



# Committed to earning your trust every day.

## Company Profile.

Founded in 1948, Eagle Communications Inc. is a Kansas-based media company with over 165 employee-owners. The company operates more than 30 radio stations in Kansas, Nebraska and Missouri. In addition to radio, the company offers online solutions, web development, video production and creative services. Eagle is the parent company of the Post News Network. For more, visit [eagleradio.net](http://eagleradio.net)

## Management.

The President and Chief Executive Officer of Eagle is Kurt David.

## Regional/National Division.

Our Regional/National Division offers you the convenience of purchasing one or more of our radio divisions through a single company contact. While offering you greater buying efficiency, this “one-stop-shopping” gives you direct access to our in-depth local market knowledge. Simply put, our Regional/ National Division provides you with a team of top-notch professionals to make sure all of your objectives are met in the most efficient manner possible.

## Our Goal.

Eagle has one simple goal: To provide efficient and high-quality communications service to customers in each community we serve. We sincerely welcome the opportunity to work with you now and in the future.

EAGLE COMMUNICATIONS, INC.  
2300 Hall Street | Hays, KS 67601  
T 785.625.4000  
[www.eagleradio.net](http://www.eagleradio.net)

RADIO | NEWS SITES | ONLINE SOLUTIONS  
WEB DEVELOPMENT | CREATIVE SERVICES | VIDEO PRODUCTION



# Our Radio Stations.

Eagle Radio in Kansas, Missouri and Nebraska offers you the ease of one contact for all of your group radio buys. With over 30 radio stations to choose from, we have the coverage you need to reach audiences in the central United States.

STATION	FORMAT	FREQUENCY	LOCATION	WEBSITE
KHOK	Hot Country	100.7 FM	Great Bend, KS	<a href="http://greatbendpost.com">greatbendpost.com</a>
KBGL	Hot AC	106.9 FM	Great Bend, KS	<a href="http://greatbendpost.com">greatbendpost.com</a>
KVGB	Classic Rock	104.3 FM	Great Bend, KS	<a href="http://greatbendpost.com">greatbendpost.com</a>
KVGB	News/Talk/Sports	1590 AM / 95.5 FM	Great Bend, KS	<a href="http://greatbendpost.com">greatbendpost.com</a>
KAYS	News/Talk/Sports/Music	1400 AM / 94.3 FM	Hays, KS	<a href="http://hayspost.com">hayspost.com</a>
KHAZ	Classic Country	99.5 FM	Hays, KS	<a href="http://hayspost.com">hayspost.com</a>
KJLS	AC	103.3 FM	Hays, KS	<a href="http://hayspost.com">hayspost.com</a>
KKQY	Hot Country	101.9 FM	Hays, KS	<a href="http://hayspost.com">hayspost.com</a>
KFIX	Classic Rock	96.9 FM	Hays, KS	<a href="http://hayspost.com">hayspost.com</a>
KWBW	News/Talk/Sports	1450 AM / 98.5 FM	Hutchinson, KS	<a href="http://hutchinsonpost.com">hutchinsonpost.com</a>
KHUT	Country	102.9 FM	Hutchinson, KS	<a href="http://hutchinsonpost.com">hutchinsonpost.com</a>
KHMY	AC	93.1 FM	Pratt / Hutchinson, KS	<a href="http://hutchinsonpost.com">hutchinsonpost.com</a>
KJCK	Top 40/CHR	97.5 FM	Manhattan / Junction City, KS	<a href="http://powerhits975.com">powerhits975.com</a>
KQLA	New Country	103.5 FM	Manhattan, KS	<a href="http://qcountry1035.com">qcountry1035.com</a>
KJCK	News/Sports/Music	1420 AM / 107.9 FM	Junction City, KS	<a href="http://jcpost.com">jcpost.com</a>
KSKG	New Country	99.9 FM	Salina, KS	<a href="http://salinapost.com">salinapost.com</a>
KG PRIME	Rhythmic Pop/Classic Hits	94.5 FM	Salina, KS	<a href="http://salinapost.com">salinapost.com</a>
KINA	News/Talk	910 AM / 107.5 FM	Salina, KS	<a href="http://salinapost.com">salinapost.com</a>
KSJQ	Country	92.7 FM	St. Joseph, MO	<a href="http://myqcountry.com">myqcountry.com</a>
KKJO	Adult Hits	105.5 FM	St. Joseph, MO	<a href="http://kjo1055.com">kjo1055.com</a>
KFEQ	News/Talk	680 AM / 107.9 FM	St. Joseph, MO	<a href="http://680kfeq.com">680kfeq.com</a>
KESJ	Classic Hits	1550 AM / 107.5 FM	St. Joseph, MO	<a href="http://JoeTown1075.com">JoeTown1075.com</a>
KGNM	Classic Rock	1270 AM/102.5 FM	St. Joseph, MO	<a href="http://KY102.net">KY102.net</a>
KCOW	Classic Hits	1400 AM / 92.5 FM	Alliance, NE	<a href="http://panhandlepost.com">panhandlepost.com</a>
KAQ	Country	105.9 FM	Alliance, NE	<a href="http://panhandlepost.com">panhandlepost.com</a>
KQSK	Country	97.5 FM	Chadron, NE	<a href="http://panhandlepost.com">panhandlepost.com</a>
KCNB	Top 40	94.7 FM	Chadron, NE	<a href="http://panhandlepost.com">panhandlepost.com</a>
KNPQ	Country	107.3 FM	North Platte, NE	<a href="http://northplattepost.com">northplattepost.com</a>
KOOQ	Classic Hits	1410 AM / 98.1 FM	North Platte, NE	<a href="http://northplattepost.com">northplattepost.com</a>
KELN	AC	97.1 FM	North Platte, NE	<a href="http://northplattepost.com">northplattepost.com</a>
KRNP	Classic Rock	100.7 FM	North Platte, NE	<a href="http://northplattepost.com">northplattepost.com</a>
KZTL	Modern Country	93.5 FM	North Platte, NE	<a href="http://northplattepost.com">northplattepost.com</a>

