



Viper Broadcast Group

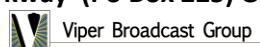
*"A man who stops advertising to save money is like
a man who stops a clock to save time."*

- Henry Ford

Contact Our Sales Team

Phone: 573-348-2772 Fax: 573-348-2779

5715 Osage Beach Parkway (Po Box 225) Osage Beach, Mo. 65065



Viper Broadcast Group

THE BENEFITS OF ADVERTISING WITH US



Our team of professionals can help put together an advertising campaign designed for your company's specific sales and marketing needs. To see how a targeted campaign can drive new potential customers to your business is just a phone call away!

As an advertiser, you can get your message to potential customers more quickly and creatively than ever:

- We offer the industries' most competitive rates.
- Special promotions, community activities, remotes and contests.
- Web service availability, complete with hyperlinks to your website, business directory, online coupons, and more!

LIVE streaming on the internet to your computer or phone allows your message to be heard around the world.

Access our websites to learn more about us:

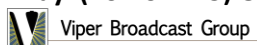
- <http://www.krmsradio.com>
- <http://www.935rocksthelake.com>
- <http://www.lakejob.com>
- <http://www.lakesavings.com>

"Your Success is Our Greatest Reward"


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PROGRAM HIGHLIGHTS

 Ozarks this Morning M-F 6am-9am	National and local news at the top and bottom of every hour, as well as sports at :10 and :40. Plus, local interviews concerning the issues and happenings around the lake region with the largest morning show staff.
Morning Magazine M-F 9am-11am	Listener call-in show. Interviews with the national and local celebs and newsmakers.
The Ozarks Today M-F 4pm-6pm	The Ozarks today is a popular local show that features lifestyle interviews on events around lake plus interviews with newsmakers with listener comments and questions.
Ask the Expert Sat 7am-9am & 11am-3pm	Take this opportunity to educate our listeners about your business and get your message to potential customers/clients more quickly and creatively than ever. Take calls from our listeners while you are on the air. We provide a show host to make sure you are represented professionally and in an entertaining format.
Breakfast with the Beatles Sun 8am -10am	Music, interviews about the greatest band of all time.

WE ALSO FEATURE THE VERY BEST NATIONAL TALK SHOWS

<p>“America’s #1 Radio Show”</p> <p>RUSH LIMBAUGH 11am-2pm</p> 	<p>“Real life, love and money with America's most trusted money guy.”</p> <p>DAVE RAMSEY 2pm-4pm</p> 
<p>JIM BOHANNON 9pm-Midnight</p>  <p>“Live from the Nation’s Capital”</p>	<p>MARK LEVIN 6pm-9pm</p>  <p>“Recipient of the prestigious Ronald Reagan Award.”</p>

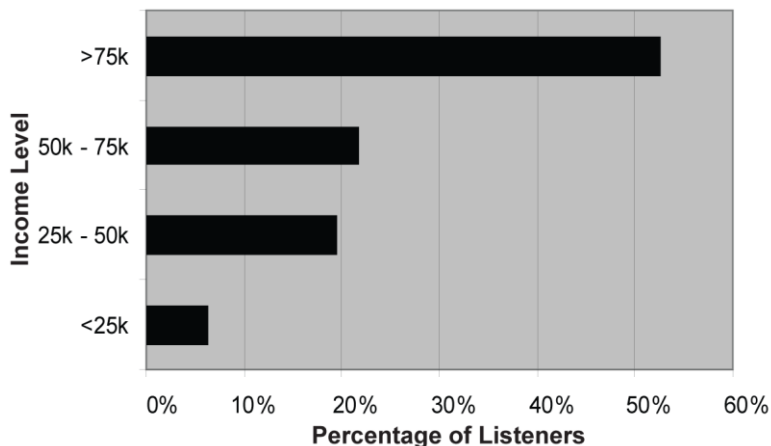
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STATION DEMOGRAPHICS

