

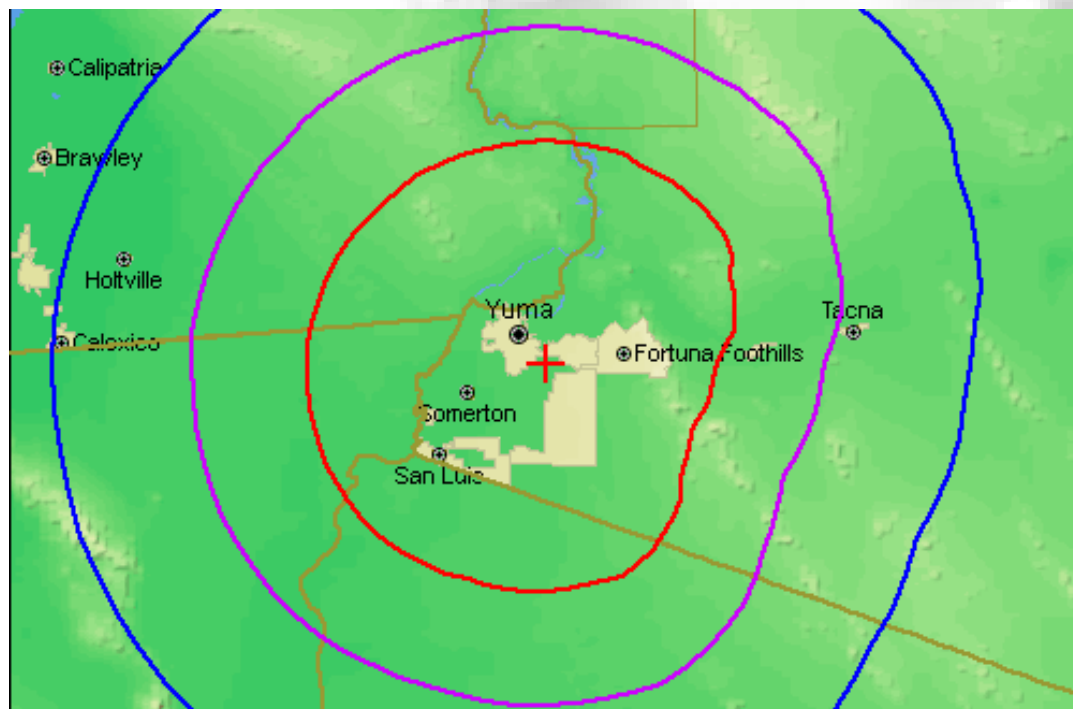


95.1 KTTI

TODAY'S BEST COUNTRY

Coverage for KTTI-FM

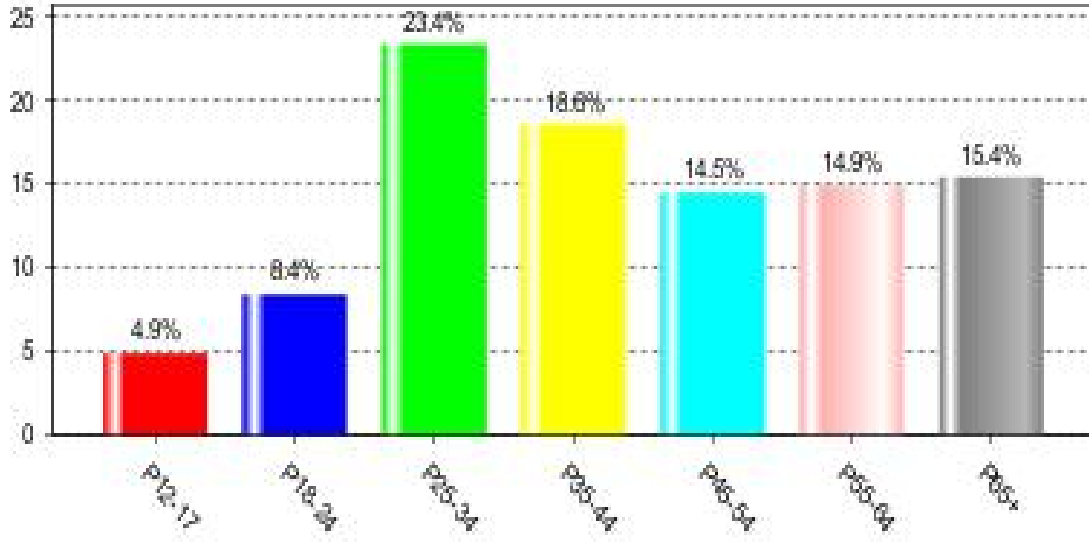
- KTTI-FM Class C2 - FM
- 50 kw
- 246 ft HAAT
- 449 Ft above sea level





KTTI-FM is:

MAINSTREAM COUNTRY. 95.1 KTTI plays the biggest country hits from the 1990s & 2000s – plus today’s hottest songs. Mainstream Country hits the money demo with personalities, like Big D and Bubba in the Morning, weekend specials, lots of daily features, topical information and one-of-a-kind promotions.