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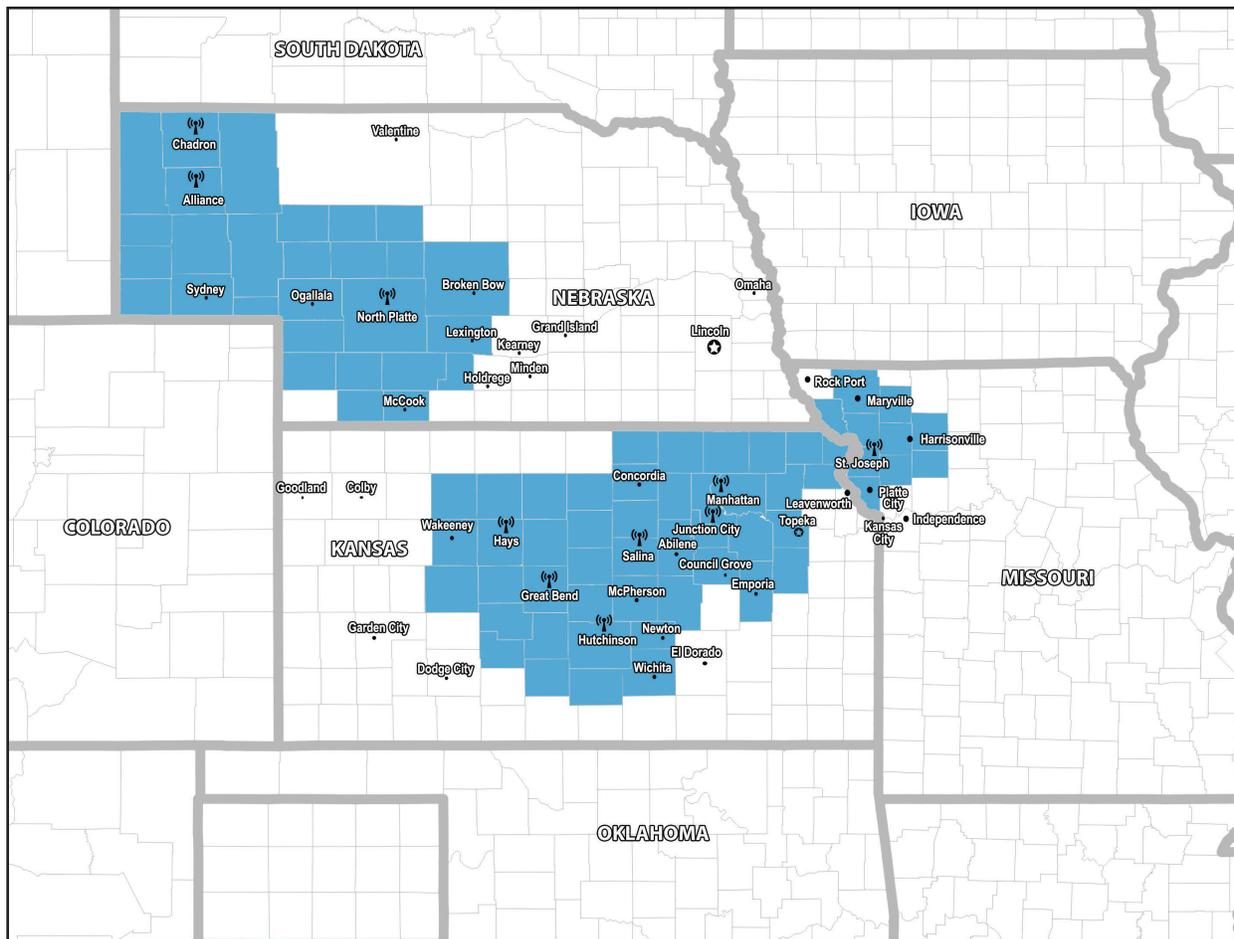
# We Cover the Great Plains.

Utilizing the over 30 station Eagle Radio Group, you will reach over 400,000 people.

Kansas studios are located in Hays, Great Bend, Hutchinson, Salina, Junction City, Manhattan.

Missouri studios are located in St Joseph MO .

The Nebraska studios are located in Alliance, Chadron, and North Platte NE



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# Posting Non Acceptance.

When network television introduced new unproven programming into their schedules a method to encourage advertisers to place advertising in this programming was needed. As the number of viewers to this new unproven programming was unknown, the best the networks could do was to estimate what that number would be and price the advertising accordingly. The networks then would guarantee to deliver the number of rating points their estimate promised. If the programming did not deliver the estimate, additional advertising of known rating point delivery (established programming) would be offered at no charge to make up the difference. This procedure became known as posting.

Today some advertisers are requesting that the posting procedure be applied to known established programming on radio. Thus they are asking that audience delivery be based on rating data produced after the advertising schedule ran and that additional no charge advertising be run to make up any shortfall.

