



Station: KHXT HOT 107.9

Frequency: 107.9

Format: Rhythmic CHR

Target Audience: 12-34

Total Weekly Listeners: 81,700*

Gender Breakout: 65% Female 35% Male

Age Breakout: 38% are 18-24 years old. 31% are 25-34 years old. Hot 107.9 listeners are 122% more likely to be 18-34 years old. Hot listeners are 14% more likely to be 35-44 years old.

Household Income: 37% make \$50,000+ annually.

57% have one or more children under the age of 12 in the household. KRKA listeners are 91% more likely than the average person to have 3 or more children in their household.

KRHX listeners are 6% more likely to have Technical/Sales/Admin occupation and 3% more likely to have Managerial/Professional occupation compared to the average person in the market.

The logo for HOT 107.9, featuring the text "HOT 107.9" in a stylized, yellow and blue font.

Source: Retail Direct, Jan-Feb 09/Jul-Aug 09 *Arbitron, Fall 2009/ Spring 2009 Cume, Mon-Sun 6a-12mid, P12+

Hot 107.9

Hot 107-9 is Acadiana's Station for Today's Hot Music!
Music has been the focus of the station from day one.

Hot 107-9 brings to Acadiana the best new music from artists that receive maximum exposure in the entertainment industry. Established artists, like Jay Z, Rihanna, Lady Gaga, Black Eyed Peas and up coming acts like Drake, Jay Sean, Pitbull and more.

With a listener base reaching from Lake Charles through Baton Rouge, Alexandria to Morgan City,
Hot 107-9 truly is "Acadiana's Hottest Music."

The **Hot 107-9** air staff is comprised of D.J.'s from the Acadiana area who also have years of experience playing in the hottest clubs in town and across the gulf coast. If you've been out to a nightclub in Acadiana in the past 15 years, you've probably heard one of our D.J.'s in the mix.

Hot 107-9 is in touch with its local community, Acadiana. With campaigns like the community calendar heard throughout the day, public appearances promoting non-profit organizations and involvement in the schools including high school football games and the Hot 107.9 Teacher of the Month!

Hot 107-9 leads the way bringing Acadiana the Hottest Hits, Hottest Community Involvement and Hottest Prizes!

WE ARE RADIO!

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



www.1079ishot.com

**Monday-Friday
Station Line Up**

**6A-10A Hot Morning Play House with
Chris Logan**

**10A-2P Mid-days with Dave Steel featuring
“12:00 Hot Lunch ”**

**2P-6P Afternoons with Digital’s
“5:00 Meltdown**

**6P-10P Nights with Chris Reed
“Hot 7 @ 7”
“Hot Topic of the Night @ 8pm”**



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**Saturday
Station Line Up**

6A-10A	Acadiana's Hottest Music
10A-2P	Mid-days with Dave Steel
2P-6P	Afternoons with Digital
6P-9P	Nights with Chris Reed
9P-12mid	Clinton Sparks "Smash time Radio"

**Sunday
Station Line Up**

6A-10A	Acadiana's Hottest Music
10A-12P	MTV's Top 20 Countdown
12P-4P	DJ Scoop
4P-12M	Acadiana's Hottest Music

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