

105.5 KLCY
EAGLE COUNTRY!

STATION PROFILE:

Northeastern Utah is country, country. Country music is by far the most single popular music format in the west. *Eagle Country 105.5 KLCY* gives it's listeners exactly what they want. **MORE MUSIC , LESS TALK!** *KLCY* has a progressive blend of popular modern favorites, selectively blended with classic country hits. Just the right mix of local, regional and national news headlines and weather keeps the *KLCY* listener well informed.

KLCY maintains a high community profile! **PROMOTION, PROMOTION, PROMOTION!** The *KLCY* staff are masters at local promotion. Virtually every month of the year *KLCY* has an audience building promotion providing added value opportunities for advertisers.

THE KLCY LISTENER IS YOUR CUSTOMER! *KLCY* targets the largest segment of the population, ADULTS 18-49. *KLCY'S* primary target audience is adult 25 to 49, secondary 18-34. Audience composition is 60/40 female/male. These demographics insure advertisers and effective reach among primary decision makers of most products and services.