

## **The North Eastern Utah market**

VERNAL, ROOSEVELT, DUCHESNE

### **MARKET PROFILE:**

Today, **KVEL AND KLCY** serve a geographic area known as the Uintah Basin. Vernal Utah is the largest community serving as a commerce hub. Vernal is located 170 miles east of Salt Lake City, and 300 miles west of Denver. The Uintah basin is home to nearly **48,000 people** by the year 2007 the Uintah County economic development office estimates 54,000 or more as we are currently experiencing an oil boom. This year alone, 2006, we have added 738 jobs in Uintah County

**RESIDENTS OF THE UINTAH BASIN ARE HEAVY RADIO USERS!** In the Uintah Basin, Radio is the only **daily** source of local news, weather and information. According to a recent independent survey, residents of the area depend on local radio for the immediate information. More than 85% of the population listen to the radio with better than 404 listening all day long. The average time spent listening to local radio is 12.88 house per week. KVEL AND KLCY deliver a captive listening audience

### **LOCAL MEDIA**

#### VERNAL

- KVEL AM 920 (News Talk Sports) 435-789-0920
  - Target Adults 35 – 65 (60%/40% - Male/Female)
- KLCY FM 105.5 (Main Stream Country) 45-789-1059
  - Target Adults 25 – 54 (60%/40% - Female/Male)
- KXRQ FM (Contemporary Hit Radio) 435-781-1100
  - Target Persons 12 – 34 (70%/30% - Female/Male)
- KCUA FM 92 (Classic Rock) 435-789-5101
  - Target Adults 35 – 49 (80%/20% - Male/Female)
- VERNAL EXPRESS (Weekly) 435-789-3511
- VERNAL EXPRESS SHOPPER (Weekly) 435-789-351
- BASIN NICKEL ADS (Bi-Weekly) 435-789-9740
- UINTAH BASIN VIDEO PRODUCTIONS 435-781-1902

#### ROOSEVELT

- KNEU AM 1250 (Traditional Country/Western) Regional emphasis Duchesne County
  - Target Adults 35 – 64 (60%/40% - Male/Female) 435-789-5101
- KIFX FM 98.5 (Adult Contemporary) 435-789-5101
  - Target Adults 25 – 54 (70%/30% - Female/Male)
- UINTAH BASIN STANDARD WEEKLY (Weekly) 435-789-3511