



Brad Paisley



Kenny Chesney



Carrie Underwood



Dierks Bentley



THE TARGET

- Women 18-54
- Active on-the-go adults 25-54
- Young Professionals with disposable income
- Dual income families with children
- Consistently #1 with women & adults

THE FORMAT

- New Country
- Mega-Music Frogathon while you work
- Promotionally Active
- High-Profile Morning Show

PROGRAMMING FEATURES

- The Froggy Gang Morning Show 5a-9a
- Win Lilly's Lunch Pad with Lilly Pad
 - Celebrity Corner
 - Country Corner
 - 20 Minute Trivia
 - New Tune @ 2
 - Phones At 4:00
- Free Music Winning Weekends

THE POSITION

- Fargo-Moorhead's Continuous New Country 99.9 FM
- Reaches and Delivers Women with Disposable Income
 - #1 in reaching & delivering women and adults with disposable income