115 West 3rd St. Fort Worth, TX 76102
Office: 817-332-0959 / Fax: 817-348-8373
www.959TheRanch.com    www.1069TheRanch.com
www.CountryLegends921.com
LKCM RADIO GROUP

ABOUT US

KTFW 92.1 FM “Country Legends 92.1” Fort Worth, TX  countrylegends921.com
-The greatest hits of country music from the 60’s – 80’s; contemporary, fresh presentation; live and local; includes traffic & news; high school football play-by-play (Aledo) & scoreboard show; “Acoustic Jam” weekly talent search, battle of the bands contests and annual “Legends Fest” music festival in downtown Fort Worth.
Official station broadcast on the grounds at the Southwestern Ex po and Stock Show.
Consumer target: Primary Adult 35-64, Secondary Adult 25-54

KFWR 95.9 FM “95.9 The Ranch” Fort Worth, TX  959theranch.com
-“The Sound of Texas” - 100% alternative country from the explosive Texas and “Red Dirt” music scene; Upbeat, progressive presentation; Exclusive format in the DFW area; Dallas Cowboys football affiliate; Live and local; includes traffic; strong community involvement with area programs, events & organizations such as TCU, FW Cats, Stock Show, Main Street Arts Fest & many more; “Pickin’ Party” weekly talent search, “Texas Music Series” 25 week free concert series and annual “Ranch Bash” music festival in downtown Fort Worth.
Consumer target: Primary Adult 25-54, Secondary Adult 18-49

KRVF 106.9 FM “106.9 The Ranch” Corsicana, TX  1069theranch.com
- “The Sound of Texas” - alternative Texas Country blended with familiar country favorites with an attitude; live, local morning show “The Morning Fiasco” and major-market talent all day; “The Ranch Roadhouse” weekly concert series, “Pickin’ Party” weekly talent search; football play-by-play with state 4A champ Ennis High School and top ranked Navarro College Football.
Consumer target: Primary Adult 25-54, Secondary Adult 18-49

KRVA 107.1 FM “107.1 The Ranch” Sulphur Springs, TX
- “The Sound of Texas” ……for the “FAR EAST” – shadowcast with sister station 106.9

KJKB 95.5 FM “Boss 95.5” Jacksboro, TX  Boss955.com
-“North Texas’ Classic Rock Radio Station; features ABC satellite radio program, ABC news, local trade show “People to People”; high school football play-by-play. Consumer target: Primary Adult 25-54, Secondary Adult 35-54

KYBE / FM K96 FM Frederick, OK  CoyoteNews.com
- “Coyote Country” – today’s favorite country; live morning show; local news & info; high school sports play-by-play; Oklahoma Sooners football, “Chick Chat” weekly call-in show.
Consumer target: Primary Adult 25-54, Secondary Women 25-54

KVSO 1240 AM “The Voice” Ardmore, OK  KVSO.com

KTRX 92.7 FM Ardmore, OK  TexomaRocks.com
- “Texoma’s Rock Station” - Aerosmith, Led Zeppelin, Rolling Stones, Def Leppard, Guns ‘N Roses, Metallica and more! Local live mornings with “Big Dave”; local news & info; high school football play-by-play; Dallas Cowboys affiliate; This popular Rock station appeals to teenagers, seniors and everyone in between but focuses on the male listener between the ages of 25-54.

KKAJ 95.7 FM “Texoma Country” Ardmore, OK  KKAJ.com
- TEXOMA COUNTRY from George Strait, Reba and Tim McGraw to Gretchen Wilson, Toby Keith, and Big & Rich; Live and local DJ’s all day & night with local news, weather and info. KKAJ is the only 100,000 watt radio station along I-35 between Oklahoma City and Dallas. Reach the outer communities of these two metropolitan areas and penetrate inside buildings in Ardmore where most radio stations can’t come in. This Country powerhouse appeals to teenagers, seniors and everyone in between but focuses on the female listener between the ages of 25-54.

KYNZ 107.1 FM “GTO 107” Ardmore, OK  KYNZ.com
- “Good Times & The Greatest Hits Of The 60’s and 70’s” - Pop, R&B & Rock music from The Monkees, Beatles, Mama’s & The Papa’s to The Beach Boys to Elvis, James Brown and more; legendary market DJ Terry Bell morning host; local news & info; Consumer target: Primary Adult 35-64, secondary Adult 25-54
LKCM RADIO GROUP
TEXAS CITY COVERAGE MAP

TEXAS FOUR STATION COVERAGE AREA
Potentially reaching 1.5 Million people!