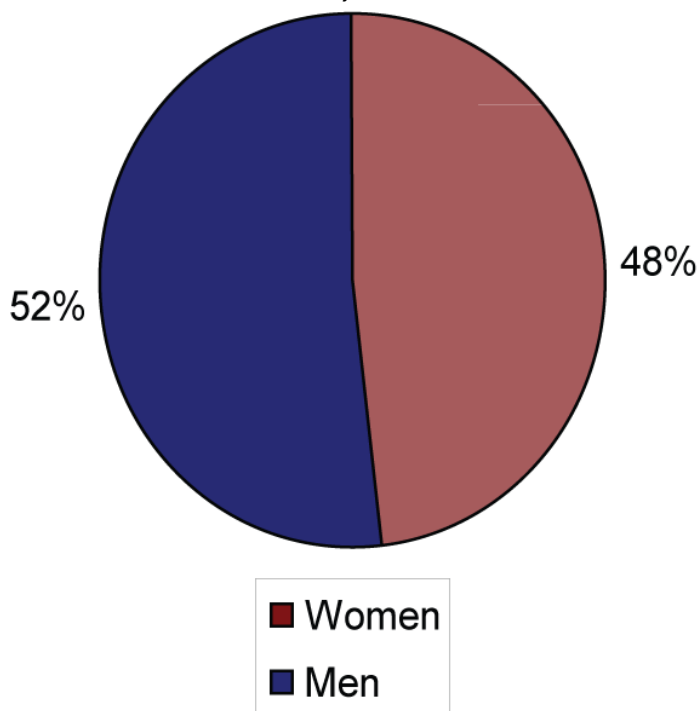
Education
Persons 18+

Education Level	Percentage
<12th Grade	1.3%
High School Graduate	6.8%
Some College	20.3%
College Graduate	71.6%

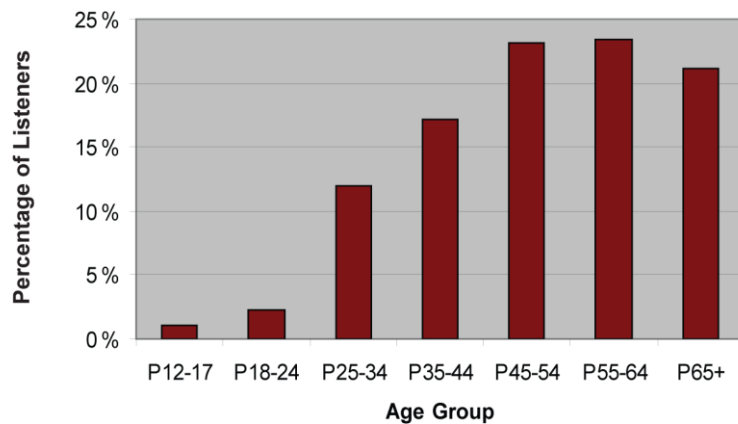
Household Income
Persons 18+



Listeners 18+
Mon-Sun, 6AM-Mid



Audience Composition
Mon-Sun, 6AM-Mid



KRMS listeners:

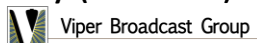
- 71.6% are college graduates
- 20.3% have had some college
- 6.8% have high school educations
- More than 90% are over the age of 35
- More than 46% are over 55
- They're heavy Internet users
- 53% have incomes over \$75,000

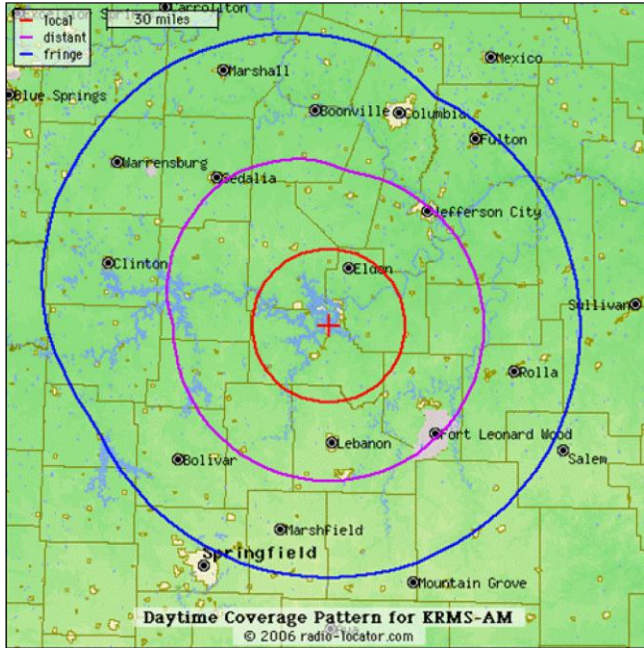
KRMS listeners share a thirst for knowledge and they've acquired the life experience necessary to make solid, informed decisions!

