

The Number One Advertising Value In Southwestern Montana!

Locally owned, operated and dedicated.

The Eagle 104.7 - KBZM is our flagship station at the summit of Lone Peak in Big Sky, the highest FM transmitting site in the Great Northwest. As our name suggests The Eagle's music has a broad wingspan, featuring the legendary acts of the 70's, 80's and 90's and has earned its position as this area's heritage adult rock radio station. This makes the Eagle a powerful advertising vehicle with its appeal to 'primary potential buyers' in their 30's through 60's...consumers in their peak earning and spending years who grew up in the same era as the music we play. The Eagle has also reinvented the way radio advertising is sold, making it possible for small and medium-sized advertisers to afford to be on the air all the time and earn free bonus commercials every day. With its huge geographic reach and wide appeal, the Eagle is a very efficient advertising vehicle.

Just
11 units
per hr!

The Eagle
104.7 105.7
Big Sky Bozeman
MONTANA'S SUPERSTATION

The Eagle 105.7 - KKQX is a product of the great popularity of The Eagle at 104.7 and is essentially a 'clone' or extension of KBZM. The mountainous terrain around southwestern Montana makes it impossible to adequately serve the whole region from a single transmitting site. So the Eagle is the **only** radio station to operate from separate sites with full power transmitters at each one.

Depending on where listeners are, they can tune in to 104.7 or 105.7 for a crisp, clean signal. As an advertiser you can buy one station or both - depending on your particular situation - and when you buy both you take advantage of the cross-pollination effect of the two audiences, who have found that, unlike other stations, they can listen to the Eagle wherever they may be, in the mountains or the valleys. That's why we call the two station combination, **Montana's Superstation!** KBZM is our big regional signal delivering every nook and cranny of southwestern Montana, and KKQX, with its central Gallatin Valley location, blankets the greater Bozeman-Belgrade metro area. Advertisers find the combo unmatched in coverage, efficiency and effectiveness. www.montanassuperstation.com

K-SKY Country 106.9 - KSCY is the newest member of the radio family and modeled on the same operating platform as the Eagle....much more music and less commercials. K-SKY's brand of today's hottest country hits and biggest country stars is in sharp contrast to the more traditional approach to country music. K-SKY is upbeat and exciting, punctuated by strong imaging and constant forward motion. And to prove the point of much more music, K-SKY features **20 in-a-row** several times each day. K-SKY's core artists are today's hottest country stars: Tim McGraw, Toby Keith, Florida Georgia Line, Keith Urban, Rascal Flatts, Kenny Chesney, Luke Bryan, Blake Shelton, Miranda Lambert, Lady Antebellum and Brad Paisley, along with a host of "crossover" artists. K-SKY effectively delivers a broad demographic of adults 18-54 who are keyed in and reflect lifestyles portrayed in the music. In K-SKY Country, the emphasis is on "fresh" and "new" and the dial is set to **HOT!** www.kskycountry.com

K*SKY 106.9
TODAY'S COUNTRY FAVORITES

Strict commercial limits mean more **IMPACT** for your message!