

# 690 KCEE



## Pop Classics

# FACT SHEET

**Classic Hits Continues to Grow.** Oldies stations continue to reposition themselves toward a younger image, making Classic Hits the fastest growing music format. Between Spring 2007 and Fall 2008, Classic Hits' share rank of the national Radio audience jumped from No. 11 to sixth, reaching 3.9 percent of the U.S. population -- the most since the format has been tracked by Arbitron. Between Spring 2007 and Fall 2008, the number of AM and FM stations programming Classic Hits increased from 288 to 364. There are also now more than 200 HD and streaming Classic Hits stations.

### Who Listens?

- ♪ Our listeners are primarily 50+
- ♪ 57% College Educated
- ♪ KCEE listeners are mature adults with disposable incomes.

### Why Advertise?

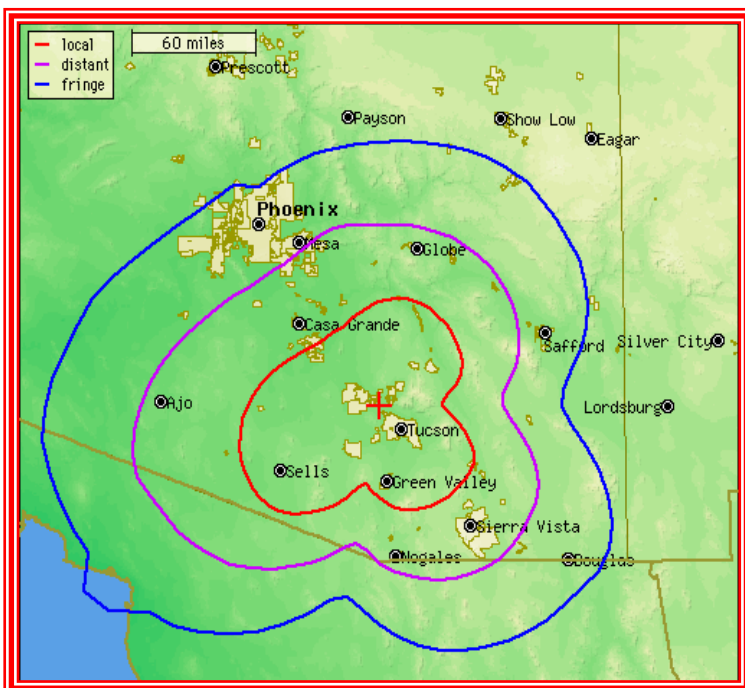
- ♪ Listeners to Pop Classics are loyal to the format and listen for extended periods of time.
- ♪ Your message sticks out because it is not lost in the background.
- ♪ KCEE listeners are more likely to patronize businesses they hear on "their" station.

### What Can You Expect?

- ♪ Total commitment to your success.
- ♪ Delivering on our promises.
- ♪ Great production of your commercial.

***Demographic information from The Media Audit***

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**KCEE .COM**

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