There are two major problems with this request:

- 1) Long standing well-established stations have a substantial history of ratings success. However, due to sampling and statistical error, there are ratings wobbles from rating period to rating period. This variation can cause ratings to be either higher or lower than the past period and does not necessarily reflect the true ratings of the station involved.
- 2) Posting is inherently unfair to well established, proven stations in that it is a one way street... stations are penalized for lower ratings reports but are not rewarded for higher ratings reports.

In summary, in the case of unproven programming with no reliable history, posting makes total sense. However, in the case of well-established long running formats, posting takes advantage of the normal wobbles in ratings reports to extract additional free advertising from broadcasters. The problem is that it doesn't reward over delivery that can come from those same wobbles. Thus, does not post for its well-established long running formats.



# Salina, Kansas

## Wichita DMA

Salina/Manhattan, Kansas Metro - Is the fastest growing metro in the state of Kansas. Our extensive reach to this radio listening market is documented by audience listening research.



**KSKG 99.9 FM — NEW COUNTRY — 100,000 WATTS**

Bobby Bones Show weekday mornings / 40 Minute Music Sweeps EVERY HOUR  
99KG - #1 For New Country!



**KG PRIME 94.5 FM — RHYTHMIC POP / CLASSIC HITS**

Playing the greatest hits on earth!

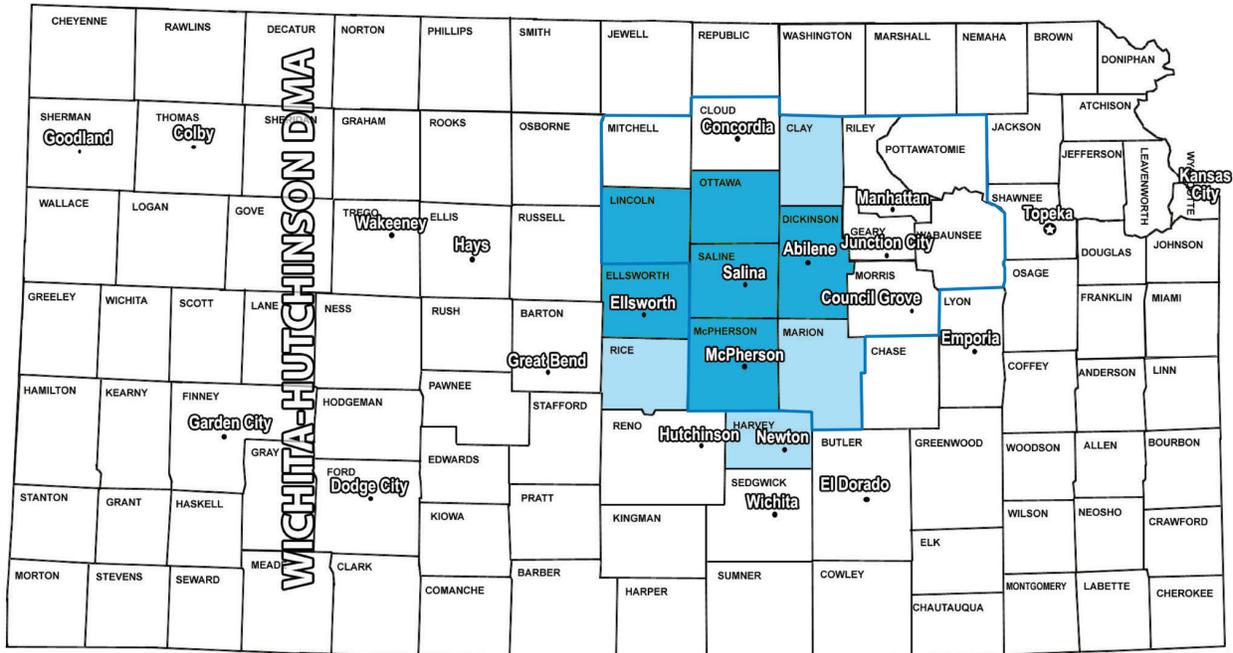


**KINA 910 AM / 107.5 FM — CONSERVATIVE TALK RADIO**

Big Coverage Area

Local Programs / Kansas City Chiefs / Fox News

Top-rated talk show hosts including Michael Savage, Mark Levin, & Joe Pags



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# Manhattan / Junction City, Kansas

## Topeka DMA

Salina-Manhattan, Kansas Metro - The economic hub in Kansas is located in the Manhattan / Junction City corridor. Growth engines include Ft. Riley Army Post, Kansas State University and is the fastest growing metro in the state of Kansas. Our extensive reach to this radio listening market is documented by audience listening research.



### KJCK 97.5 FM — Top 40 — 100,000 WATTS

Top rated station in the metro. Power Morning Show starts your day!  
Twenty One Pilots • Justin Timberlake • Chainsmokers



### KQLA 103.5 FM — NEW COUNTRY — 50,000 WATTS

The "Bobby Bones Show" weekday mornings.  
Top rated country station in Riley & Geary Counties.  
The best Country music of today with top performers and new releases.  
Extreme Community Involvement - Live Broadcast Events.  
Sam Hunt • Eric Church • Carrie Underwood • Luke Bryan



