

Coverage for KQSR-FM

- KQSR-FM Class A - FM
- 3kW kw
- 262 ft HAAT
- 466 Ft above sea level

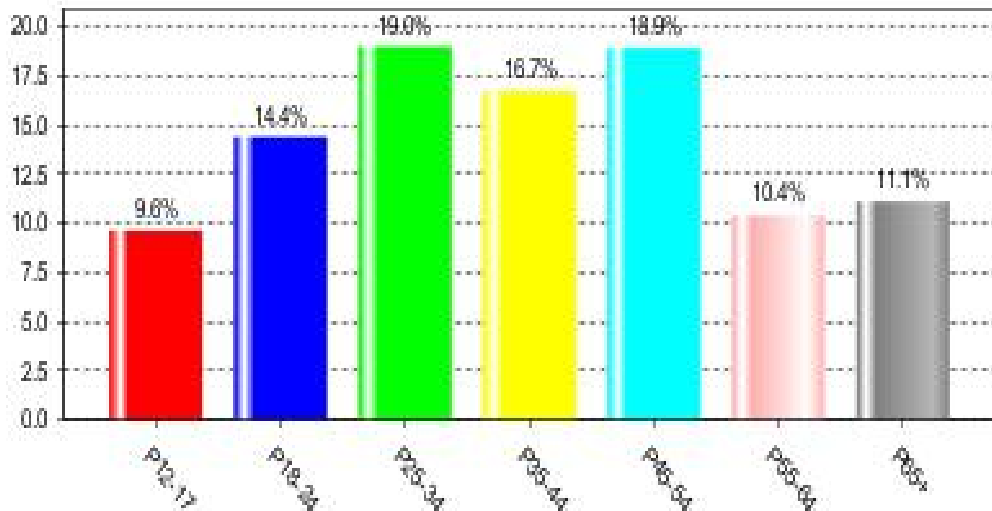


mix 
100.9
today's best music mix



Mix 100.9 is: Today's Best Music Mix!

Hot A/C plays music from the Early 2000's through today. Hot A/C is positioned comfortably between Top 40 and Adult Contemporary stations. Hot A/C is music-focused Top 40 radio for Adults. Contemporary and upbeat delivery.



Top Artists:

Justin Bieber
Katy Perry
Maroon 5
Camila Cabello
The Weekend
Bruno Mars

Male/Female Skew:
37%/63%
Median Age: 37



About Mix 100.9

Reaches 31,835 people in the Yuma Retail Trade Area– average age 37 years old

17% are have some college or more, 46% hold a college degree

73% own their own home

\$45,000 is the average household income

23% have at least one child at home

Annual Spending power of nearly \$305 million in Retail Sales

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



Monthly Spending Power of the Mix 100.9 Audience



**\$305 million dollars spent each year in
The Greater Yuma Area by the Mix 100.9 Audience**