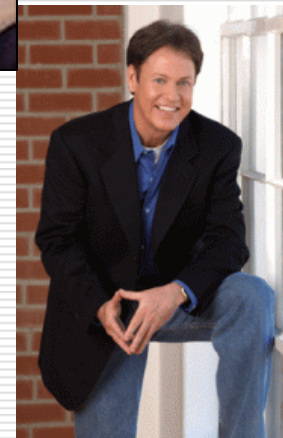
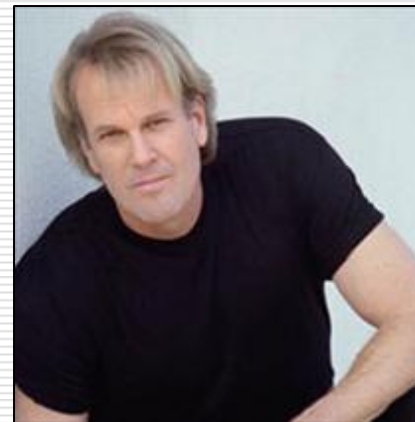


97.3 YES! FM



- Adult hits with a strong female audience
- YES!FM has **Power!**
 - John Tesh
 - Rick Dees
 - Tom Kent



97.3 YES!FM



- 97.3 **YES!** has a strong “at-work presence” for both males and females

- Dominant Female Presence
 - Women make **80%** of Household purchases

- Active – on the go presentations – music you can say “YES” to

Source: Tapscan



97.3 YES!FM



- **97.3 YES!FM (KLZK-FM)**
 Listeners spend over **\$326 MILLION** annually.

97.3 YES!FM *Source: Tapscan*
 Spending Power

What would 1% of that do for your company?

