

BIG 98.5

Today's Hit Music!



404 MAIN STREET, SUITE 4

KLAMATH FALLS, OREGON 97601

541-882-8833

Big Time Buying Power Starts Here!

Programmed for and dedicated to Basin women, BIG 98.5 has changed the way that women look at and listen to radio. This really is the start of something BIG!

Women represent the most powerful group of consumers in America today. Research proves time and time again that women serve as the primary purchasing decision makers in the household. Day in and Day out women lead the way in business, the home, the family and in their communities.

Women also represent over 50% of the population in the BIG 98.5 broadcast market. Almost 50% of businesses in Klamath Falls are owned, operated or managed by women. Women earn just under 50% of employment based revenue recorded in Klamath County.

Big 98.5 has been designed and programmed to deliver the content that women are looking for. Today's Hit music is the music of choice for the influential demographic Women 18-54. This music driven radio station features a "just right" mix of current top 40 hits and entertainment news and information. By partnering with local providers Big 98.5 is able to include pertinent women's health and issue content to the daily mix as well.

To date Big 98.5 is the first and only media source in the Klamath Falls market dedicated to serving women. As a company we are excited to be able to offer this product to our listeners and look forward to serving the women of the Klamath Basin well.

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Big 98.5 Listener Profile

Big 98.5 Listeners are both Educated and Affluent!

Big 98.5 is targeted towards adults 18-49 with the secondary target of adults 25-54. Women are the primary target of the format. A very high percentage of our listeners are high earning college graduates. They represent active families with busy kids in the home. Younger Demos will almost all access radio through the Big 98.5 format. These listeners are a powerful consumer group that index high for spending on technology, cell phones, dining and recreation. They also like new cars and internet shopping and are mostly employed 35 hours per week or more.



Gender Comp		Education		Home Ownership	
Male	36.7%	<12th Grade	9.0%	Own	64.0%
Female	63.3%	High School Graduate	30.2%	Rent	27.0%
Demographic Comp		Some College	38.6%	HH Income	
12-17	22.7%	College Graduate	22.2%	<\$25K	14.9%
18-24	24.1%	Family Status		\$25K - \$50K	27.9%
25-34	23.8%	Married	44%	\$50K - \$75K	24.9%
35-44	16.7%	Never Married (single)	46%	>\$75K	32.3%
45-54	8.5%	No Children in HH	40%		
55-64	2.7%	At Least 1 Child in HH	60%		
65+	1.4%	Two or More Children in HH	36%		

Big 98.5 Has You Covered!

KHIC 98.5 FM

Klamath Falls, Oregon

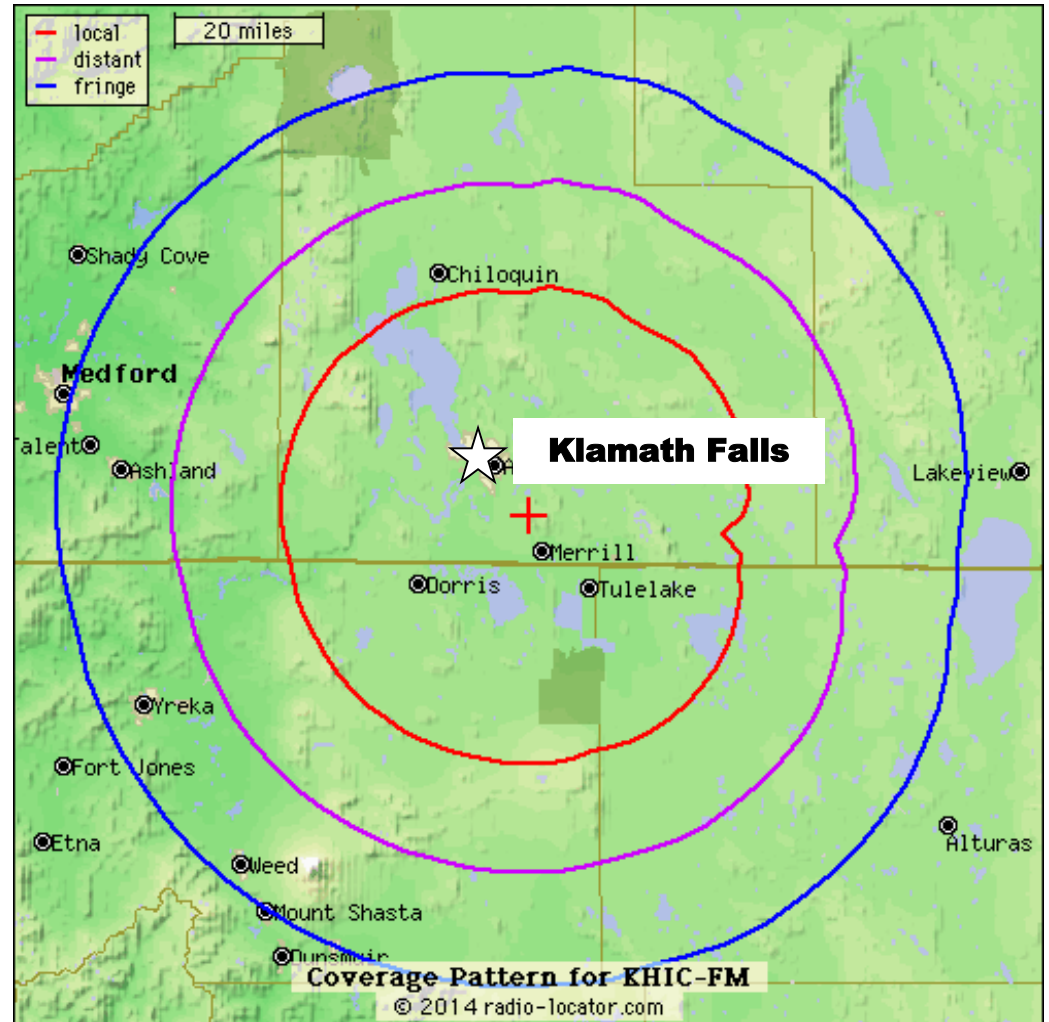
1988 METERS ASL

Effective Radiated Power:

1800 Watts

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BIG
98.5



Our Place, Our People & Our Partners

BIG 98.5 is a Basin Mediactive, LLC Radio Station

Studio Location

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Klamath Falls, Oregon 97601

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jay@mybasin.com

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National Rep Firm

The Tacher Company, Portland, Oregon

Tel: 503-682-9402



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