



STAR 102.3 OVERVIEW

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

Station: KEHK "STAR" 102.3

Frequency: 102.3 FM

Format: Bright AC

Target Audience: Adults 18-49

Total Weekly Listeners: 19,900

Audience Breakout: 35% Male / 65% Female

Primary Listening Area: Eugene/Springfield, Oregon

Star 102.3 is Eugene's popular Adult Contemporary format. Star 102.3 plays the best variety of upbeat favorites from the 70's, 80's, 90's and today. No hip hop, no sleepy tunes. Star 102.3 is the perfect mix of favorites. Dennis & Terry live & local in the morning, Matt James in the mid-day, Al Kline on the way home and John Tesh weeknights & Saturday.

Listener Characteristics:

Maturing Yuppie | College Grad/Tech/Prof/Mgr | Kids Under 6 | Affluent working women | \$50K-\$75K Income | Plan to buy home in next 2 yrs | Spend \$150/wk groceries



CUMULUS



STAR 102.3 PROGRAMMING

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

Programming Lineup:

5:30a-9a	Dennis & Terry live & local
9a-2p	Matt James
2p-7p	Al Kline
7p-12 Mid	John Tesh

Music:

Rob Thomas	Sheryl Crow	Alanis Morrissette
Kelly Clarkson	Goo Goo Dolls	Mariah Carey
Train	Hootie & The Blowfish	Jewel
Dave Matthews Band	John Mayer	Brian Adams
Natashia Bedingfield	Gwen Stefani	Rod Stewart

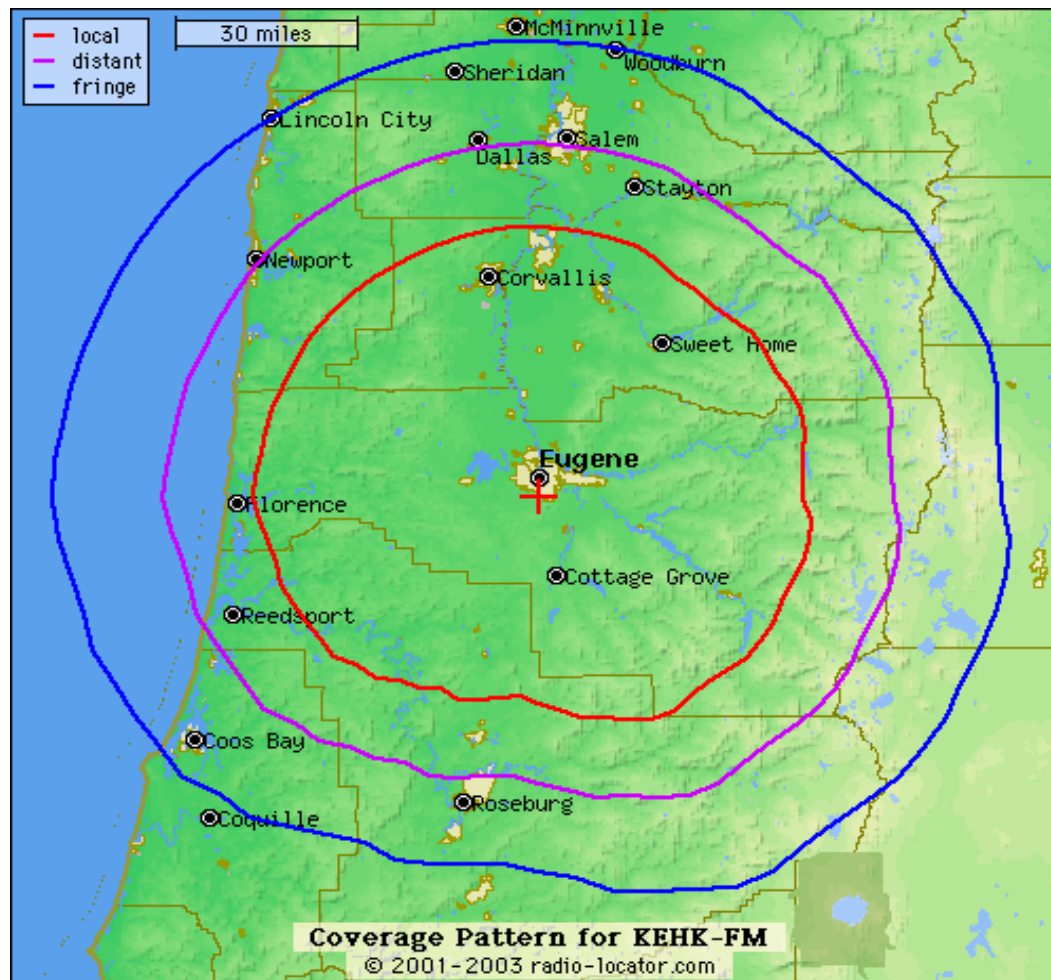


CUMULUS



COVERAGE AREA

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



CUMULUS



WHY ADVERTISE?

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

- 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.



CUMULUS



WHY RADIO?

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

- 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.



CUMULUS