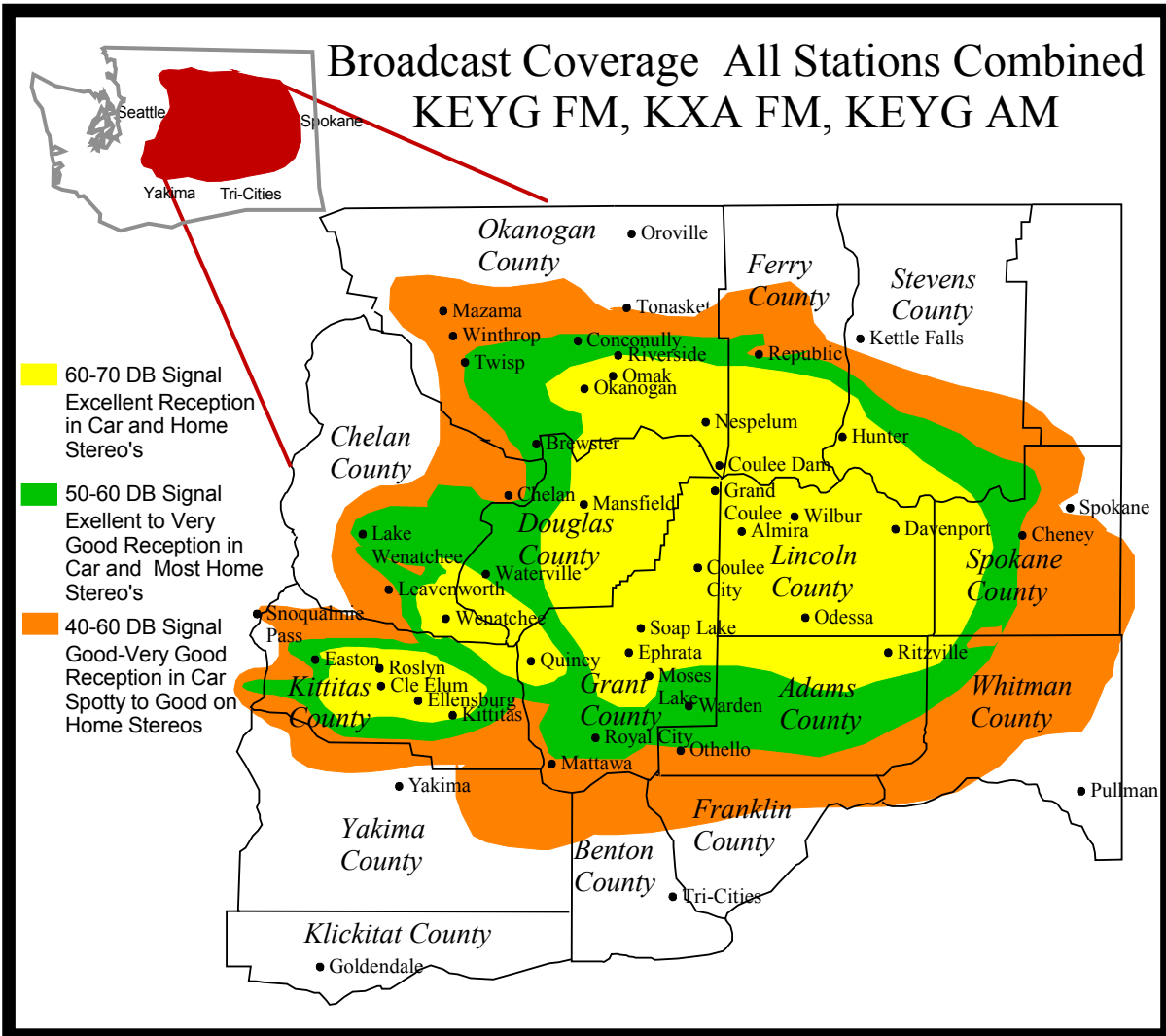


**WHEELER BROADCASTING, INC.
 CELEBRATING 25 YEARS SERVING
 NORTH CENTRAL & CENTRAL WASHINGTON**

Big Reach
Affordable Advertising



Wheeler Broadcasting, Inc. Call in Wenatchee 509-662-3842, Grand Coulee 509-633-2020 and Cle Elum 509-674-0937

Best Station by
a DAM SITE



KEYG FM- Found at 98.5 FM in 60% of Eastern Washington, at 97.7 FM in Omak/Okanogan and 98.1 FM in Wenatchee/Quincy. This station is best known for the slogan “Best Station by a Dam Site”. KEYG covers over 50+ state highways and 200 miles of I-90 from Spokane to the Cascades. KEYG is one of only two 100,000-watt stations in North Central Washington. Tower is located at the 3200 above sea level.

Format: Classic Hits from the 60’s through the 80’s with a sprinkling of 90’s.

Demographics: 25-54 Even split 50% Women and 50% Men. Great consumer demo.