Top Artists:

- Tim McGraw
- Blake Shelton
- Carrie Underwood
- Zac Brown Band
- Keith Urban
- Florida Georgia Line
- Luke Bryan
- Kenny Chesney
- Dierks Bentley
- Jason Aldean

Male/Female Skew: 46%/54%
Average Age: 47



KTTI-FM:

Reaches 57,749 people in the Greater Yuma Area– average age 48 years old

45% are have some college or more, 11% hold a college degree

69% own their own home

\$45,000 is the average household income

23% have at least one child at home

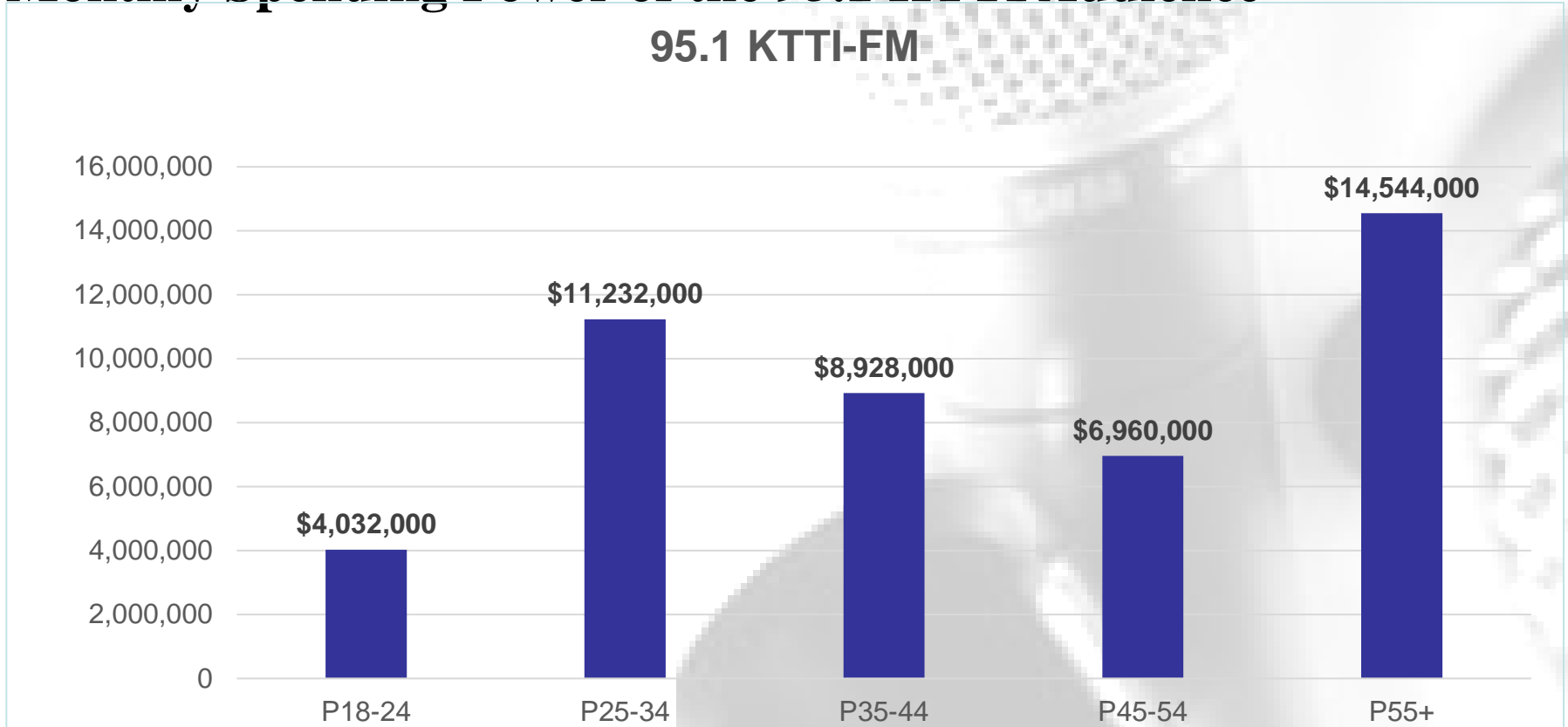
53% are employed either full or part-time

Annual Spending power of nearly \$574 million dollars in Retail Sales

If invited, this audience have the ability to buy the goods and services you are selling!



Monthly Spending Power of the 95.1 KTTI Audience



**\$574 million dollars spent each year in
The Greater Yuma Area by the 95.1 KTTI-FM Audience**