

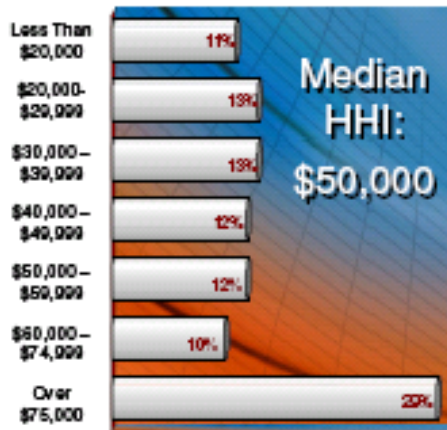


Full Service Listener Profile

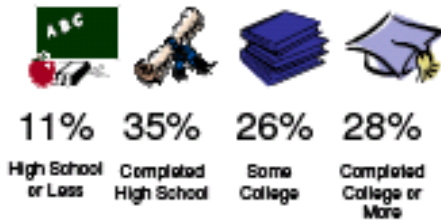
Gender



Household Income



Education



Home Ownership



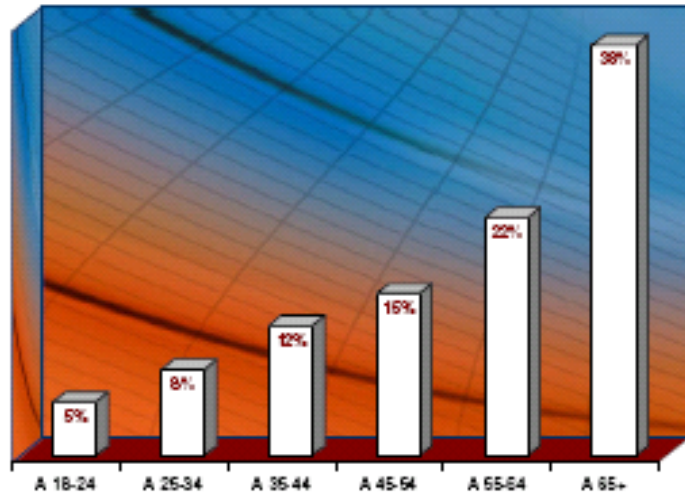
83% Own Home



"Our Listeners Are Your Potential Customers!"

Demographic Breakout

Source: Radio Advertising Bureau



Occupation

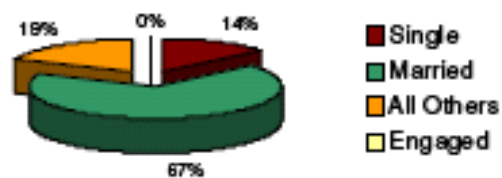
Professional and Related Occupations	10%
Management, Business and Financial	10%
Sales and Office	14%
Natural Resources, Construction, Maintenance	5%
Other	14%