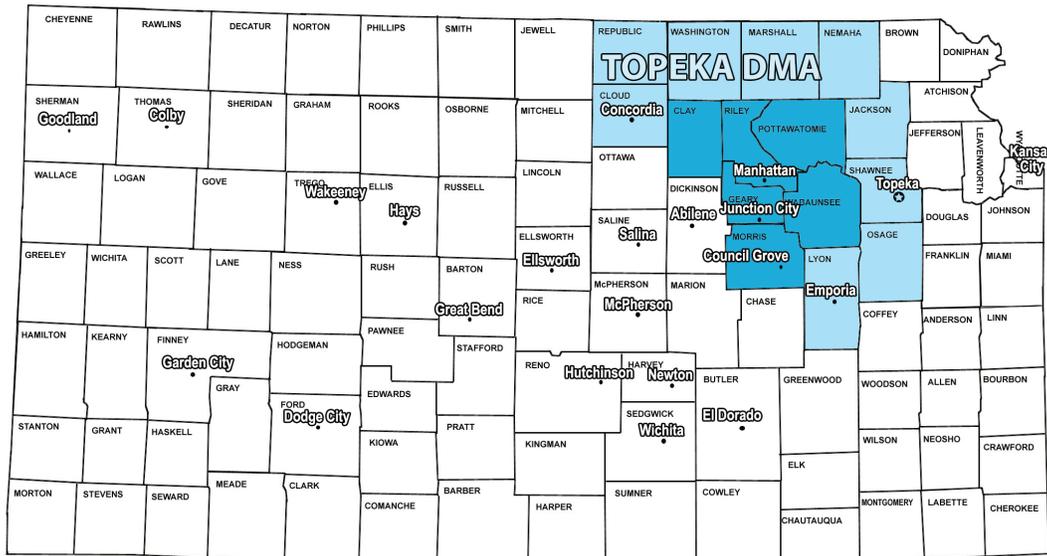
### KJCK 107.9 FM / 1420 AM — 70s, 80s, & 90s — 1,000 WATTS

Best of the 70s, 80s, and 90s / Local News / Local Sports  
Kansas City Chiefs • Kansas City Royals • K-State Sports



### QPrime 92.7 FM — 70s, 80s, & 90s — 1,000 WATTS

The greatest music from the 70s, 80s and 90s.  
Lionel Richie • Prince • Michael Jackson • Smashmouth!



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# Hutchinson, Kansas

## Wichita/Hutchinson Plus DMA

Our stations can help you reach every target audience in the area, including KWBW Hutchinson city listeners, KHUT Country listeners, and KHMY regional listeners in a 80-mile area surrounding Hutchinson, Reno County, and Central Kansas.



**KWBW 1450 AM — NEWS / TALK / SPORTS — 1,000 WATTS**  
**KWBW 98.5 FM — NEWS / TALK / SPORTS — TRANSLATOR**

Where Hutchinson Comes to Talk!

CBS News / Rush Limbaugh / Glenn Beck

Tune in for "Party Line" America's longest running buy/sell/trade radio program



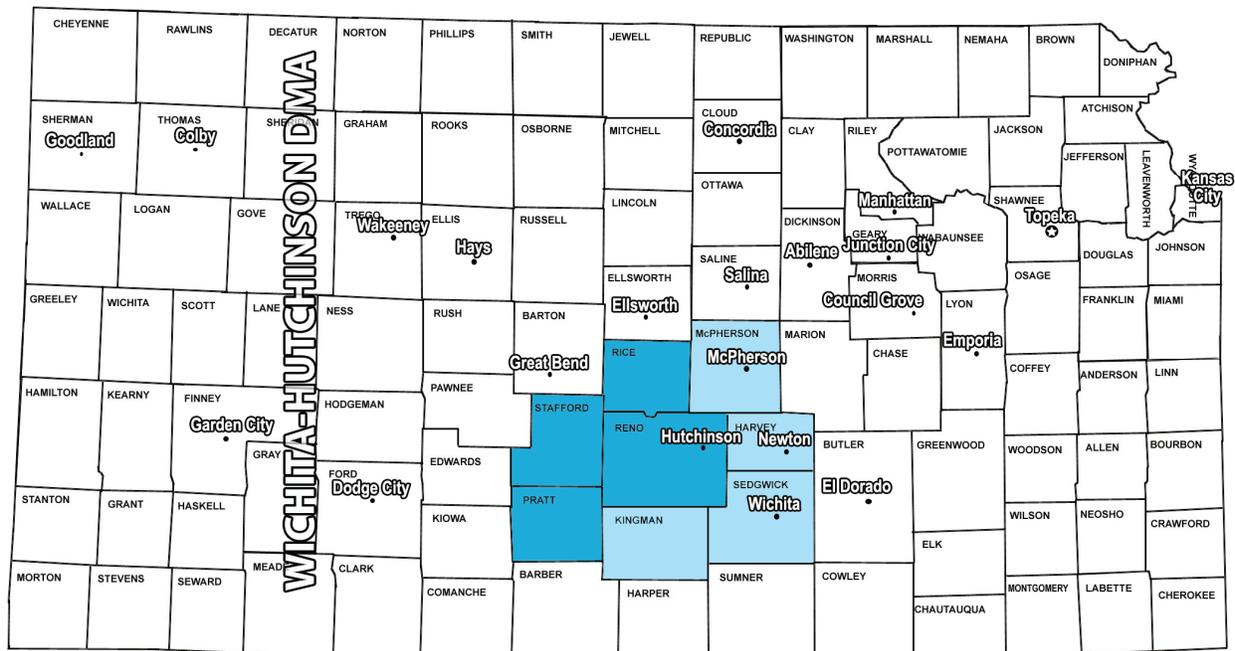
**KHUT 102.9 FM — COUNTRY — 100,000 WATTS**

Local News & Weather / Country Variety / Crook and Chase Countdown / American Country Countdown with Kix Brooks / 25 Years of Hits  
Luke Bryan • Carrie Underwood • Blake Shelton • Jason Aldean



**KHMY 93.1 FM — ADULT CONTEMPORARY — 100,000 WATTS**

Local News & Weather / American Top 40 Countdown / Today's Hit Music  
Katy Perry • Taylor Swift • Maroon 5 • Bruno Mars



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# Hays, Kansas

## Wichita/Hutchinson Plus DMA

Eagle Radio of Hays has been on the air more than 70 years. It has won awards in news, promotions, community affairs and more. With three FMs at 100,000 watts of power, combined with our dedication to the community, we can help you reach any target audience.



