



KZEL 96.1 OVERVIEW

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

Station: KZEL

Frequency: 96.1 FM

Format: Quality Rock

Target Audience: Adults 25-54

Total Weekly Listeners: 38,100

Audience Breakout: 70% Male / 30% Female

Primary Listening Area: Eugene/Springfield, Willamette Valley

KZEL is Western Oregon's Legendary QUALITY Rock station. KZEL has been the dependable, consistent leading Rock station for decades, and continues to lead the pack with al local programming including on-air names like Cyd and Mark. They're as familiar with local Rock fans as Led Zeppelin and the Rolling Stones. KZEL, Quality Rock!!

Listener Characteristics:

Plan to buy home/now own | Plan to remodel home | Plan to buy new car, truck, van, SUV |
Children under 6 at home | Opinion leaders/Asked to recommend bank



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KZEL PROGRAMMING

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Programming Lineup:

6a-10a	Mark Raney
10a-2p	Jeff Clark
2p-7p	Cyd
7p-Mid	Quality Rock

Music:

Led Zeppelin	U-2	Rolling Stones
Doobie Brothers	Lynard Skynard	REM
Bonnie Raitt	Jack Johnson	

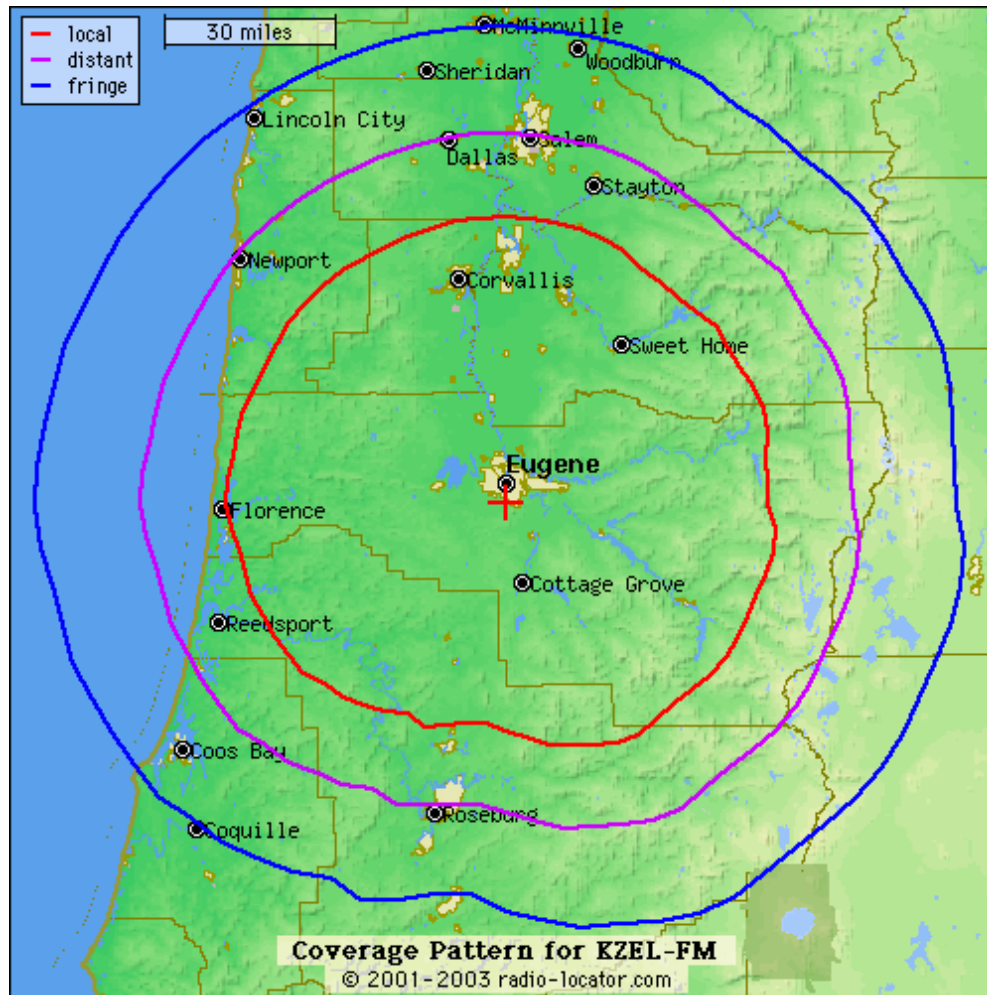


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COVERAGE AREA

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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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