

Q98 ROCKS

THE TARGET

- Adults 18-34, 18-49 and Men 18-44
- Active on-the-go adults & college students
- Young Professionals with disposable income
- Dual income families with children

THE FORMAT

- Active Rock
- An equal mix of today's best Active Rock songs blended with core library songs

PROGRAMMING FEATURES

- 11a Grunge Plunge
- 12p Rock At Work (request hour)
- 5:20p Punch Out
- 5:50p Rock Roots

THE POSITION

- Fargo-Moorhead's original rock station with 35+ years of heritage in the market
- Airstaff that lives the lifestyle and lives *in* the lifegroup of our key demographics
- Fargo/Moorhead's Best Promotions



Nirvana



Linkin Park



Metallica