**KAYS 1400 AM — SIMULCAST ON 94.3 FM — FULL SERVICE AM — 1,000 WATTS**

Memories Music / Local News & Weather / Kansas City Royals / KU Jayhawk Sports  
Music during the day, sports in the evening. On air since 1948.  
Billy Joel • Madonna • Bruce Springsteen • Eagles



**KHAZ 99.5 FM — REAL COUNTRY — 100,000 WATTS**

Real Country / Local News, Weather, & Sports / Kansas Ag Network  
News From the Oil Patch  
Alan Jackson • Reba McEntire • Johnny Cash • George Strait



**KJLS 103.3 FM — ADULT CONTEMPORARY — 100,000 WATTS**

Local News, Weather, & Sports / American Top 40 Countdown  
Maroon 5 • Nicki Minaj • Usher • Taylor Swift



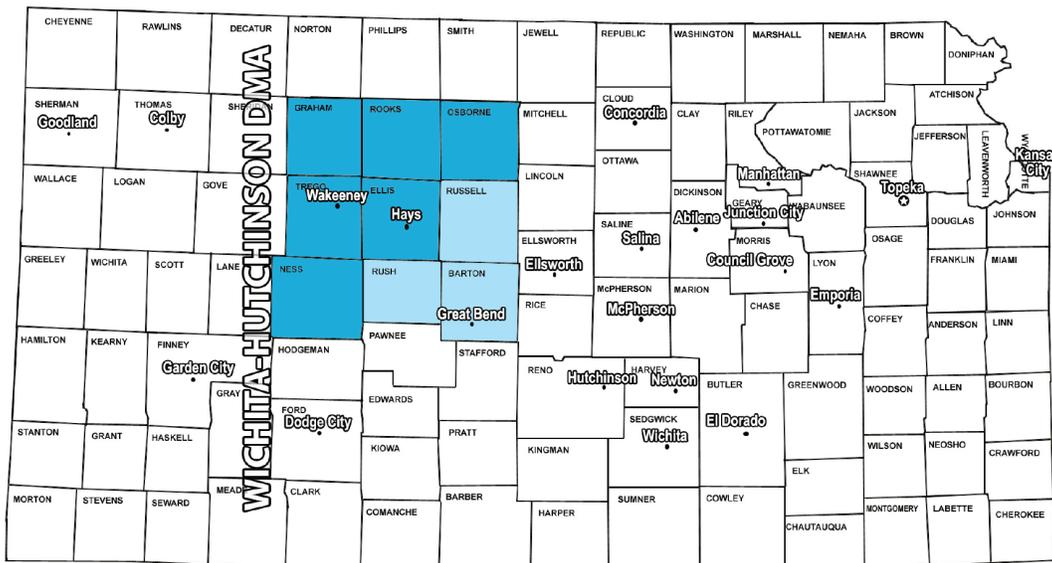
**KKQY 101.9 FM — HOT COUNTRY — 100,000 WATTS**

Area High School Sports / Young Hot Country  
Keith Urban • Zac Brown Band • Luke Bryan • Kenny Chesney



**KFIX 96.9 FM — CLASSIC ROCK — 10,500 WATTS**

Local News & Weather / Alice Cooper Nightly Show / King Biscuit Flower Hour /  
House of Blues / Kansas City Chiefs  
ZZ Top • Lynyrd Skynyrd • Rush • Aerosmith



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# Great Bend, Kansas

## Wichita/Hutchinson Plus DMA

These four radio stations are the proven media leaders in their communities. The Great Bend Eagle stations cater to audiences with the most disposable income. The stations' community involvement includes thousands of dollars worth of airtime given each year to community projects. Awards have been earned in commercial production, promotions, news, editorials and sports broadcasting.



### **KHOK 100.7 FM — HOT COUNTRY — 100,000 WATTS**

ABC News / Play-by-Play Sports / Agriculture News / Market Reports /  
Local Weather, News and Sports  
Jason Aldean • Luke Bryan • Carrie Underwood • Blake Shelton



### **KBGL 106.9 FM — HOT ADULT CONTEMPORARY — 100,000 WATTS**

Hyper-Local / Music-Driven / Play-by-Play Sports / Local News & Weather / KU Football & Basketball / The Biggest Hits All Day Everyday  
Taylor Swift • Maroon 5 • Bruno Mars • Katy Perry



