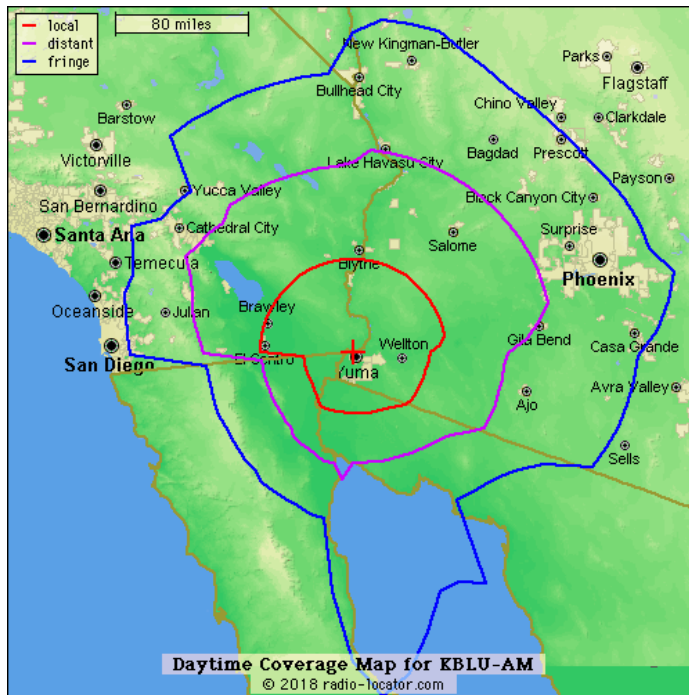
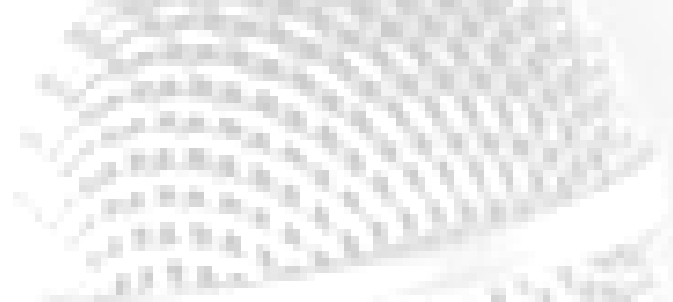


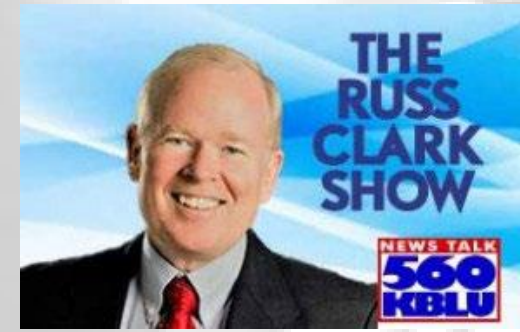
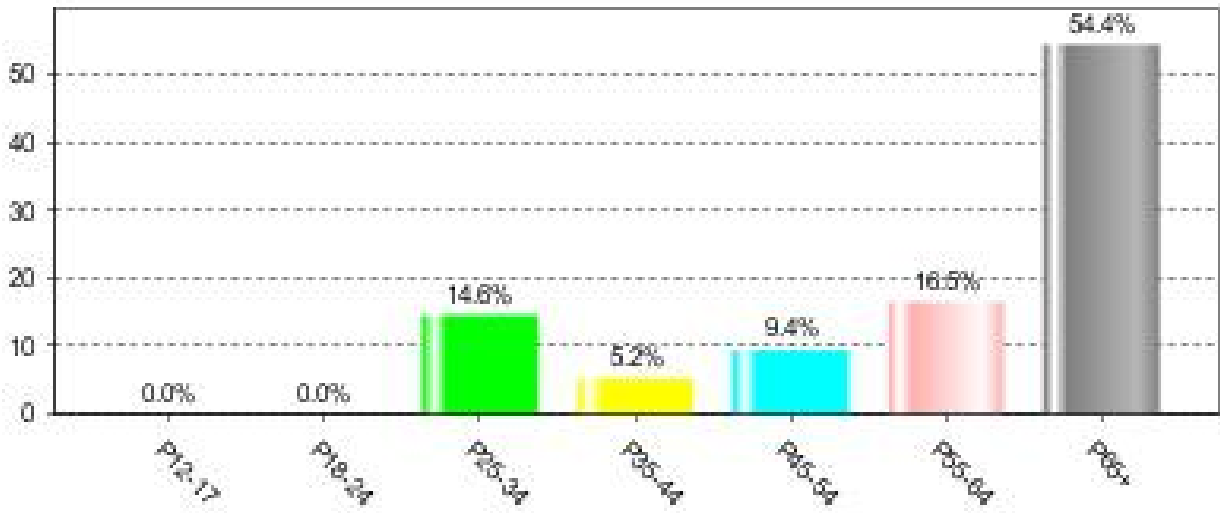
Coverage for KBLU-AM

- KBLU-AM Class B - AM
- 1 kw
- Omni Day Time
- Directional Night





News/Talk 560 KBLU is: Greater Yuma's Right Place to Talk! Start your day with Russ Clark at 6am then Political Talk from all the big names in Talk Radio. News at the top and bottom of the hour all day!



Male/Female
Skew: 60%/40%
Median Age: 59



News/Talk 560 KBLU:

Reaches 27,234 people in the Greater Yuma area – average age 60 years old

78% are have some college or more or hold a college degree

90% own their own home

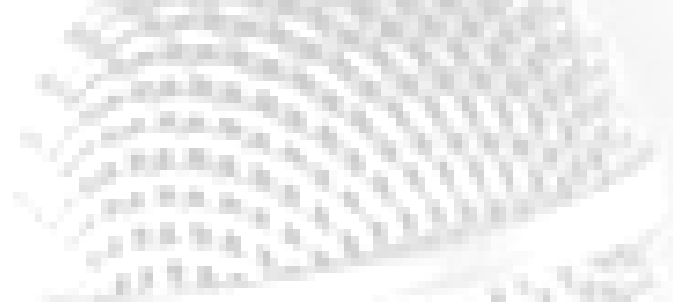
\$55,000 is the average household income

5% have at least one child at home

30% are employed either full or part-time

Annual Spending power of nearly \$317 million dollars in Retail Sales

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



Monthly Spending Power of the News Talk 560 KBLU Audience



**\$317 million dollars spent each year in
The Greater Yuma Area by the News Talk 560 KBLU
Audience**