



# KUGN OVERVIEW

541.284.8500 ■ 1200 Executive Parkway, Suite 440, Eugene, OR 97401 ■ [www.EugeneRadioAdvertising.com](http://www.EugeneRadioAdvertising.com)

**Station:** KUGN

**Frequency:** 590 AM

**Format:** News/Talk/Home of the Ducks

**Target Audience:** Adults 35-64

**Total Weekly Listeners:** 52,100

**Audience Breakout:** 53% Male / 47% Female

**Primary Listening Area:** Eugene/Springfield/Willamette Valley

KUGN AM 590 has served Eugene/Springfield for 65 years as Eugene's News and Information Leader. KUGN is the Home of the Oregon Ducks. "Voice of the Ducks", Jerry Allen, hosts the KUGN Morning Show. KUGN's 5 o'clock News is Eugene's only PM Drive news programming. Other KUGN program highlights include Bill O'Reilly, Clark Howard, Sean Hannity and Dr. Laura and Paul Harvey News/Commentary.

**Listener Characteristics:**

Business Owner/Partner | Affluent Full Nester (older children) | Affluent Empty Nester | College Sports Fans | Liquid Assets over \$250K | Affluent Working Women



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# KUGN PROGRAMMING

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## Programming Lineup:

5a-9a            The KUGN Morning Show with Jerry Allen

9a-12 Noon    Dr. Laura

12 Noon-3p    Sean Hannity

3p-5p            The Radio Factor with Bill O'Reilly

5p-6p            The 5 O'Clock News

6p-9p            Clark Howard

9p-12M         Dream Doctor

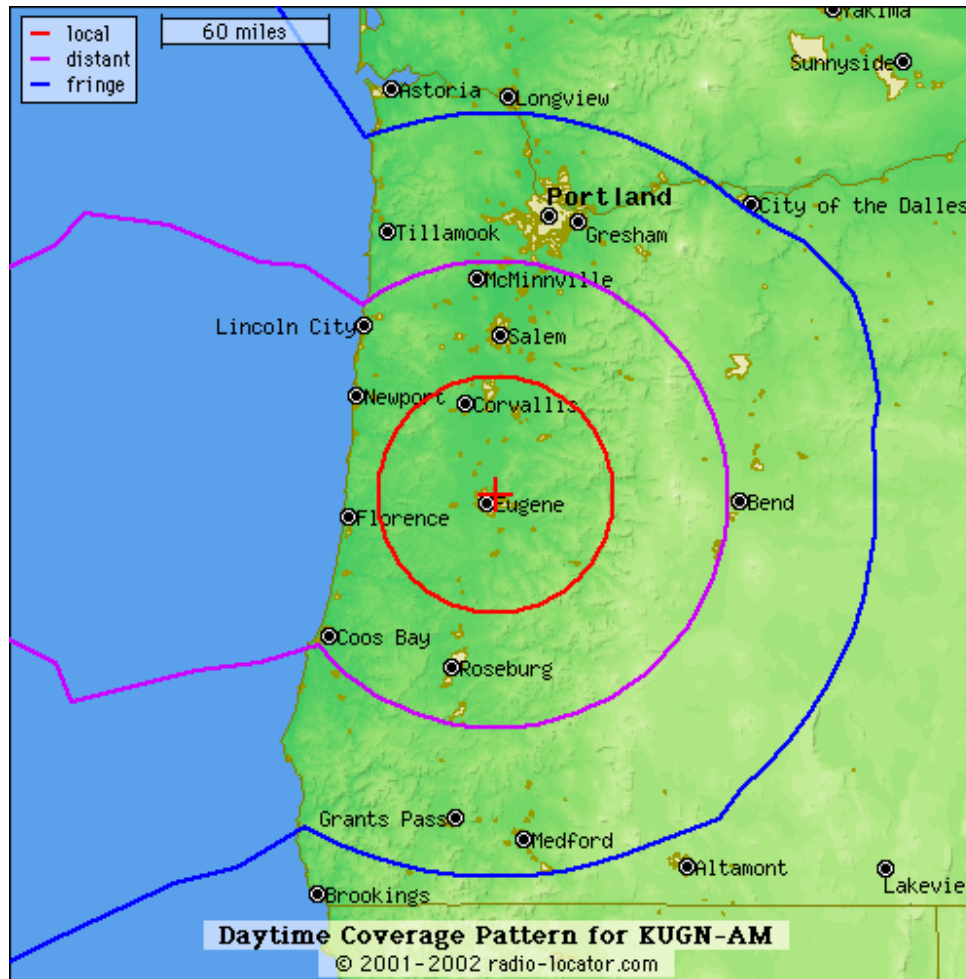
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# COVERAGE AREA

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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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