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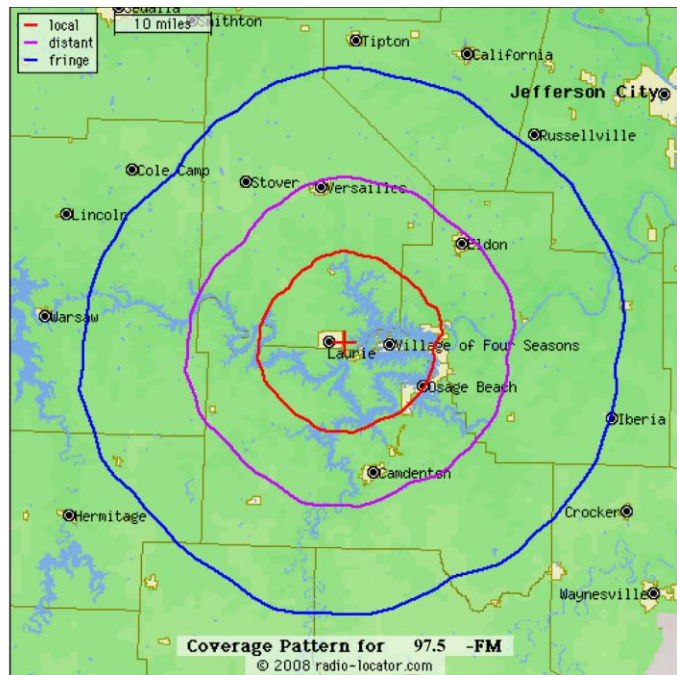
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KRMS-AM
1150

KRMS-FM
97.5

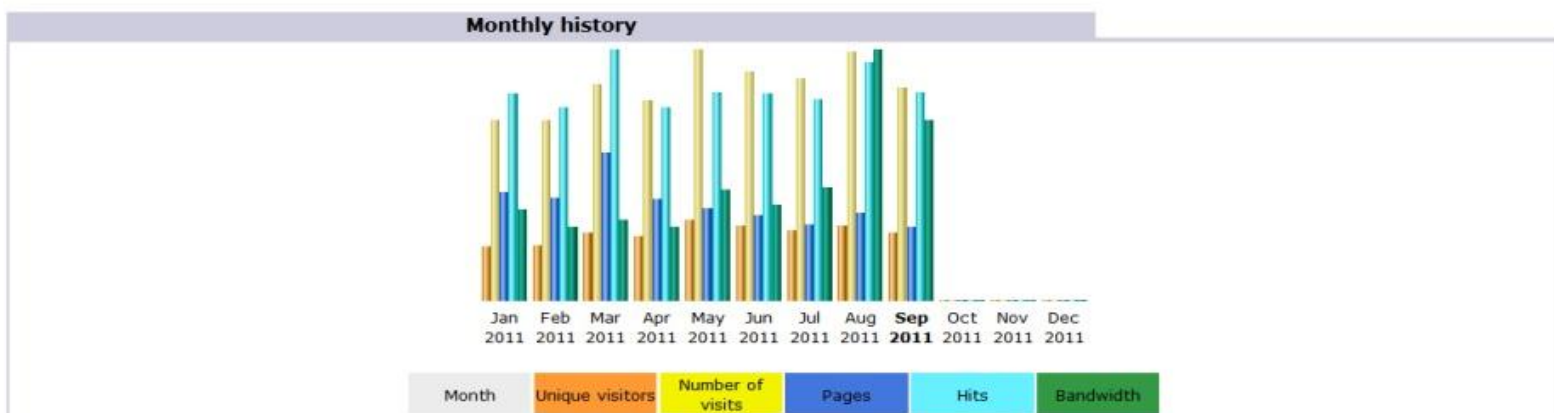


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View Our Website Stats: krmsradio.com