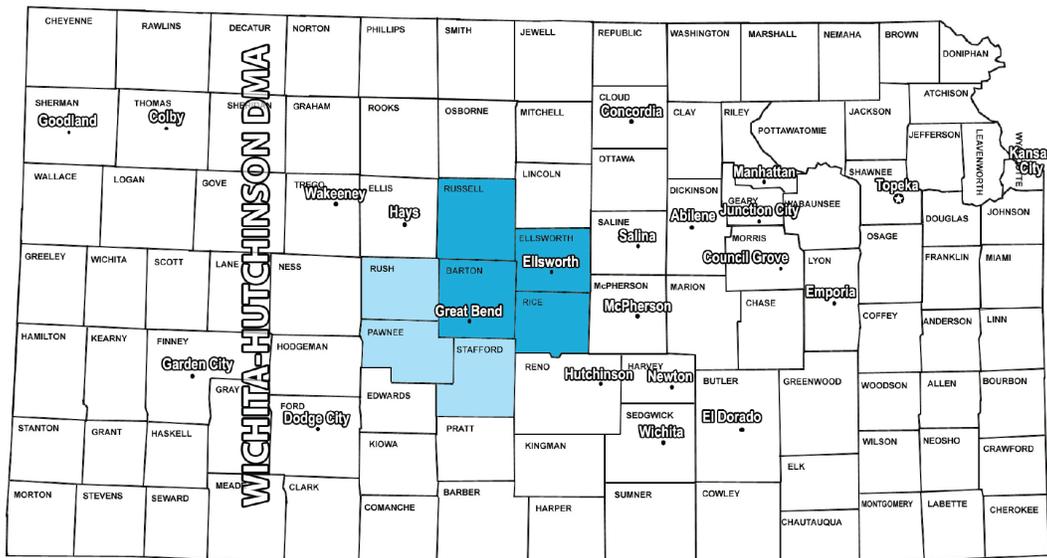
### **KVGB 104.3 FM — CLASSIC ROCK — 100,000 WATTS**

Local Weather Hourly / Play-by-Play Sports / Home for John Boy & Billy Big Show  
AC/DC • Pearl Jam • Eagles • Lynyrd Skynyrd



### **KVGB 1590 AM / 95.5 FM — NEWS / TALK / SPORTS — 5,000 WATTS**

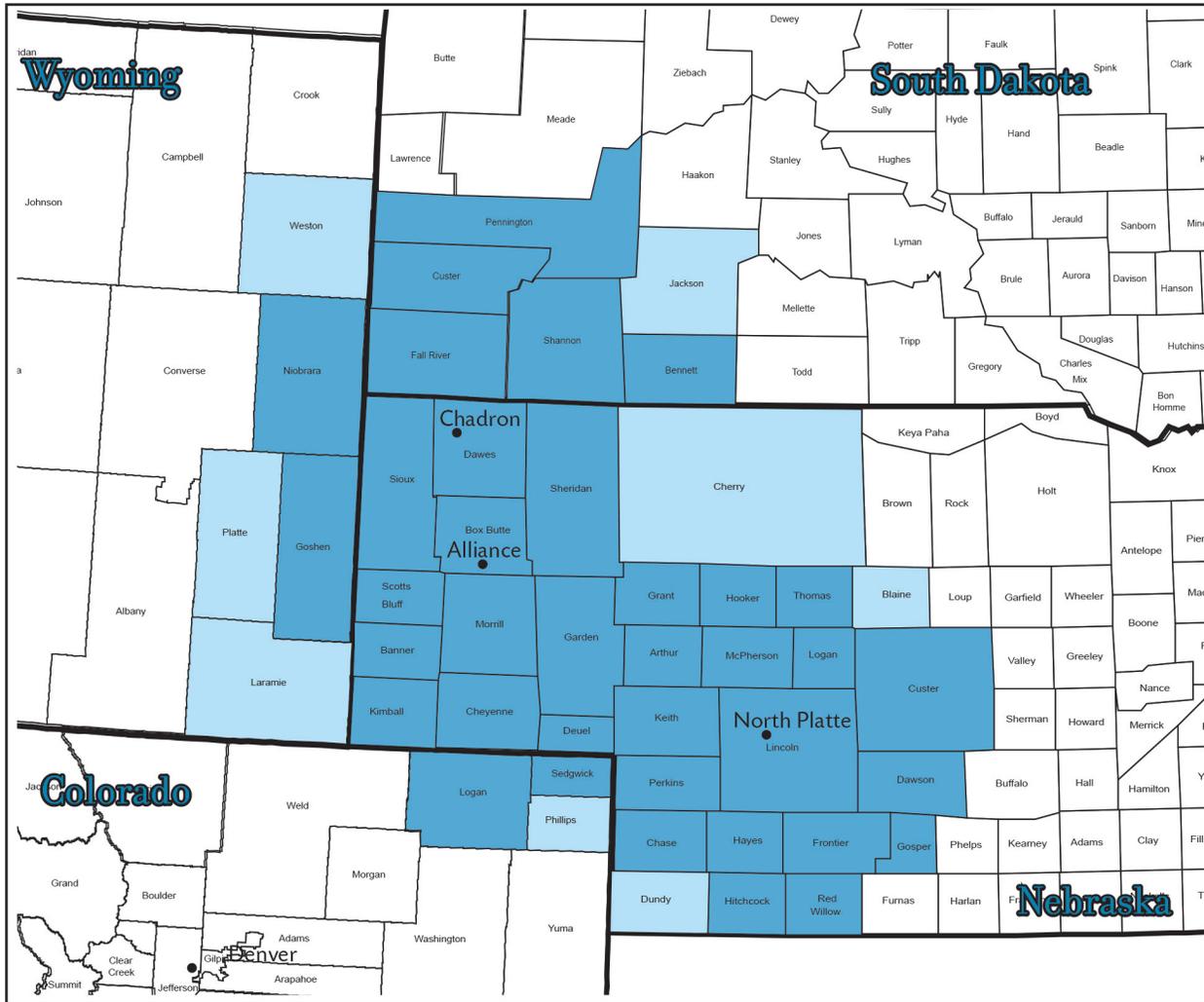
Simulcasts on 95.5 FM Translator  
Agri Talk / The Dave Ramsey Show / ESPN Radio Nights & Weekends / Kansas City Royals /  
Local news & Sports / If It's Local, It's On  
Dakota Tucker • Dave Ramsey • Steve Webster • Cole Reif



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# Nebraska Coverage Map

Nebraska studios are located in Alliance, Chadron and North Platte.



