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 industry’s most competitive rates.
- Special promotions, community activities, remotes and contests.
- Web service availability, complete with hyperlinks to your website, business directory and more!

Listen to our stations on HD or analog
For HD (digital radio), go to 93.5
93.5 HD1 is Classic Rock
93.5 HD2 is Classic Country
93.5 HD3 is KRMS News Talk

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.classiccountry1049.com
- http://www.lakejob.com
- http://www.lakegetout.com

“Your Success is Our Greatest Reward”

Contact Our Sales Team
Phone: 573-348-2772  Fax: 573-348-2779
5715 Osage Beach Parkway  (Po Box 225) Osage Beach, Mo. 65065
**PROGRAM HIGHLIGHTS**

**The 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

National and local news at the top and bottom of every hour, as well as sports at :15 and :45. Plus daily market reports and local interviews concerning the issues and happenings around the lake region.

**Ask the Expert**
Saturday 9am-1pm

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.

**WE ALSO FEATURE THE VERY BEST NATIONAL TALK SHOWS**

- **“America’s #1 Radio Show”**
  RUSH LIMBAUGH
  11am-2pm

- **“Real life, love and money with America’s most trusted money guy.”**
  DAVE RAMSEY
  2pm-4pm

- **“Live from the Nation’s Capital”**
  JIM BOHANNON
  9pm-Midnight

- **“Recipient of the prestigious Ronald Reagan Award.”**
  MARK LEVIN
  6pm-9pm

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Viper Broadcast Group
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!
"Your commercial is heard on all three stations because we simulcast"
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.
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.
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.
**THE LAKE’S CLASSIC COUNTRY**

---

**104.9 Classic Country**

**BANGIN’ THE TWANG**

---

"As country as it gets"

You'll love your favorite superstars from the 80's and 90's. We think you'll be pleasantly surprised to hear great songs from the legends like Johnny, Merle, Waylon, and Willie. We mix hits from the true superstars from the past few years to keep the station fresh.

Real Country Artists. Real Country Songs.

---

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Viper Broadcast Group
THE LAKE’S CLASSIC COUNTRY

COUNTRY MUSIC DEMOGRAPHICS
- Country music is the #1 format for adults in the 18-54 age demographic.
- Women (54%) are slightly more likely to prefer country music when compared to men.
- 3 out of 4 households that listen to country music own their own home.
- 2 out of 3 households that listen to country music own at least one pet.
- 56% of people who listen to country regularly have full-time employment.

BUYING POWER
- 41% of all professional or managerial jobs are filled by people who describe themselves as country music fans.
- 44% of all hybrid vehicle owners belong to the country music demographics.
- Country music fans comprised 45% of all charitable contributions last year.

COUNTRY MUSIC LISTENERS:
- 24% of country music fans have college degrees
- 30% have some college
- 81% say that having dinner with their family every night is important
CLASSIC COUNTRY 104.9 FM

Classic Country 104.9 is the Lake’s newest radio station and the only Classic Country at the Lake of the Ozarks. It’s easy to listen to our stream at work, home, in the car or on the go on your mobile device, laptop, or desktop. No app required! This is as Country as it gets!

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Viper Broadcast Group
Among those who spend at least some time in a car during an average weekday - multiple answers allowed

- AM/FM: 93%
- Personal music: 42%
- Talking on phone: 25%
- Satellite radio: 23%
- Pandora: 14%
- Other streaming services: 9%
- Podcasts: 7%
- Audio books: 5%
Radio's share of in-car listening on a typical weekday is 66%, followed distantly by satellite radio & personal music collections.

Nearly 9 of 10 new car buyers say it's very important it has an AM/FM radio.

“Very Important” features among those planning on buying/leasing (or already bought) a new vehicle in 2016.
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

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

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5715 Osage Beach Parkway  (Po Box 225) Osage Beach, Mo. 65065
Go to LakeGetOut.com to see everything that’s going on at the Lake. It’s easy to view and navigate. See about not-for-profit events, entertainment at bars & restaurants, boating events, networking socials, realtor open houses, fish dinners, fishing tournaments, and much more. Submit your event for free by going to LakeGetOut.com.

<table>
<thead>
<tr>
<th>Month</th>
<th>Unique visitors</th>
<th>Number of visits</th>
<th>Pages</th>
<th>Hits</th>
<th>Bandwidth</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 2017</td>
<td>3,531</td>
<td>4,302</td>
<td>21,386</td>
<td>49,549</td>
<td>1.71 GB</td>
</tr>
<tr>
<td>Jun 2017</td>
<td>3,352</td>
<td>4,287</td>
<td>25,092</td>
<td>85,286</td>
<td>3.25 GB</td>
</tr>
<tr>
<td>Jul 2017</td>
<td>4,956</td>
<td>6,164</td>
<td>24,709</td>
<td>77,697</td>
<td>3.47 GB</td>
</tr>
<tr>
<td>Aug 2017</td>
<td>5,687</td>
<td>7,069</td>
<td>25,042</td>
<td>74,834</td>
<td>3.24 GB</td>
</tr>
<tr>
<td>Sep 2017</td>
<td>5,816</td>
<td>7,321</td>
<td>27,432</td>
<td>71,563</td>
<td>2.91 GB</td>
</tr>
<tr>
<td>Oct 2017</td>
<td>4,379</td>
<td>5,575</td>
<td>23,879</td>
<td>92,559</td>
<td>3.74 GB</td>
</tr>
</tbody>
</table>
Includes Programming Coverage of:

Lake of the Ozarks Shootout
16 hours of coverage on KRMS and TV produced by us, broadcast on a network of TV stations around the Midwest.
Last Weekend in August.