Households with Children



26% have children at home

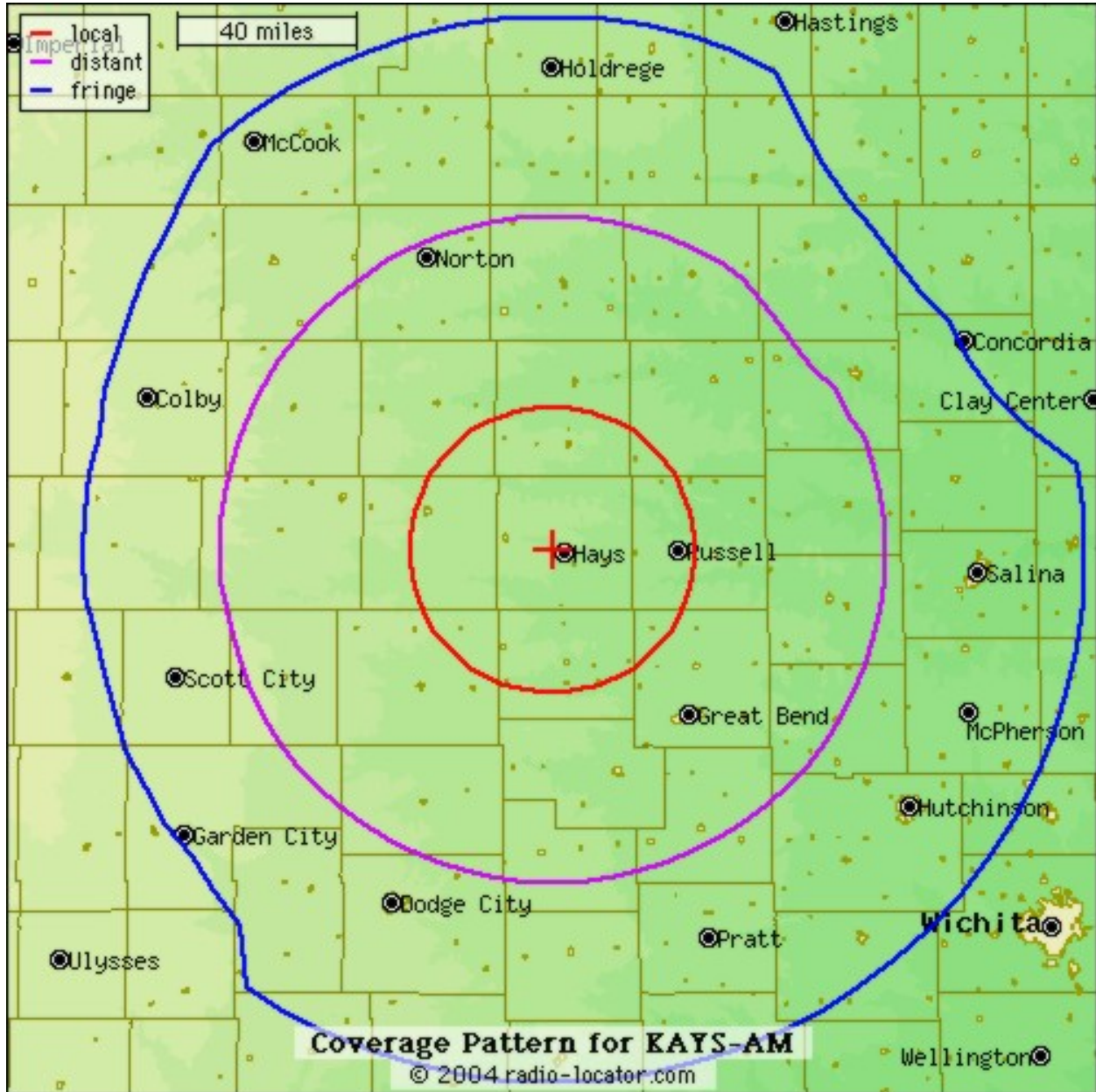
Marital Status





KAYS AM "Music & More" Maps

2300 Hall St, Hays, Kansas 67601
785-625-2578, www.kaysradio.com



KAYS Listening Area includes the cities of Hays, Russell, Great Bend, Norton and other communities within a 28 county area.



KAYS AM "Music & More" Programming

2300 Hall St, Hays, Kansas 67601
785-625-2578, www.kaysradio.com

KAYS, the first station to serve Northwest Kansas, is the peoples' first choice when they need information on what's going on in the community. With live call-in programs featuring noted health professionals on Saturday's Health Information Please to the Friday Forums, which feature Kansas Legislators, Hays City Manager and Commissioners, KAYS is the **ONLY** source for getting **your** questions answered. Interviews are conducted by Mike Cooper, recognized by the Kansas Association of Broadcasters and the Hays Area Chamber of Commerce for his work and contributions to broadcasting and the community for 40 years.

KAYS 1400 AM, features the Memories Format, spotlighting the best music from 50's through the 80's, from 5 am until 6 pm. The target audience is adults 35+ . At 6 pm the format changes to Sports Radio from ESPN. Programming includes syndicated shows from Paul Harvey News, The Car Doctor, The Bill Miller Show, KU Sports, Kansas City Royals, TMP Sports, as well as the locally produced community affairs features, Health Information Please, The Daily Focus and the Friday Forum.