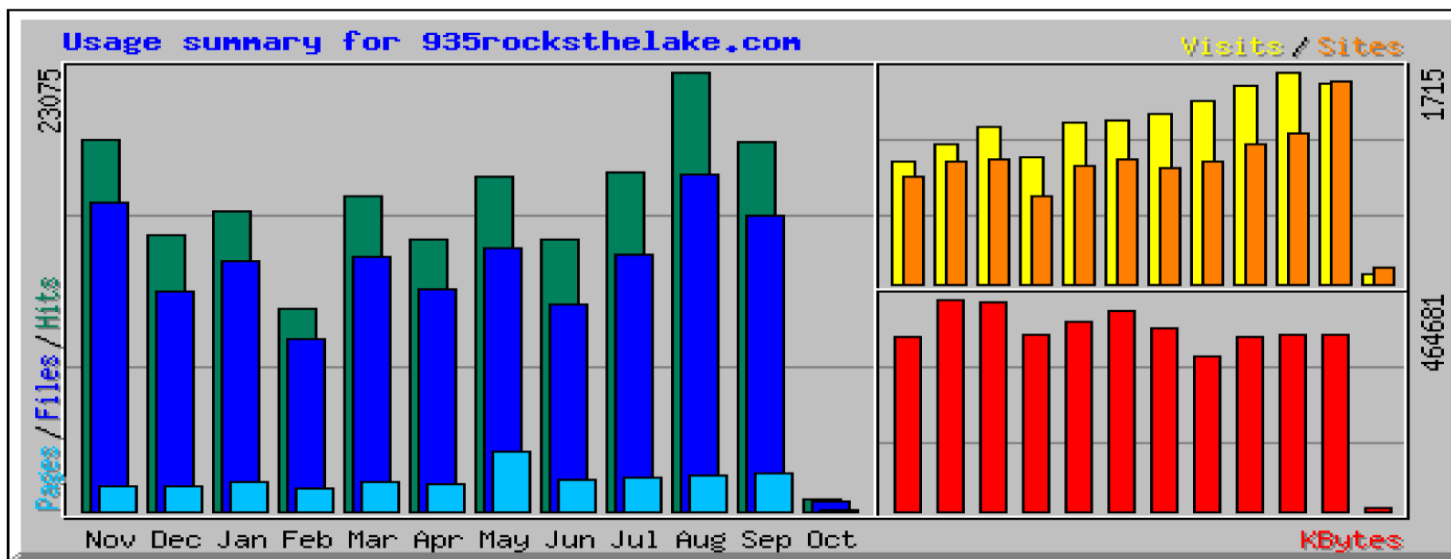
Summary					
Reported period	Month Aug 2011				
First visit	01 Aug 2011 - 00:00				
Last visit	31 Aug 2011 - 23:59				
	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Viewed traffic *	17,363	57,714 (3.32 visits/visitor)	480,382 (8.32 Pages/Visit)	1,326,310 (22.98 Hits/Visit)	50.02 GB (908.69 KB/Visit)
Not viewed traffic *			449,853	552,336	5.67 GB

* Not viewed traffic includes traffic generated by robots, worms, or replies with special HTTP status codes.



Since May 2010 to present, krmsradio.com has seen over 225 thousand unique web users and served more than 13 million pages of content.

935rocksthelake.com



Since starting our 935rocksthelake.com website in November 2010 we have had over 183 thousand hits. And the number is growing every month.

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Combining new and classic music to appeal to rock lovers of every age!



We've mixed ACTIVE and Classic Rock to give you a broader audience appeal and a station that never grows old. SUCCESS for advertisers on 93.5 Rocks is based on the ability to target and deliver high quality content to a large, interactive, lifestyle-oriented and responsive audience. We provide a strong and reputable source for helping increase business and community awareness of everything that encompasses Central Missouri.

Contact Our Sales Team

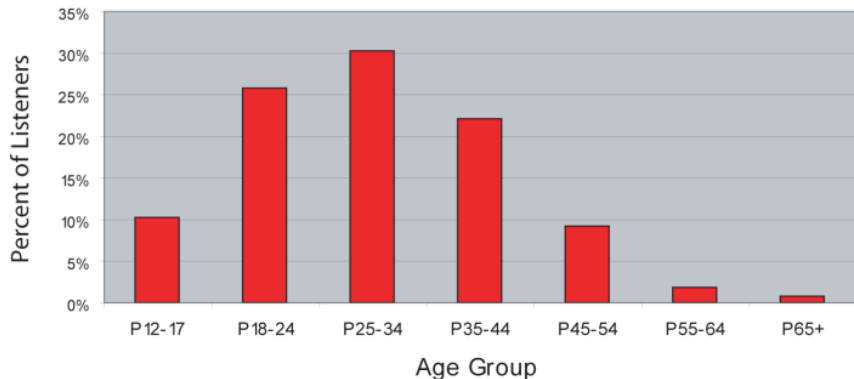
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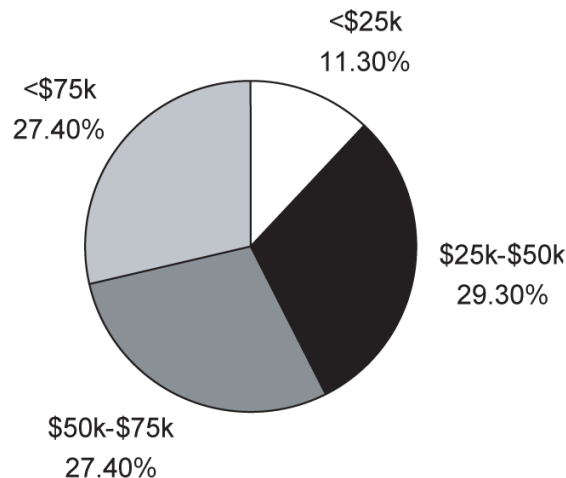