95.9 / 106.9 / 107.1 The Ranch
Counties Covered - Tarrant, Wise, Parker,
Johnson, Hood, Erath, Palo Pinto,
Navarro, Ellis, Hopkins, Hunt,
Kaufman, Henderson

Country Legends 92.1
Counties Covered – Tarrant, Johnson, Parker, Palo
Pinto, Hood, Erath, Bosque, Ellis, Hill,
Somervell, Jack, Wise
LKCM RADIO GROUP
Delivers the communities surrounding you and your business!
Reaching over 90 counties in Southern Oklahoma & North Central Texas

...LKCM RADIO GROUP
## LKCM Radio Group Network Rate Card

### Daypart and Rate

<table>
<thead>
<tr>
<th>Daypart</th>
<th>Rate 95.9</th>
<th>Rate 92.1</th>
<th>Rate 106.9</th>
<th>Rate 107.1</th>
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<tbody>
<tr>
<td>Morning Drive 5a-10a</td>
<td>$105</td>
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<td>Mid-Day 10a-3p</td>
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<tr>
<td>Evening 8p-1a</td>
<td>$30</td>
<td>$30</td>
<td>$8</td>
<td>$3</td>
</tr>
<tr>
<td>Overnight 1a-5a</td>
<td>$5</td>
<td>$5</td>
<td>$3</td>
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### Saturday

<table>
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<tbody>
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<td>Morning 6a-10a</td>
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<tr>
<td>Mid-Day 10a-3p</td>
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<tr>
<td>Afternoon 3p-8p</td>
<td>$60</td>
<td>$60</td>
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<td>$10</td>
</tr>
<tr>
<td>Evening 8p-1a</td>
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<td>$20</td>
<td>$8</td>
<td>$3</td>
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<td>Overnight 1a-5a</td>
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### Sunday

<table>
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<th>Daypart</th>
<th>Rate 95.9</th>
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<td>Mid-Day 10a-12n</td>
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<td>$5</td>
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<tr>
<td>Joe Bielinski - KTFW 12n-5p</td>
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<td>TXRDR - KFWR 4p-7p</td>
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<tr>
<td>Evenings 7p-1a</td>
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<td>Overnights 1a-5a</td>
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### T.A.P.

<table>
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<tr>
<th>Option</th>
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<tr>
<td>Option # 1 5a-1a</td>
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<td>$10</td>
</tr>
<tr>
<td>Mon-Sun 5a-8p</td>
<td>$70</td>
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<td>$20</td>
<td>$8</td>
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<tr>
<td>Option # 2 5a-1a</td>
<td>$65</td>
<td>$65</td>
<td>$18</td>
<td>$5</td>
</tr>
</tbody>
</table>

### Terms and Conditions

Access to station inventory is based on availability and applicable terms and conditions.

- Lead time of 72 hours prior to broadcast date is required.
- Average rates require equal distribution among applicable dayparts and days.
- A surcharge of 10% will be applied for narrowed late week buys.
- 10% discount for early week Sun, Mon, & Tues.
  - Customer must be in good standing with our credit office. Payment terms are net 15 days with approved credit.
  - Copy is due at least 3-business days prior to date of broadcast.
- All rates are based on 60 second commercial. 30 second commercial rates calculate at 80% of a 60 and 15 second commercials calculate at 50% of the 60 second rate.
- A two-week cancellation notice is required.

### T.A.P. Total Audience Plan

- **Discount Plan**
  - Buy 2 stations, receive 10% off
  - Buy 3 stations, receive 15% off
  - Buy 4 stations, receive 20% off

**T.A.P. Total Audience Plan**

- Equal rotation of all dayparts
Let our talented graphic artists design a professional and unique rotating ad for you. A **one time $75 Custom Art Charge** will be applied unless graphics can be supplied to fit or can be easily modified to fit the desired ad space.

### Internet Rate Card

**www.959TheRanch.com**

<table>
<thead>
<tr>
<th>Rotating Full Banner (Min 25% Rotation)</th>
<th>Available</th>
<th>Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>* 468 x 60 pixels</td>
<td>4</td>
<td>$250 / month</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Rotating Skyscraper Banner (Min 25% Rotation)</th>
<th>Available</th>
<th>Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>* 160 x 578 pixels</td>
<td>3</td>
<td>$375 / month</td>
</tr>
</tbody>
</table>

| Traffic Page Sponsorship                    | 1         | $200 / month |
| Pet Of The Week Page Sponsorship           | 1         | $295 / month |

| Community Page Sponsorship                 | 1         | $200 / month |
| Online Coupon (Ask for more info)          | 15        | $295 / month |

(One Station)

(Both Stations)