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# North Platte, Nebraska

The North Platte Eagle stations offer a variety of programming options to meet the needs of any client. Whether you're looking for a hip, contemporary format designed to reach young families, a country format suited for all, or a blast from the past with local Hits from the 70s, 80s, or 90s plus local sports, Eagle North Platte can deliver.



**KNPQ 107.3 FM — COUNTRY — 25,000 WATTS**

Today's New Country Music / Local News and Weather / Tony Lama Mornings / Brother B at Noon / Brad King Ride Home / New Stars  
Carrie Underwood • Sam Hunt • Eric Church



**KOOQ 98.1 FM / 1410 AM — CLASSIC HITS — 5,000 WATTS**

Mornings with Scotty C. and Kyle from 5:00 AM to 10:00 AM / Hits from the 70s 80s & 90s / Local News, Weather and Sports / Kyle LaBoria Voice of the North Platte Bulldogs and North Platte Community College. Reach the active, on-the-go listener at home, in the car, at work, or in the field.



**KELN 97.1 FM — ADULT CONTEMPORARY — 100,000 WATTS**

Get out of bed with Mix 97.1 Mornings with Greg / Current Hot Hits / Lunch on Demand / Afternoons with Cooper Radio Show / News, Weather, Sports Updates  
Rihanna • Justin Timberlake • Ariana Grande



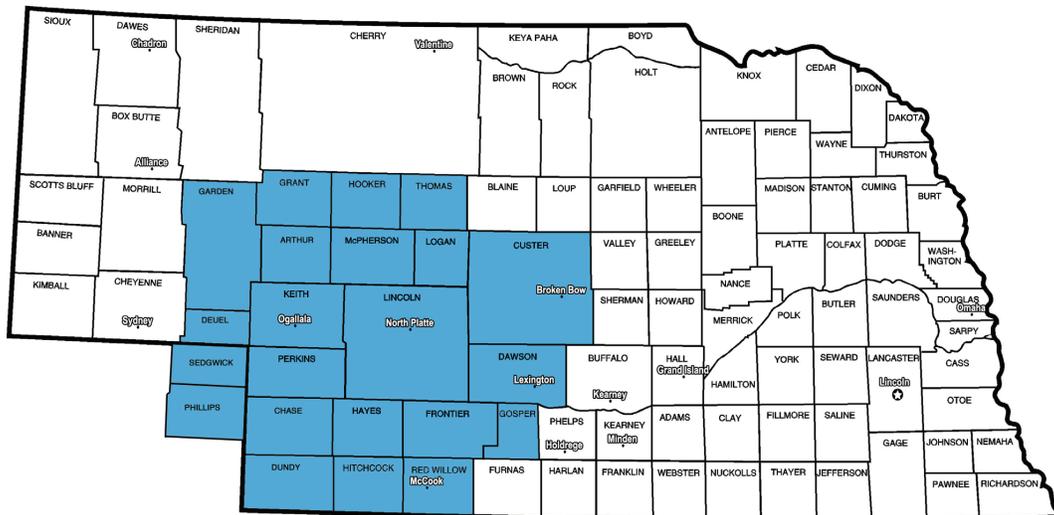
**KZTL-FM 93.5 FM — MODERN COUNTRY — 100,000 WATTS**

Garth, George, Kenny and the Artist's of The 90's & 2000's Plus, Real Country Sounding Up and Comers and Red Dirt Too  
Garth Brooks • Shania Twain • Brooks and Dunn • Alan Jackson • Alabama



**KRNP-FM 100.7 FM — CLASSIC ROCK — 100,000 WATTS**

Western Nebraska's Rock Station



TAMMY MANLEY  
Regional Radio Sales Director  
T 580.220.1180  
E tammy.manley@eagleradio.net