STATION DEMOGRAPHICS

Active Rock Audience Composition

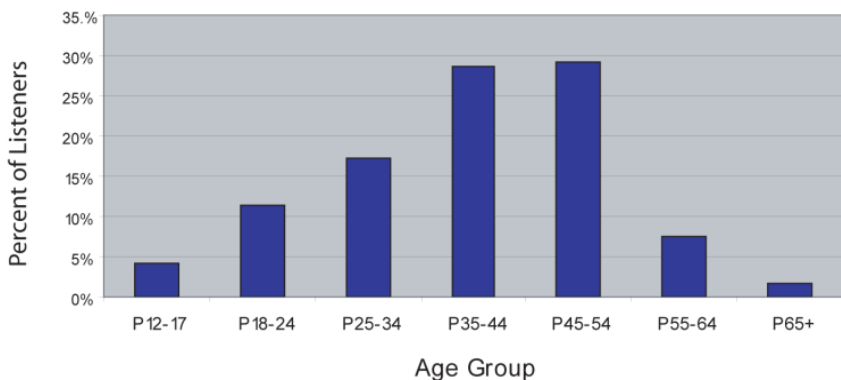


Combined Income

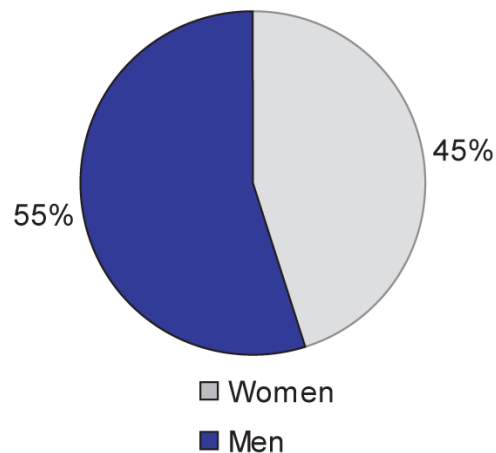


Education Level	Percentage
<12th Grade	7.3%
High School Graduate	34.2%
Some College	38.7%
College Graduate	19.8%

Classic Rock Audience Composition



Combined Listeners 18 +



93.5 Rocks listeners:

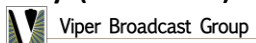
- 92.7% are high school graduates
- More than 82% are between 18-44
- They're heavy Internet users
- 27.4% have incomes over \$75,000
- 56.7% have incomes \$25-\$75K

93.5 Rocks listeners are a powerful group that is sought after for their far and wide influence on consumer spending.

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93.5 Rocks

Great Marketing Opportunities...

93.5 Rocks is a mainstream rock station, mixing the best classic rock with the best new rock. We attract listeners at home or at work, but mostly in their car. 93.5 Rocks provides excellent advertising opportunities on the radio or on the website - 935rocksthelake.com.

Contact Our Sales Team

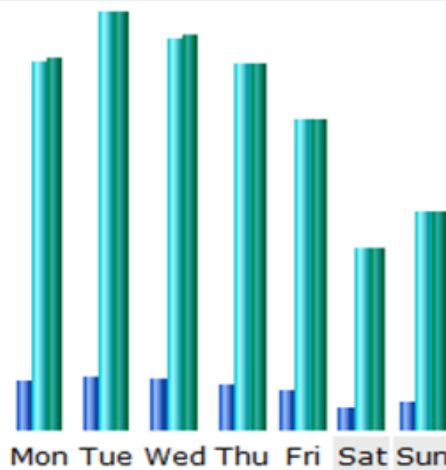
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Lakejob.com is a leading resource for businesses and home owners to advertise their needs online. It receives an average of over 26 thousand hits per day. What other reason do you need to advertise on such a powerful community resource?

