

THE EAGLE BY THE NUMBERS

11,166 Ft.

elevation of KBZM's antenna on Lone Peak



100%

percentage of local ownership of the Eagle Radio Stations

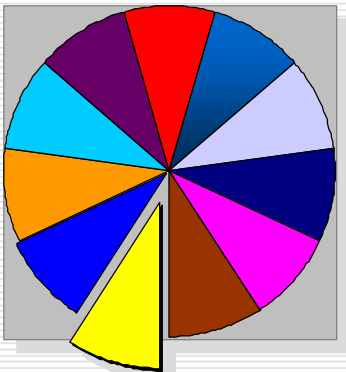
10+ Years

official radio station Rockin' the Rivers



11 Units

PER HOUR commercial limit



21 Awards

from MT Broadcasters Broadcasters Assn.



CORE

35-54 ADULTS

TARGET

ADULTS 25 - 64

2.3

avg. number of radio stations people listen to

126

number of tv channels available to avg. home

60 Secs.

35.9% better recall than 30 second ad



Female
41%

Male
59%



