

# Double T 104.3



LUBBOCK'S SPORTS STATION

- ❑ Lubbock's *only* FM Sport's Station!
  - Broadcasting **ESPN Radio!**
- ❑ **DOUBLE T** 104.3 has shows designed to target sports fans from ***all over West Texas***



LUBBOCK'S SPORTS STATION



Numero Uno Tejano Hit Station



80s 90s Now



Lubbock's Classic Hits



the voice for lubbock

# Double T 104.3



LUBBOCK'S SPORTS STATION

- ❑ **Double T** is where Lubbock's sports fans turn for **EVERY** Pre & Post-Game
- ❑ Lubbock's premier sports station!
  - Broadcasting Texas Rangers, Dallas Cowboys, and our very own Texas Tech Red Raiders
- ❑ Partnering with **Double T** means – **partnering WITH THE TEAM**



# Double T 104.3



LUBBOCK'S SPORTS STATION

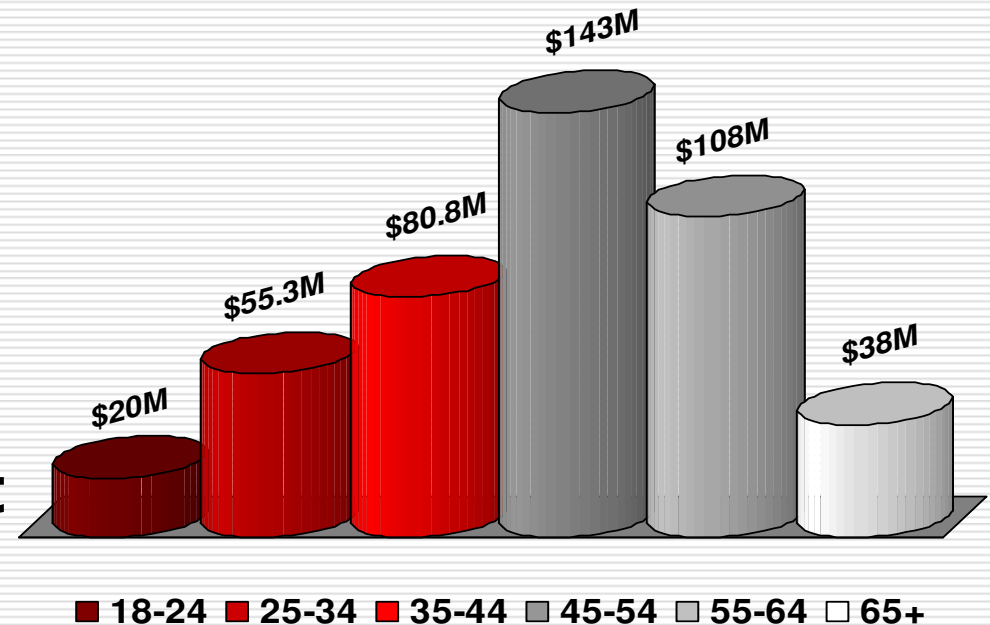
High concentration in the coveted 25-54 market!

DOUBLE T 104.3 (KTTU-FM) Listeners spend over **\$445 MILLION** annually.

What would 1% of that do for your company?

## DOUBLE T 104.3

Spending Power



Source: TAPSCAN