Days of week

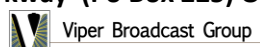


Day	Pages	Hits	Bandwidth
Mon	3,779	30,158	327.73 MB
Tue	4,199	33,972	367.60 MB
Wed	3,986	32,022	347.93 MB
Thu	3,671	29,929	323.60 MB
Fri	3,085	25,411	274.63 MB
Sat	1,731	14,857	159.53 MB
Sun	2,127	17,743	193.81 MB

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PROMOTION AND SPONSORSHIP
OPPORTUNITIES

Includes Programming Coverage of:



Rams

+



Chiefs



Lakers

Coverage since 1969!

Lake of the Ozarks Shootout

16 hours of coverage on the radio and TV produced by us
Last weekend in August

"The Home Grown Show"

Featuring the music of local bands
Sundays at 11am

"The House of Blues Radio Hour"

You can even have Dan Akroyd do your commercials
Sundays at 10am

The Street Team

Prize Giveaway

News, Sports, Weather, Water Temperature and PSA

Ask us about these and other sponsor opportunities

Lakesavings.com

Turn the retail of your product or service into ad dollars

Annual Beat the Winter Blues trips

We've taken 2,000 people. See how you can be
part of this networking extravaganza Beating the Winter Blues!

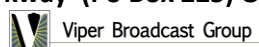
Weekly Westside Social

Network with the people you do business with

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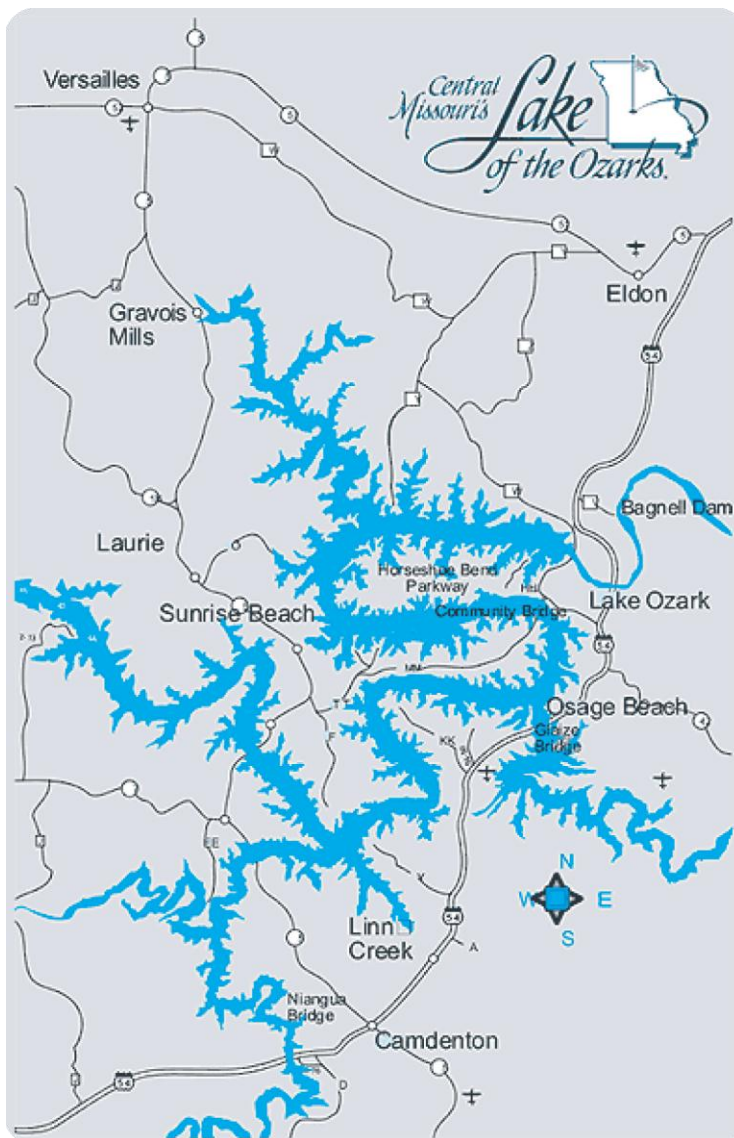
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WHAT IS THE LAKE OF THE OZARKS?

