

LET'S TALK...

Maximum KTBB

Maximum Reach of East Texas' Most Affluent Radio Audience

When it comes to effective advertising and promotion, environment matters. The context in which your message is heard will have an impact on *how* it is heard and ultimately how it is acted upon.

That's why we believe that KTBB 97.5 FM, with its news and talk format, makes so much sense for so many advertisers. With the only local radio newsroom in East Texas and more local on-air personalities than any other radio station in East Texas – all taken together with affiliation with the three biggest names in national talk radio – KTBB creates an environment in which your message will be heard by affluent, financially-capable and discerning listeners.

Maximum KTBB is designed so that every month, whenever a listener checks in with KTBB, your message is likely to be heard.

<u>PROGRAM</u>	<u>TIME</u>	<u>1st & 3rd or 2nd & 4th weeks*</u>	<u>2nd & 4th or 1st & 3rd weeks*</u>
KTBB Morning News	5 - 8 a.m.....	3x/week.....	2x/week
The Glenn Beck Program.....	8 - 11 a.m.	3x/week.....	2x/week
Fox Across America with Jimmy Failla	11 a.m. - 2 p.m.	3x/week.....	2x/week
The Sean Hannity Show	2 - 5 p.m.....	3x/week.....	2x/week
KTBB Drive at Five/ The Mark Levin Show	5 - 8 p.m.....	3x/week.....	2x/week
Rotational Placement	5 a.m. - 8 p.m.	3x/week.....	2x/week
TOTAL PER WEEK		18 commercials	12 commercials

**60 :60 second commercial announcements per month
in the most listened-to dayparts at the lowest
unit prices available.**

***YOUR KTBB SALES EXECUTIVE
HAS COMPLETE PRICING DETAILS.***

