



Station: KHXT HOT 107.9

Frequency: 107.9

Format: Rhythmic CHR

Target Audience: 12-34

Total Weekly Listeners: 85,800*

Gender Breakout: 65% Female 35% Male

Source: *Arbitron, Fall 2010 Cume, Mon-Sun 6a-12mid, P12+

The logo for HOT 107.9, written in a stylized, yellow and blue font.



Hot 107.9 is Lafayette's young adult radio station programming today's most popular music!

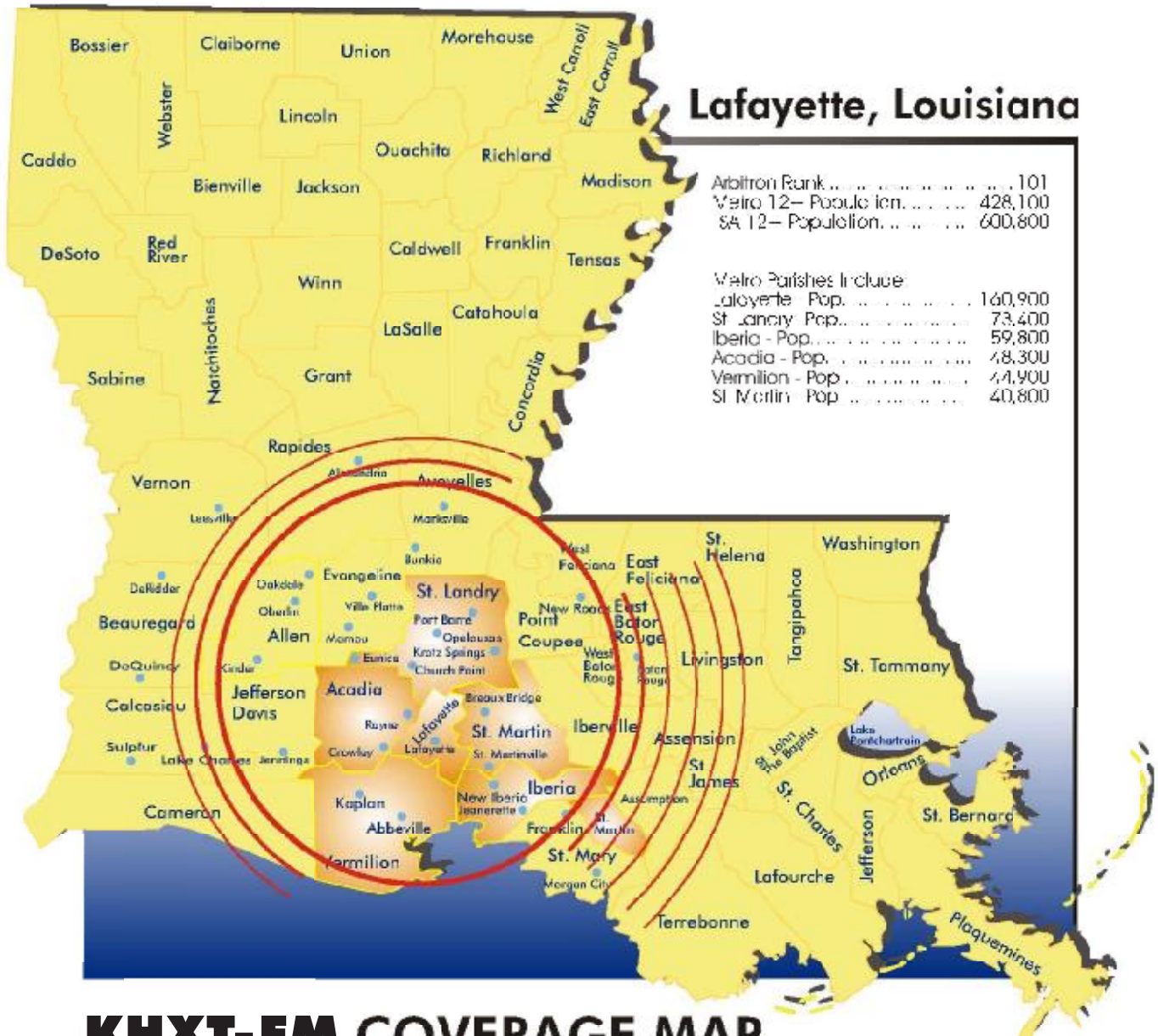
Rhythmic CHR is alive and well in Lafayette.

Hot 107.9's 100,000 watt signal reaches from Lake Charles to Baton Rouge and from Alexandria to Morgan City!

Listen to Hot 107.9 broadcast worldwide on the internet at www.1079ishot.com

HOT 107.9

HOT 107.9



Lafayette, Louisiana

Arbitron Rank 101
 Metro 12 - Population 428,100
 SA 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

KHXT-FM COVERAGE MAP

Licensed to: Lafayette, Louisiana
 Wattage: 100,000
 Format: Rhythmic Contemporary Hits