Geography:

- The Lake of the Ozarks is one of the fastest growing regions in Missouri
- KRMS AM is the only AM news/talk station in 5 surrounding counties and it covers all of Central Missouri
- 93.5 ROCKS is the most powerful station on the Lake of the Ozarks



During the months of March through September, over 5 million people visit the lake, making it the third largest region in Missouri!

- The lake runs 92 miles end to end, consists of 1150 miles of shoreline, and 65,000 second family lakefront homes where weekend visitors come and spend their money.

Population:

- The estimated **full-time** population of the Lake of the Ozarks region is 97,000
- Our April - Oct. weekend population Averages nearly 200,000

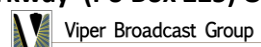
Entertainment:

- The Lake of the Ozarks serves as one of Missouri's most popular family vacation destinations
- The lake offers Fishing, Boating, Shopping, Golfing, and State Parks
- 15 golf courses open to the public making the lake one of Central Missouri's premier golf destinations
- 100 marinas and marine service facilities
- Over 40 water-accessible restaurants
- The largest outlet mall which boasts over 100 factory direct outlets

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Listen to what our sponsors have to say about us!

I just wanted to thank you for hooking me up with the Bill of Rights segment. What a beautiful testimonial we received from that man today! I've never been thanked so graciously for sponsoring an event. I appreciate you pointing us in the right marketing direction.

Sincerely, Kristen Hasselbring - Atlas Docks, L.L.C.

Advertising on this Lake Station Works for me. I've advertised on several different radio stations but KRMS is the oldest at the Lake and has a strong following, particularly for the talk radio format. My customers listen to Conservative Talk Shows like Rush, Dave Ramsey and the Camdenton Tea Party. I've found conservative folks make some of my strongest customers and have proven to be very credit worthy. All the staff at KRMS are great to work with. You definitely get your money's worth with this station. I couldn't be happier. 5 STARS

Gary Thomas - Mid-Missouri Credit Union

Suntastic Sunrooms has advertised on KRMS radio for the past 8 years as well as trying many other forms of advertising. Of all the time and money spent, I can say unequivocally that we have gotten the most bang for our buck with KRMS! They are responsive to our needs, and flexible in their approach, which is so important to the lake area. I highly recommend advertising with KRMS, if you want to see your business grow here at the lake.

Kevin and Dottie Thompson - Owners- Suntastic Sunrooms

Our businesses get great exposure on KRMS and 93.5ROCKS. We get nice comments and compliments about our commercials. We sincerely appreciate the efficiency and professionalism with which our advertising needs are met. Our sales representative with the radio station is very focused on getting results for us.

Randy & Connie Foote - Lake Liquor & Tobacco - Osage Beach & Laurie

As a lawyer, I don't feel like I need the usual commercials like you hear on the radio for retail and other service businesses. I was interested in getting exposure on KRMS and 93.5 so I talked with a sales representative from the station. She listened carefully to my concerns and placed me as a sponsor where I get outstanding exposure and a good public image.

Gary Smith, Attorney at Law - SMITH & GILLEY

My businesses have grown tremendously since I started advertising on KRMS and 93.5. I am on Ask the Expert on KRMS every month, and I receive many calls in response to that program. My marketing consultant with the radio station has helped me increase my business by inviting me and encouraging me to attend networking events. She is truly interested in helping me market and grow my businesses.

Mike Nelson - RM Nelson Roofing and Ozark Sealing & Striping

We would have to rethink our entire approach to Marketing if it was not for all the great people helping us every day at KRMS. There is no better radio station or group of individuals at the Lake.

Bill LaCasse Owner - SRG Financial Advisors

When I'm advertising on 93.5, my phone rings and I am busy. We are in a competitive business. My marketing consultant with the radio station helped us with a commercial that gets attention. I am treated with great respect and appreciation.

Jim Kirkweg- Mid-American Docks

KRMS reaches the right audience with a frequency that keeps our brand front and center at the Lake. Their informative programming offers a nice mix of local, regional and national news, plus timely updates on weather. A great advertising value that should be part of every marketing mix."

David Creel, Vice President/Marketing - Bank Star One

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