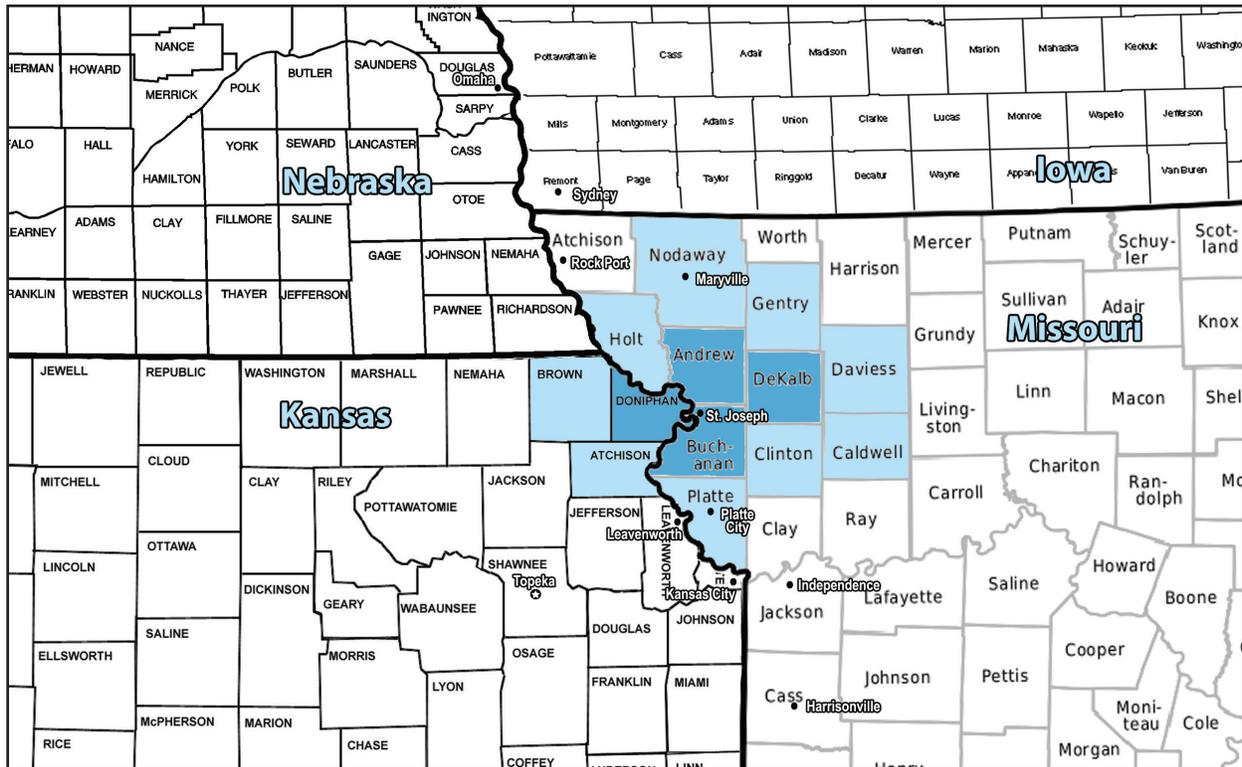
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# Missouri Coverage Map

Missouri studios are located in St. Joseph.



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# St. Joseph, Missouri

St. Joseph Eagle Radio stations are the only hometown radio stations in the St. Joseph area. More than 20 percent of our listeners have incomes of \$50,000 or more; more than 40 percent have children, and more than 70 percent own their own homes. Because of our location, the four stations can also bring you listeners from Topeka and Kansas City.



**KSJQ 92.7 FM — COUNTRY — 50,000 WATTS**

Local News and Weather / Kansas City Chiefs Football / Crook & Chase Countdown  
Country, Cash & Concerts



**KKJO 105.5 FM — ADULT TOP 40 — 100,000 WATTS**

Local News and Weather / Pop Culture / Lifestyle



**KFEQ 680 AM — NEWS/TALK — 5,000 WATTS**

Local News and Agriculture / Agri-Talk & Agri-Talk After the Bell / Kansas City Royals Baseball / Kansas City Chiefs Football / Missouri Western State University Athletics  
Rush Limbaugh • Jim Bohannon • Dave Ramsey



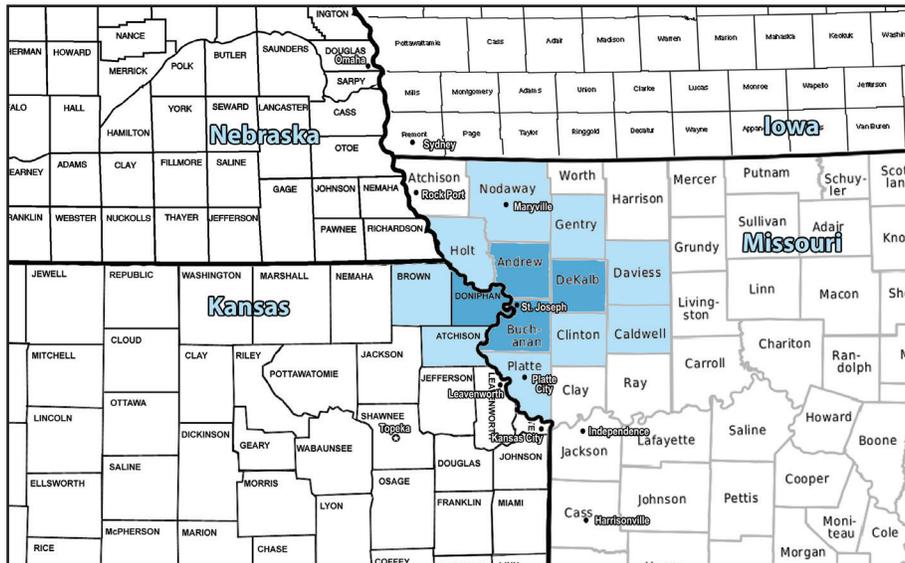
**KESJ “Joe Town” 107.5 FM / 1550 AM — CLASSIC HITS — 5,000 WATTS**

Local News and Weather / The best music from the 80’s, 90’s & More. Featured Artists include Prince • Michael Jackson • Madonna



**KGNM “KY-102” 102.5 FM / 1270 AM — CLASSIC ROCK — 1,000 WATTS**

Local News and Weather / Uncle Dave Mornings  
Lynyrd Skynyrd • Pink Floyd • Guns N’ Roses



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