Special Programming: Seahawks, WSU Football, High School Playoff Sports, Weather, Stock Report, Agricultural Reports, Ski Reports, Frost Reports, and more music.

Principle Cities: Wenatchee, Omak, Okanogan, Moses Lake, Ephrata, Grand Coulee Dam area, Brewster, Coulee City, Quincy, George, Royal City, Twisp, Odessa, Ritzville, Lake Wenatchee, Most of Chelan. Covers over 6 Counties.



KEYG AM- Found at 1490 AM in the Upper Basin. Key Country is the only country station reaching this prized 20,000 population. Along with KEYG FM, our AM is one of the few great signals reaching the upper regions. Combined with great Country and lots of music, this station is a great buy.

Format: Modern Country

Demographics: 25-54 48% Women and 52% Male

Special Programming: Weather, Stock Report, Agricultural Reports, Ski Reports, Frost Reports, and High School Playoffs.

Principle Cities: Grand Coulee, Coulee City, Almira, Hartline, Odessa, Davenport, Wilbur, Electric City, Elmer City, Nespelum, Hartline, Creston, Wilson Creek, Keller, and most of the Colville Federated Tribe.



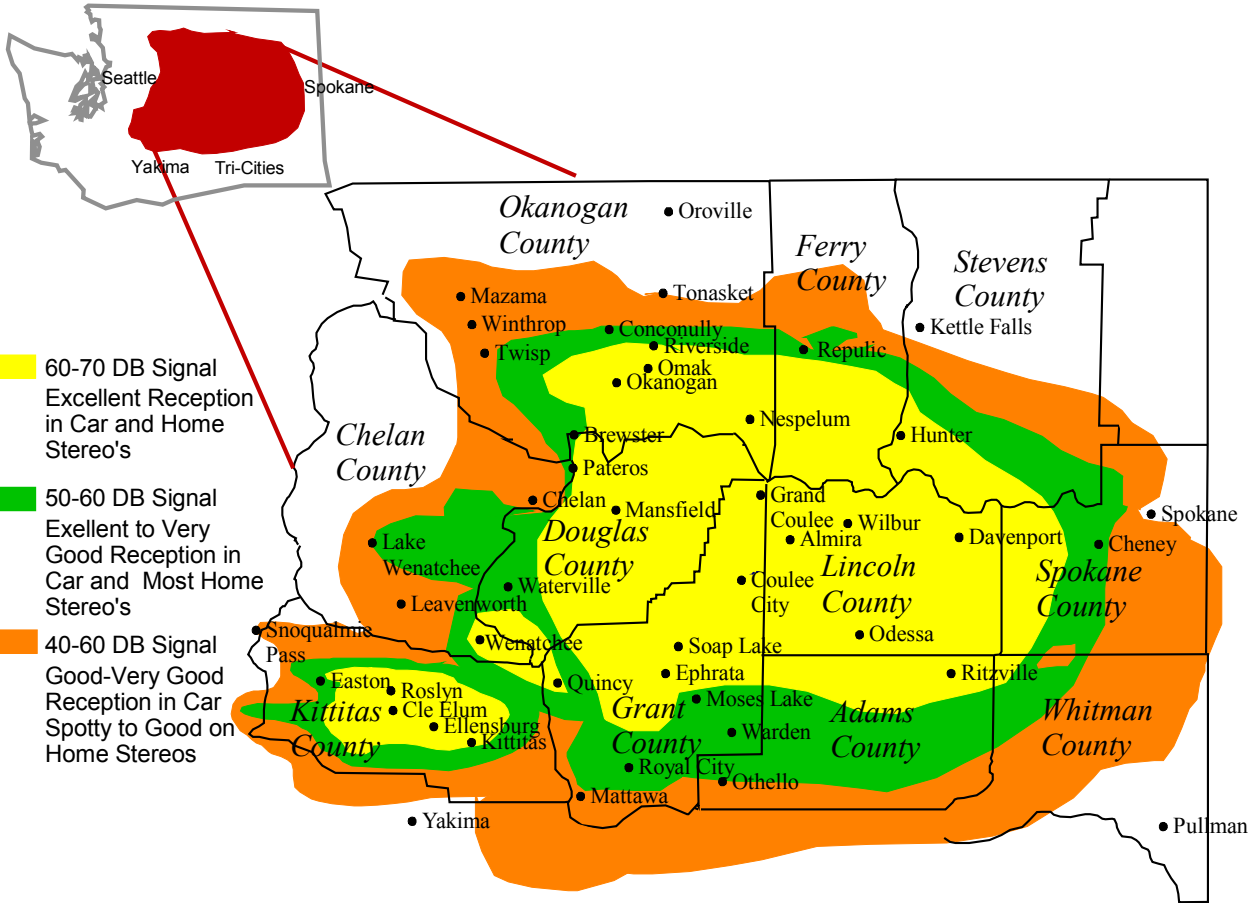
KXA FM - Legally called KXAA, but known as KXA “The Wind”. Found at **93.7 FM in all of Kittitas County.** This signal is strong throughout the county unlike some stations dropping off in the Cle Elum/Roslyn area. Businesses have found out the affordability is amazing considering KXA is one of the top stations in the county. Our goal is to continue controlling the overhead so that the savings can be passed on to our clients.

