



What is 97.3 THE DAWG?

Format - Country

Target Demo – Adults 25 - 54

Power – 50,000 Watts

Who is THE DAWG Listener?

49% Male / 51% Female

53% Employed Full-time

47% HHI of \$50,000 or More (Index 112)

86% Home owners (Index 116)

34% Have 1 or more children Under 12 in their household

Total Weekly Listeners: 83,500 *

Retail Direct Jan-Feb 09/ July-Aug 09

Lafayette Metro, Persons 18+

*Arbitron, Fall 2009/ Spring 2009 Cume,

Mon-Sun 6a-12mid, Persons 12+

Townsquare Media Of Lafayette
1749 Bertrand Drive, Lafayette, La. 70506
www.lafayetteradioadvertising.com
Phone # 337-233-6000 Fax #337-234-7360



KMDL – 97.3 The Dawg Listener Lifestyles

- **97.3 The Dawg's audience have occupations in the sales, technical and administrative, craft and repair/ precision and service workers**
- **86% of 97.3 The Dawg listeners own their homes. Index 116**
- **47% of 97.3 The Dawg listeners have a household income of \$50,000+. They are 12% more likely than the average person in the market to have \$50,000 annual household income.**
- **They are 20% more likely to have three or more children under 12 in their household.**
- **They are 14% more likely to buy a large appliance in the next 12 months.**
- **They are 29% more likely to have spent 10 ore more hours per week on the internet.**
- **They are 106% more likely to buy a new truck.**
- **They are 58% more likely to spend \$30,000+ on their next new vehicle.**
- **They are 22% more likely to purchase a vehicle in the next 6-12 months compared to the average person in the market.**
- **They are 39% more likely to have used financial services in the past 12 months, 19% more likely to have used a real estate agent, and 54% more likely to have used a travel agent in the past 12 months compared to the average person in the market.**
- **They are 12% more likely to have a college degree or more compared to the average person in the market.**

Source: Retail Direct, Jan-Feb 09/July-Aug 09

Townsquare Media Of Lafayette
1749 Bertrand Drive, Lafayette, La. 70506
www.lafayetteradioadvertising.com
Phone # 337-233-6000 Fax #337-234-7360

