



97.9 NRQ OVERVIEW

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

Station: KNRQ

Frequency: 97.9 FM

Format: Alternative Rock

Target Audience: Adults 18-34

Total Weekly Listeners: 35,400

Audience Breakout: 68% Male / 32% Female

Primary Listening Area: Eugene/Springfield, Oregon

KNRQ stays on the cutting edge of current, alternative rock. LIVE and LOCAL all day long. KNRQ delivers young, acquiring adults in Eugene/Springfield. KNRQ is high-energy rock with unpredictable antics from Local on-air talent.

Listener Characteristics:

Single | Married/No children | Plan to buy TV, computer, DVD, electronics | Plan to buy home next 2 yrs/now rent | Annual HH income \$50K+



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97.9 NRQ PROGRAMMING

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Programming Lineup:

6a-10a	Vinnie and Icky
10a-2p	New Rock & Alternative Music
2p-7p	Al Scott
7p-10p	Derrick Lau
10p-12M	Loveline

90's at Noon
Road Rage

Music:

Foo Fighters	Stone Temple Pilots	Metallica	Green Day
Nirvana	Rage Against the Machine	Disturbed	Audio Slave
Tool	Linkin Park	Red Hot Chili Peppers	
White Stripes	Incubus	Breaking Benjamin	

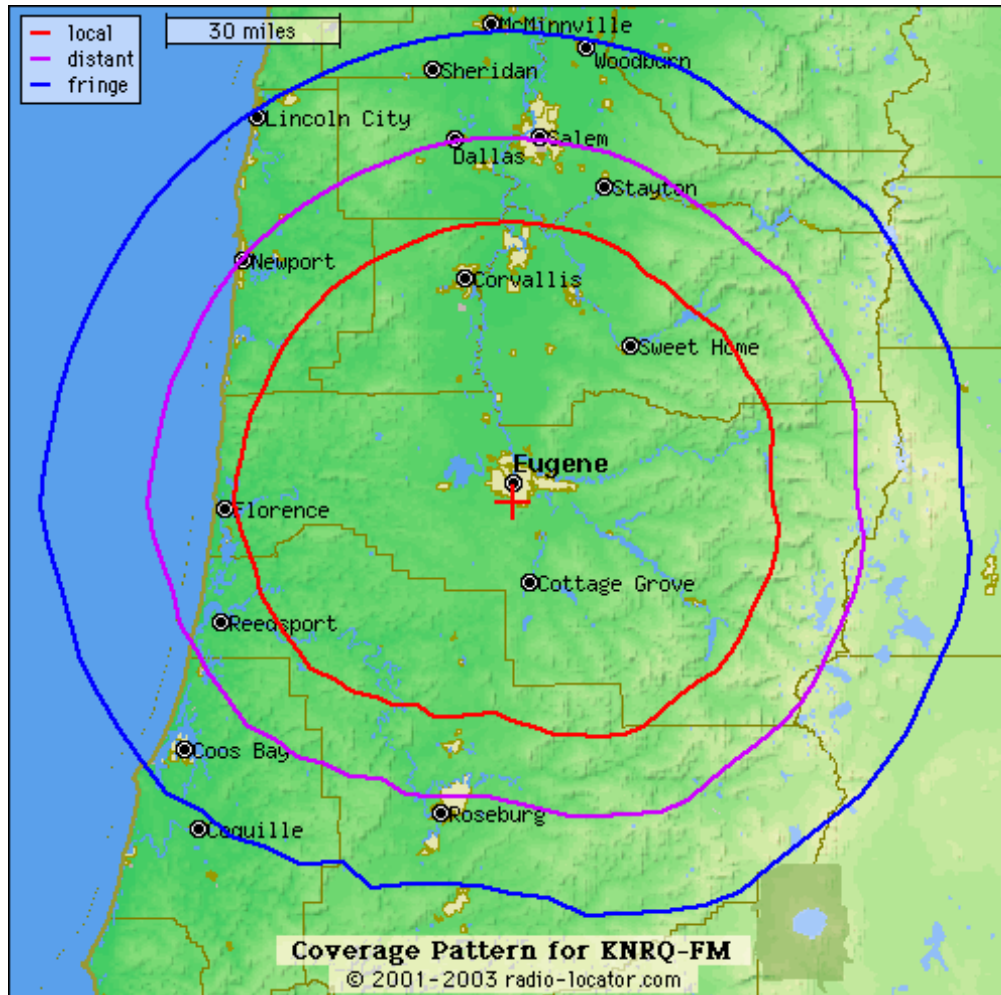


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COVERAGE AREA

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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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