Format: Classic Hits from the 60’s through the 80’s with a sprinkling of 90’s

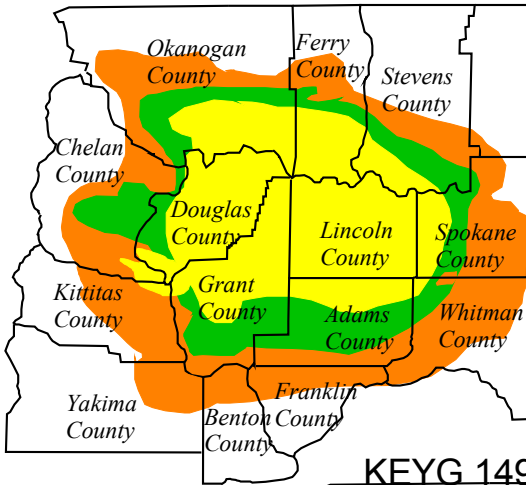
Demographics: 25-54 Evenly split, 50% Women and 50% Men. Great consumer demo.

Special Programming: WSU Football, Weather, Local News, Entertainment Reports, Agricultural Reports, Ski Reports, and Frost Reports.

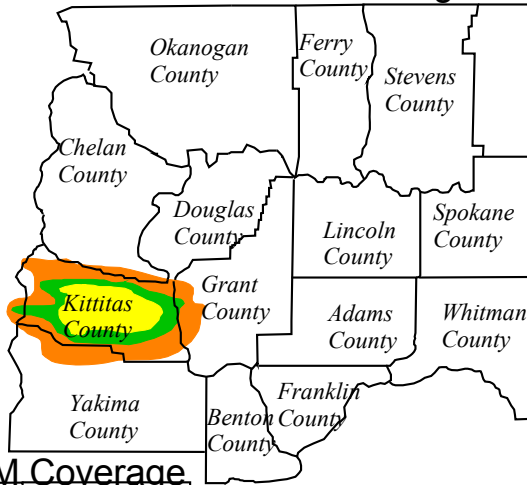
Principle Cities: Cle Elum, Ellensburg, Roslyn, Thorp, Ronald, Kittitas, Easton, and one of the 1st signals coming over Snoqualmie Pass.



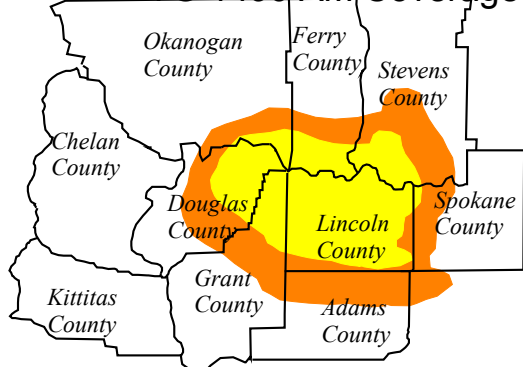
KEYG 98.5 FM / 97.7 FM in Omak



KXA 93.7 FM Coverage



KEYG 1490 AM Coverage





Classic Hits Format Overview

Classic Hits is the quintessential “consumer demo” format. Designed to deliver Adults in a balanced male/female split by featuring nothing but tried and true and tested hits without the hard edge or male dominated aspect of Rock or the core demo issues other formats present.

Classic Hits features a broad blend of Hits from the Rock and Pop Rock Crossover eras of mainly 70's with a selected music from the 60's and 80's with a very occasional 90 hit. This all delivered in an upbeat, adult tasteful presentation. The music mix appeals equally to the male and female core audience of 25-54 adults with blend of rock and cross-over Rock/Pop hits from artists ranging from Eagles, Fleetwood Mac, to Jackson Browne, and Steve Miller. Classic Hits also provides a feedback form on-line that keeps the listeners participating in the format.

Classic Hits is about core consumers with money to spend. Classic Hits is filled with features that not only make the music the star while keeping the format fun, exciting and fresh – it offers continual sponsorship opportunities to generate customers to your business. The music mix and Adult presentation offer a perfect retail – friendly platform for your advertising to reach you core customers. It's all about customers who spend.

Sample Artists

Beatles

ZZ TOP

Crosby, Stills, Nash

Elton John

Clapton

Styx

Steve Miller

Billy Joel

CCR

Doobie Brothers

ELO

Fleetwood Mac

Rolling Stones

Wings

Bob Segar

Chicago

The Doors

Eagles

Boston

Steely Dan

Kiss