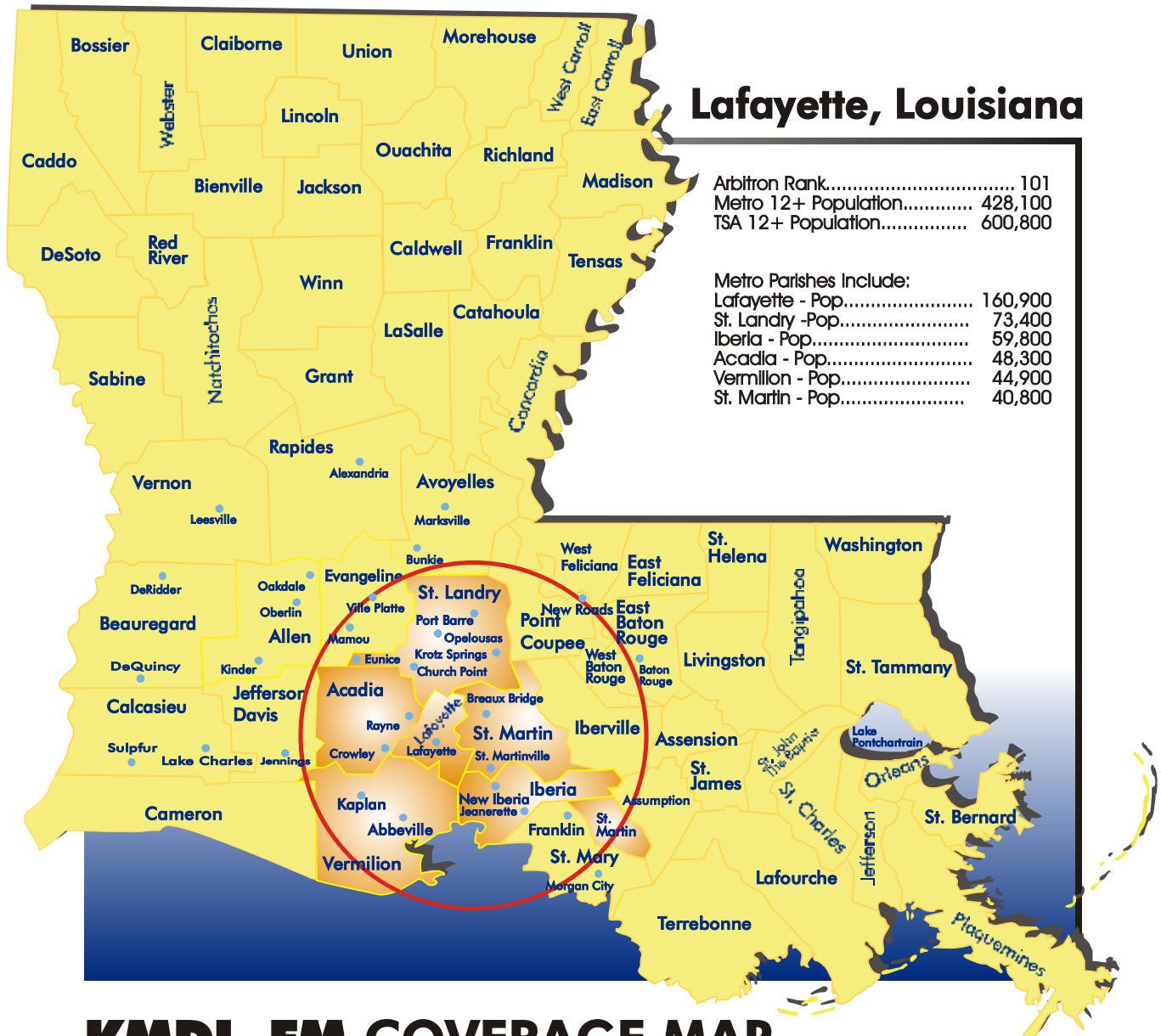


UNIQUE BENEFITS

- Lafayette's Heritage Country Station.
- Mass country appeal with a fun, family atmosphere.
- New Orleans Saints Football
- High station visibility – Rover 911
- 50,000 Watts coverage.
- Top notch promotions like The Dawg Pound Sound..
- St. Jude Country Cares Station.
- Bruce And The Kennel Club
- 2008 Radio Station of the Year Large Market
- LA. Association of Broadcasters 2008 Radio Station of the Year Large Market
- LA. Association of Broadcasters 2008 and 2009 Radio Community Service Award Year Long Project
- 2010 nominee for National station of the year by the Academy of County Music

1749 Bertrand Drive * Lafayette, LA 70506
Ph: 337-233-6000 * Fax: 337-234-7360

Acadiana's Best Country!



Lafayette, Louisiana

Arbitron Rank..... 101
 Metro 12+ Population..... 428,100
 TSA 12+ Population..... 600,800

Metro Parishes Include:

Lafayette - Pop..... 160,900
 St. Landry -Pop..... 73,400
 Iberia - Pop..... 59,800
 Acadia - Pop..... 48,300
 Vermilion - Pop..... 44,900
 St. Martin - Pop..... 40,800

KMDL-FM COVERAGE MAP

Licensed to: Kaplan/Lafayette, Louisiana
 Wattage: 50,000
 Format: Country



www.973thedawg.com

**Monday-Friday
Station Line Up**

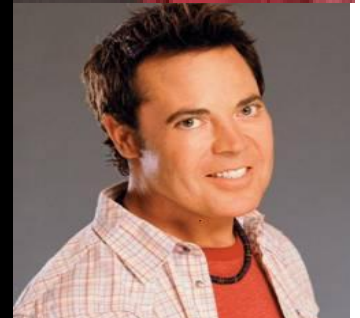
5A –10A Bruce and The Kennel Club

**10A – 3P Mid-days with Stephanie Crist featuring
“Crazy Quiz” and “Midday Matinee”**

**3P – 7P Afternoons with Brad Vincent
featuring “The Dawg Trax”
and “Six -Pack @ Six”**

7PM –12A Lia

12A-5A Blair Garner After Midnite





www.973thedawg.com

**Saturday
Station Line Up**

6A –9A “CMT Country Countdown USA With Lon Helton”

9A – 2P Brad Vincent featuring “Acadiana’s Best Country”

2P-6P Kori featuring “Acadiana’s Best Country”

6P – 12M Doc featuring “Classic Country Saturday Night”.
Doc plays all the great country legends you grew up with, like Conway Twitty, Loretta Lynn, Johnny Cash, Merle Haggard, Don Williams and so many more.

12A-6A Blair Garner After Midnite

Townsquare Media Of Lafayette
1749 Bertrand Drive, Lafayette, La. 70506
www.lafayetteradioadvertising.com
Phone # 337-233-6000 Fax #337-234-7360





www.973thedawg.com

**Sunday
Station Line Up**

- 6A – 10A** **Bob Kingsley’s Country Top 40. It’s a four hour look at the 40 most popular country songs in the US.**
- 10A – 2P** **Kori featuring “Acadiana’s Best Country”**
- 2P-6P** **Brad Vincent featuring “Acadiana’s Best Country”**
- 6P-7P** **Bayou Country show featuring local artist from Acadiana. A Louisiana Country Show with other artists such as Tracey Atkins and Tim McGraw added in.**
- 7P-9P** **Grand Ole Opry Weekend featuring live interviews of artists and great live music.**
- 9P-12A** **Kori featuring “Acadiana’s Best Country”**
- 12A-6A** **Blair Garner After Midnite**

Townsquare Media Of Lafayette
1749 Bertrand Drive, Lafayette, La. 70506
www.lafayetteradioadvertising.com
Phone # 337-233-6000 Fax #337-234-7360

