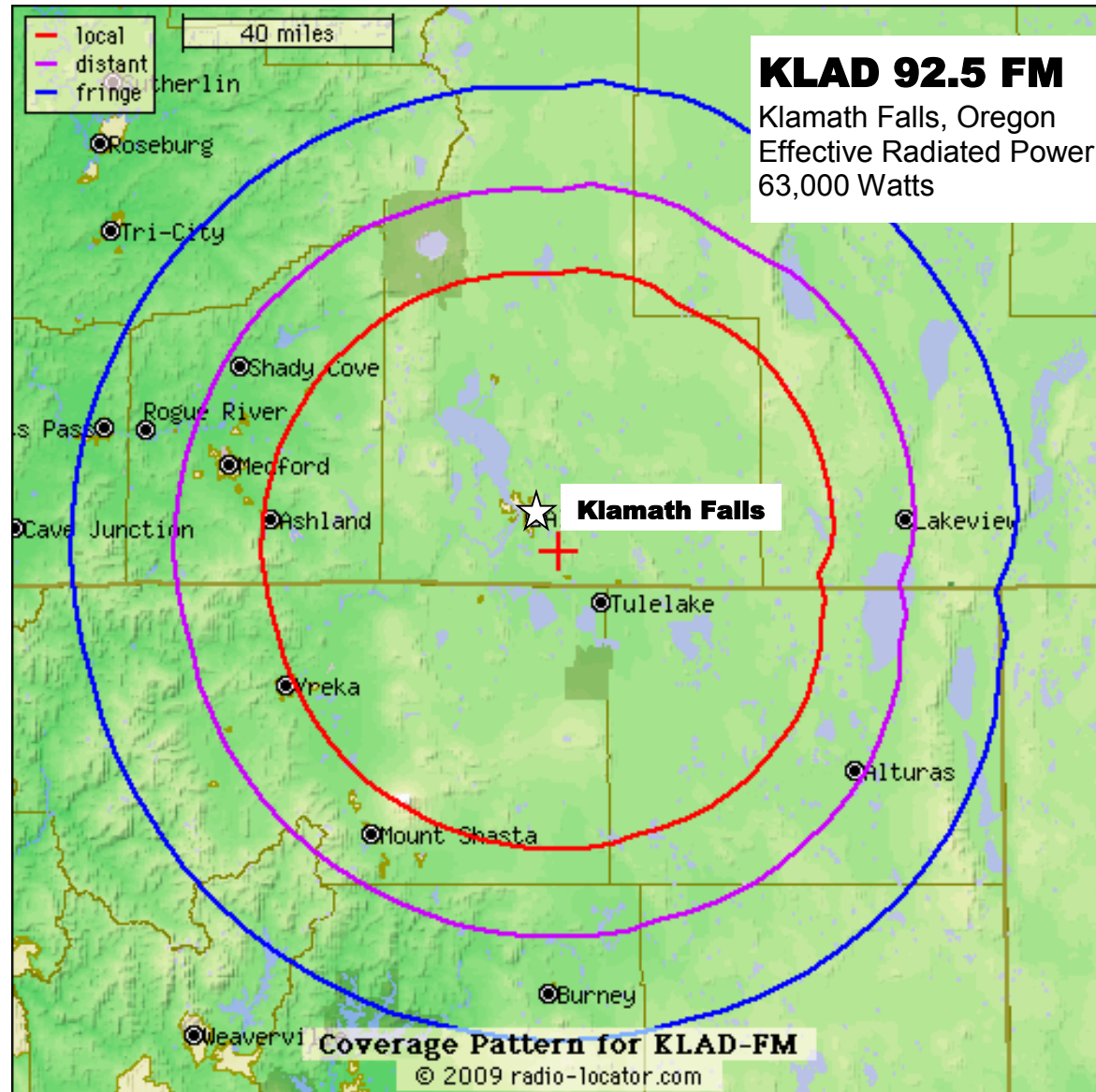
Land Area: 5941 sq. miles
Persons per sq mile: 11.2

Additional Communities served by 92.5 KLAD:

Chiloquin, Or
Chemult, OR
Merrill, OR
Malin, OR
Tulelake, CA
Dorris, CA
MacDoel, CA
Lakeview, OR
Bonanza, OR



92.5 KLAD is the Coverage Giant!





Our Place, Our People & Our Partners

92.5 FM KLAD is a Basin Mediactive, LLC Radio Station

Studio Location

404 Main Street, Suite 4
Klamath Falls, Oregon 97601
Tel: 541-882-8833 Fax: 541-882-8836
www.mybasin.com

Rob Siems, General Manager

rob@mybasin.com
Direct Line: 541-850-7114

Scott Allen, General Sales Manager

sallen@mybasin.com
Direct Line: 541-850-7111

Nicky Robinson, Office Manager/Traffic

nicky@mybasin.com
Direct Line: 541-850-7120

Jay Davis, Production Director

jay@mybasin.com
Direct Line 541-850-7138

National Rep Firm

The Tacher Company, Portland, Oregon
Tel: 503-682-9402