Lake Race at Beavers at the Dam
Sanctioned boat racing at its best - 6 hours of coverage on KRMS & TV Produced by us broadcast on a network of TV stations around the Midwest.
First Weekend in June.

Deck the Docks
Cruising on the Celebration Boat viewing decks, docks & homes decorated for Christmas benefitting the Dogwood Animal Shelter

West Side social
Weekly networking social every Thursday

Florida/Lake of the Ozarks Party
Meet your friends in Florida for this annual party the second Tuesday in January as we broadcast live!

Annual Trip
We’ve taken over 2,000 people to tropical locations. Find out how you can be a part of this networking extravaganza.
RADIO GETS RESULTS!

- Radio is the leading reach platform: 93% of us listen to AM/FM radio over the airwaves, which is higher than TV viewship (85%), PC use (50%), smartphone use (74%), and tablet use (29%).
- 265 million Americans 6+ listen to the radio each week;
- 66 million Millennials use radio each week;
- Audio consumers are listening for more than 12 hours each week;
- The majority of radio usage comes from employed listeners; nearly three quarters of Generation X listeners work full-time.

*Source: Radio Advertising Bureau*

<table>
<thead>
<tr>
<th>Web Analytics for <a href="http://www.935rocksthelake.com">www.935rocksthelake.com</a></th>
<th>Web Analytics for <a href="http://www.KRMSradio.com">www.KRMSradio.com</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>April 1, 2016 - June 30, 2016</td>
<td>April 1, 2016 - June 30, 2016</td>
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</table>

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
<th>% of Total</th>
<th>Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pageviews</td>
<td>5,638</td>
<td>100.00%</td>
<td>(5,638)</td>
</tr>
<tr>
<td>Visits</td>
<td>3,511</td>
<td>100.00%</td>
<td>(3,511)</td>
</tr>
<tr>
<td>Unique Visitors</td>
<td>2,272</td>
<td>100.00%</td>
<td>(2,272)</td>
</tr>
<tr>
<td>Pages / Visit</td>
<td>1.61</td>
<td>1.61 (0.00%)</td>
<td>1.58 (0.00%)</td>
</tr>
</tbody>
</table>
# Rank Report

## CAMDEN-MO

### 2018 County Coverage

**M-SU 6A-12M**  
Persons 12+ — Population: 39,700  
Stations Ranked by: CUME PERSONS

<table>
<thead>
<tr>
<th>STATIONS</th>
<th>AVERAGE PERSONS</th>
<th>AVG RTG</th>
<th>AVG SHR</th>
<th>CUME PERSONS</th>
<th>CUME RTG</th>
<th>WEEKLY TSL</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 KMYK-FM</td>
<td>600</td>
<td>1.6%</td>
<td>15.0%</td>
<td>7,300</td>
<td>18.5%</td>
<td>10:47</td>
</tr>
<tr>
<td>2 KRMS-AM</td>
<td>300</td>
<td>0.8%</td>
<td>7.9%</td>
<td>4,500</td>
<td>11.2%</td>
<td>9:24</td>
</tr>
<tr>
<td>TIE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 KZNN-FM</td>
<td>500</td>
<td>1.2%</td>
<td>11.6%</td>
<td>3,800</td>
<td>9.4%</td>
<td>16:25</td>
</tr>
<tr>
<td>5 KTXY-FM</td>
<td>300</td>
<td>0.6%</td>
<td>6.0%</td>
<td>3,400</td>
<td>8.5%</td>
<td>9:26</td>
</tr>
<tr>
<td>6 KZWW-VFM</td>
<td>100</td>
<td>0.2%</td>
<td>2.2%</td>
<td>3,100</td>
<td>7.7%</td>
<td>3:51</td>
</tr>
<tr>
<td>7 KJEL-FM</td>
<td>200</td>
<td>0.4%</td>
<td>4.0%</td>
<td>2,900</td>
<td>7.3%</td>
<td>7:17</td>
</tr>
<tr>
<td>8 KCMQ-FM</td>
<td>0</td>
<td>0.1%</td>
<td>0.7%</td>
<td>2,100</td>
<td>5.2%</td>
<td>1:51</td>
</tr>
<tr>
<td>9 KLOZ-FM</td>
<td>300</td>
<td>0.7%</td>
<td>6.3%</td>
<td>1,900</td>
<td>4.8%</td>
<td>17:45</td>
</tr>
<tr>
<td>10 KCLQ-FM</td>
<td>100</td>
<td>0.3%</td>
<td>3.1%</td>
<td>1,700</td>
<td>4.2%</td>
<td>9:52</td>
</tr>
<tr>
<td>11 KQUL-FM</td>
<td>0</td>
<td>0.0%</td>
<td>0.5%</td>
<td>1,500</td>
<td>3.7%</td>
<td>1:39</td>
</tr>
<tr>
<td>12 KWOS-AM</td>
<td>0</td>
<td>0.1%</td>
<td>0.8%</td>
<td>900</td>
<td>2.3%</td>
<td>4:33</td>
</tr>
</tbody>
</table>

**COUNTY LEVELS:** 4,200 10.6% 32,400 81.5% 16:19

*Note: County Coverage data from these counties: CAMDEN-MO*

### Top Stations

- **KMYK 93.5 ROCKS**  
- KRMS News/Talk  
- KTKS - KS95  
- KZNN - 105.3  
- KTXY - Y107  
- KZWW - 101.9  
- KJEL - 103.7  
- KCMQ - 96.7  
- KLOZ - 92.7  
- KCLQ - 107.9  
- KQUL - 102.7  
- KWOS - 950 AM
WHAT IS THE LAKE OF THE OZARKS?

Geography:

- The Lake of the Ozarks is one of the fastest growing regions in Missouri
- KRMS is the only 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