**www.CountryLegends921.com**

<table>
<thead>
<tr>
<th>Pet Of The Week Page Sponsorship (See Page 3)</th>
<th>Available</th>
<th>Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>$295 / month</td>
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<table>
<thead>
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<tbody>
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<td>* 234 x 249 pixels</td>
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<table>
<thead>
<tr>
<th>Rotating Skyscraper Banner (Min 25% Rotation)</th>
<th>Available</th>
<th>Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>* 160 x 578 pixels</td>
<td>3</td>
<td>$375 / month</td>
</tr>
</tbody>
</table>

| Traffic Page Sponsorship                    | 1         | $200 / month |
| Community Page Sponsorship                 | 1         | $200 / month |

| Online Coupon (Ask for more info)          | 15        | $295 / month |

(One Station)

(Both Stations)

* Let our talented graphic artists design a professional and unique rotating ad for you. A **one time $75 Custom Art Charge** will be applied unless graphics can be supplied to fit or can be easily modified to fit the desired ad space.
E-coup Solutions (conquest emailing to targeted potential buyers within a business' zone) gets great attention and is created in an environment that consumers feel safe to browse and shop. Additionally, we can link consumers directly to business websites or contact direction. Businesses will definitely see sales and profit increases.

Generate new customers for your business and experience E-coup Solutions for less than a 1 penny and receive 50,000 conquest emails in your retail trading zone.

- Talk to more consumers everyday.
- Send a customized message and/or coupon.
- Do this without breaking the advertising bank.

WHERE ELSE CAN YOU REACH TENS OF THOUSANDS OF CONSUMERS FOR JUST PENNIES EACH?
Major Events
- Texas Music Series At 8.0
- Fort Worth Stock Show & Rodeo
- Ranch Bash
- Country Legends Fest
- Granbury’s 4th of July & Fort Worth’s 4th
- Main St. Arts Festival
- Crowman’s Acoustic Jam
- Crowman’s Cajun Cookout
- Johnson County PRCA Rodeo
- Railhead BBQ & Angelo’s Pickin’ Parties
- Stars Over The Brazos in Granbury
- Parker County Peach Fest
- Tommy Alverson’s Festivals
- Granbury’s Party At The Plaza
- Friday Night Lights
- High School Scoreboard
- Red Stegall Cowboy Gathering

On-Air Sponsorships
- Texas Red Dirt Roads
- NASCAR Minute
- Dallas Cowboys Football
- Stock Show Reports
- Personal DJ Endorsements
- Cowboy Gospel Serenade
- Country Chapel
- Classic Country Review with Joe Bielinski
- News / Traffic / Weather Reports
- Texas Music Shootout / Battle Of The Bands
- Aledo High School Football Broadcasts

Additional Sponsorships
- Goody Bags
- Bumper Sticker Backs
- Free Money Fridays
- Website Banners & Coupons

…and many more sponsorship opportunities available in your area for your business!
This October, an anticipated crowd of 20,000 people will attend two music festivals in downtown Fort Worth. In its 5th successful year, Ranch Bash will attract a crowd primarily ages 18-44 for a full day of Texas Country music featuring some of the hottest acts on the Texas Music scene. Legends Fest in its third successful year, will attract classic country fans of all ages.

The festivals receive massive exposure with the power of 6 country stations in North Texas and Southern Oklahoma promoting the events along with websites, MySpace, Twitter, Facebook, posters, local print, and more. Plus more than $150,000 in media exposure over a 10 week period August-October, drives high-profile visibility for these events.

An interactive, experiential area is set up to drive fans between acts and throughout the show, offering vendors the opportunity for displays and on-site promotion.

The Ranch Texas Music Series is the longest running weekly country music series in Texas, featuring top names in contemporary and legendary Texas musicians. This flagship event is held every Wednesday evening under the stars on the picturesque patio at 8.0 in Fort Worth’s popular Sundance Square. The series has attracted approximately 1,500-2,500 Texas Music fans consistently each week. The Ranch Texas Music Series runs consecutively for 25 weeks, April through September and was named The Place to Be Seen by the Dallas Observer (and we’re not even in Dallas!) The past 7 years of this annual Texas Music Series have attracted the very best of Texas Music including: Kevin Fowler, The Randy Rogers Band, Jack Ingram, Billy Joe Shaver, Gary P. Nunn, Reckless Kelly, Tommy Alverson, Ray Benson, Ray Wylie Hubbard, Charlie Robison, Johnny Cooper, Casey Donahew, Kelly Willis, and Bruce Robison. Each year just gets bigger and better, plus, you never know who may stop by…in the past you may have bumped into Billy Gibbons from ZZ Top or Harrison Ford!