



STATION OVERVIEW

325.793.9700 ■ 2525 S. Danville , Abilene, TX 79605 ■ www.AbileneRadioAdvertising.com

Station: Everything Alternative – 98X

Frequency: 98.1 FM

Format: Alternative Rock

Target Audience: Males 18-34

Audience Breakout: 55% Male / 45% Female

Primary Listening Area: Abilene Metro

98X Plays the music of Generation X. 98X specializes in diverse music from core artists such as: Red Hot Chili Peppers, Green Day, My Chemical Romance, Incubus, Coldplay, and many others. 98X does not play heavy metal or 'death rock'. The music format on 98X is specially chosen to complement the lifestyle of the 'alternative' listener. Alternative listeners enjoy 'extreme' activities. They are twice as likely than average to have snowboarded, skateboarded, scuba dived, rock climbed, skied, mountain biked, played hockey, played racquetball and participated in motocross, kick boxing and sailing in last year.

- 45% of listeners have HH income of 75k+
- 19% are more likely to rent their residence than own.
- 87% more likely than average to be single, 63% likely to be engaged.





WHY ADVERTISE?

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- Advertising is an investment in success.
- Advertising creates store traffic.
- Advertising attracts new customers.
- Advertising generates continuous business.
- Advertising encourages repeat business.
- Advertising keeps your business top-of-mind.
- Advertising boosts and maintains morale.
- Advertising gives your business a successful image.
- Advertising keeps you in the competitive race.
- Businesses that succeed are usually strong, steady advertisers.





WHY RADIO?

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- Radio's mobility allows you to establish a special relationship with consumers.
- Radio's listenership is strong...time spent with other media is declining.
- Radio can influence new markets and new prospects.
- Radio is king for establishing top-of-mind-awareness.
- Radio's unique formats allow you to target your best prospects.
- Only radio can reach on-the-go consumers.
- Only radio reaches prospects closest to the point of purchase.
- Only radio can provide unique specialized on-air promotions.
- Other media can play a complimentary role to radio's effectiveness.
- Only radio can provide powerful and profitable remote broadcasts.
- Only radio can cost-effectively knock through the sea of media bombardment.

