



**Station:** KPEL FM

**Frequency:** 96.5

**Format:** News/Talk

**Target Audience:** 25-65

**Total Weekly Listeners:** 37,900

**Watts:** 50,000 watts

**Gender Breakout:** Male: 69% Female: 31%

**Age Breakout:** 95.2% is 25+, 82.3% is 35+

**Household Income:** 64% make over \$50,000+ annually, and 53% make over \$75,000 annually

**Education:** 25% have college degree or more. 59.5% have some college or more.

**Home Ownership:** 87% own their homes

Source: Retail Direct, Jan-Feb 09/ Jul-Aug 09 \*Arbitron, Spring 2010/Fall 2009 Cume, Mon-Sun 6a-12mid, Persons 12+





**Station:** KPEL FM

Index of 100 = market average

**KPEL FM listeners out perform the market average!**

**Occupation:**

Managerial/ Professional      Index = 152

**Education:**

College Degree or more      Index = 187

Some College      Index = 125

**Household Income:**

\$75,000 or more      Index = 201

**Home Ownership:**

Own their home      Index = 118

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



# UNIQUE BENEFITS



- Financially secure audience with great purchasing power.
- TSL – Heavy “time-spent-listening”
- Talk Radio is now the #1 radio format in the country.
- KPEL FM is a news talk on an FM 50,000 Watt signal.
- High “tune-in” factor for specific shows/events.
- Live Reads – Sponsorships read live on the air offer affordability and credibility.

**Townsquare Media Of Lafayette**  
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# NewsRadio 105.1 fm **KPEL**

[www.kpel1051.com](http://www.kpel1051.com)

Monday-Friday

Station Line Up

<b>5A-5:30A</b>	<b>America In The Morning</b>
<b>5:30A-9A</b>	<b>The Morning Report with Bernadette Lee and Ken Romero</b>
<b>Mon. 7:30A-8:30</b>	<b>Acadiana Live – Featuring lawmakers from the Acadiana delegation</b>
<b>Thurs. 7:30A-8:00</b>	<b>Durel Live – With Lafayette City-Parish President Joey Durel</b>
<b>9A-11A</b>	<b>The Moon Griffon Show – The Voice of Louisiana</b>
<b>11A-2P</b>	<b>The Rush Limbaugh Show</b>
<b>2P-5P</b>	<b>The Sean Hannity Show</b>
<b>5p-6p</b>	<b>The Afternoon Report with Tonya LaCoste</b>
<b>6P-8P</b>	<b>The Dave Ramsey Show</b>
<b>8P-11P</b>	<b>The Dennis Miller Show</b>
<b>11P-5A</b>	<b>“Coast To Coast AM” Talking About All Things Unexplained.</b>



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Saturday

## Station Line Up

12A-5A	Coast to Coast AM Talking About All Things Unexplained.
5A-7A	Outdoors With Don Dubuc
7A-8A	The Wall Street Journal This Weekend
8A-11A	At Home With Gary Sullivan
11A-1P	Cigar Dave Show
1P-3P	Bobby Likis Car Clinic
3P-6P	The Kim Komando Show
6P-9P	Money Talk With Bob Brinker
9P-11P	The Allen Hunt Show
11P-12A	The Best of Coast To Coast



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## Sunday Station Line Up

- |         |  |
|---------|--|
| 12A-6A  | <b>“Coast To Coast AM”<br/>Talking About All Things Unexplained.</b> |
| 6A-10A  | <b>Camey Doucet’s Bon Temp Train</b>                                 |
| 10A-11A | <b>Scientology Solutions with Marie Pace</b>                         |
| 11A-12N | <b>The Wall Street Journal This Weekend</b>                          |
| 12N-3P  | <b>Cooking Outdoors With Mr. BBQ</b>                                 |
| 1P-3P   | <b>Gun Talk with Tom Gresham</b>                                     |
| 3P-6P   | <b>Handel On The Law</b>   |
| 6P-9P   | <b>The Weekend With Mike McConnell</b>                               |
| 9P-12M  | <b>“Live On Sunday Nights,<br/>It’s Bill Cunningham”</b>             |

