



"The Score"

1320 "THE SCORE" OVERVIEW

541.284.8500 ■ 1200 Executive Parkway, Suite 440, Eugene, OR 97401 ■ www.EugeneRadioAdvertising.com

Station: KSCR "The Score"

Frequency: 1320 AM

Format: ESPN Sports

Target Audience: Adults 25-54

Total Weekly Listeners: 10,400

Audience Breakout: Male: 90% Female: 10%

Primary Listening Area: Eugene/Springfield, Oregon

KSCR 1320AM "The Score" is ESPN Radio. Dan Patrick Show, ESPN Gameday and Jim Rome Show, and Justin Myers, the local "Sports Idol" highlight the schedule for KSCR "The Score". Cult Station for Men 25-54

Listener Characteristics:

Maturing Yuppie | Plan to buy home next 2 years – now own | Plan to buy TV, computer, DVD, electronics | Plan to buy – will pay \$30K+ for next vehicle | Annual income \$75K+



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1320 "THE SCORE" PROGRAMMING

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Programming Lineup:

6a-7a	Mike and Mike
7a-9a	The Herd with Colin Cowherd
9a-12Noon	Jim Rome
12Noon-3p	Dan Patrick
3p-6p	The "Sports Idol"
6p-11p	Gamenight



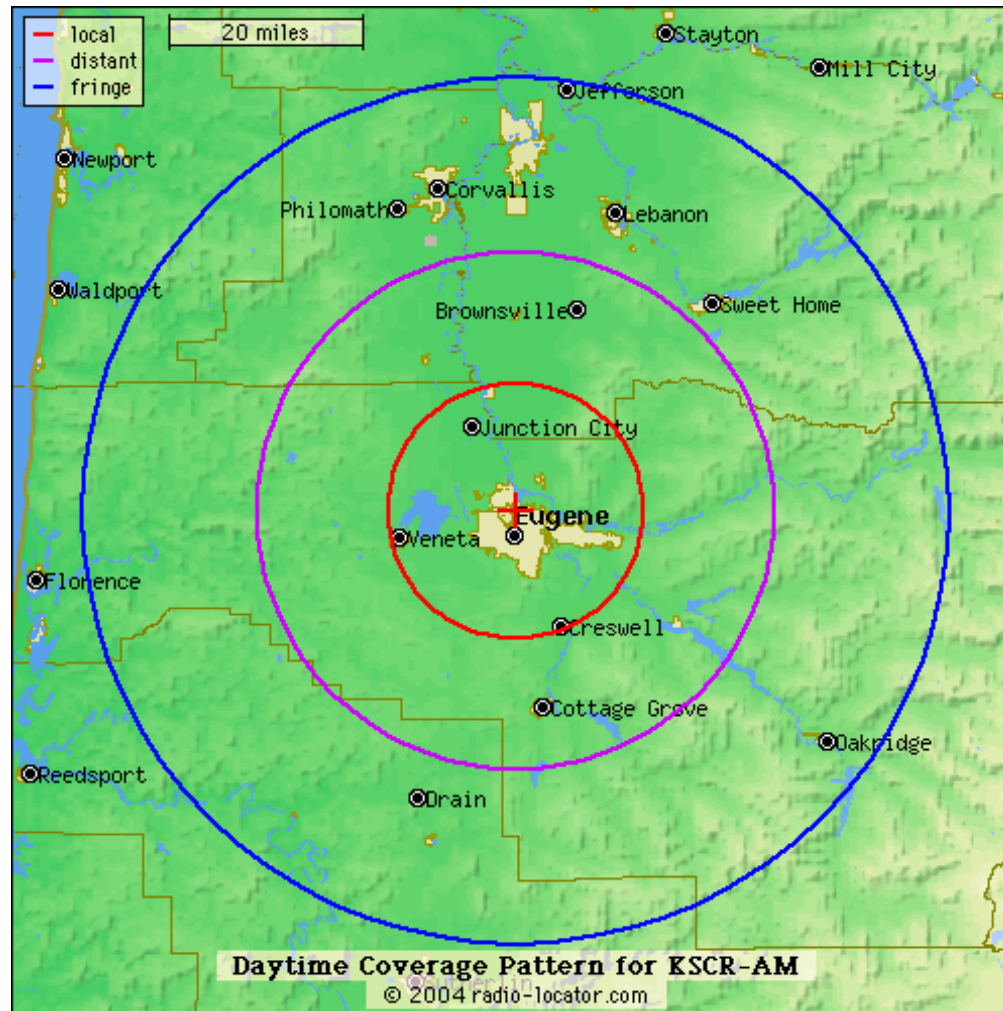
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COVERAGE AREA

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WHY ADVERTISE?

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- Advertising is an investment in success.
- Advertising creates store traffic.
- Advertising attracts new customers.
- Advertising generates continuous business.
- Advertising encourages repeat business.
- Advertising keeps your business top-of-mind.
- Advertising boosts and maintains morale.
- Advertising gives your business a successful image.
- Advertising keeps you in the competitive race.
- Businesses that succeed are usually strong, steady advertisers.



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WHY RADIO?

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- Radio's mobility allows you to establish a special relationship with consumers.
- Radio's listenership is strong...time spent with other media is declining.
- Radio can influence new markets and new prospects.
- Radio is king for establishing top-of-mind-awareness.
- Radio's unique formats allow you to target your best prospects.
- Only radio can reach on-the-go consumers.
- Only radio reaches prospects closest to the point of purchase.
- Only radio can provide unique specialized on-air promotions.
- Other media can play a complimentary role to radio's effectiveness.
- Only radio can provide powerful and profitable remote broadcasts.
- Only radio can cost-effectively knock through the sea of media bombardment.



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