



**What is 99.9 KTDY?**

**Format - Adult Contemporary**

**Target Demo – Women 24 - 54**

**Power – 100,000 Watts**

**Who is the KTDY Listener?**

**43% Male / 57% Female**

**52% Employed Full-time**

**14.2% College Degree or More**

**58% HHI of \$50,000 or More (Index 139)**

**83% Home owners (Index 112)**

**18% Have 2 or more children Under 12**

**Total Weekly Listeners: 68,000\***



*The Best Variety of the  
80's, 90's and Today!*

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

Townsquare Media Of Lafayette 1749 Bertrand Drive, Lafayette, La. 70506

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

Phone # 337-233-6000 Fax #337-234-7360



## The KTDY audience is more likely to:

- Next new car purchase will be \$30,000+ (111 index)
- Spent 10 or more hours on the internet in the past week (115 index)
- Plans to purchase a new car in the next 6-12months. (134 index)
- Has some college or more. (123 index)
- Are 14% more likely to have a cell phone bill of \$75-\$100
- Have access to the internet (109 index)
- Have visited a casino in the past 30 days. (129 index)

Source: Jan-Feb 09/Jul-Aug 09 (Retail Direct)

All categories index over 100 according to Maximizer Qualitative Crosstab.

- Be employed as a manager/professional (122 index)
- 17% are employed as a technical, sales administrative position.
- Have a household income of \$75,000 or more annually (133 index)
- Have 3 or more visits to lawn and garden store in the past month (134 index)
- Have eaten at Seafood (122) or Chinese restaurant (109) or visited an upscale restaurant (135 index) or eaten at an Italian Restaurant (148 index) in the last 60 days.



99.9 KTDY attracts on the go working women devoted to family interest and activities



## Programming Benefits

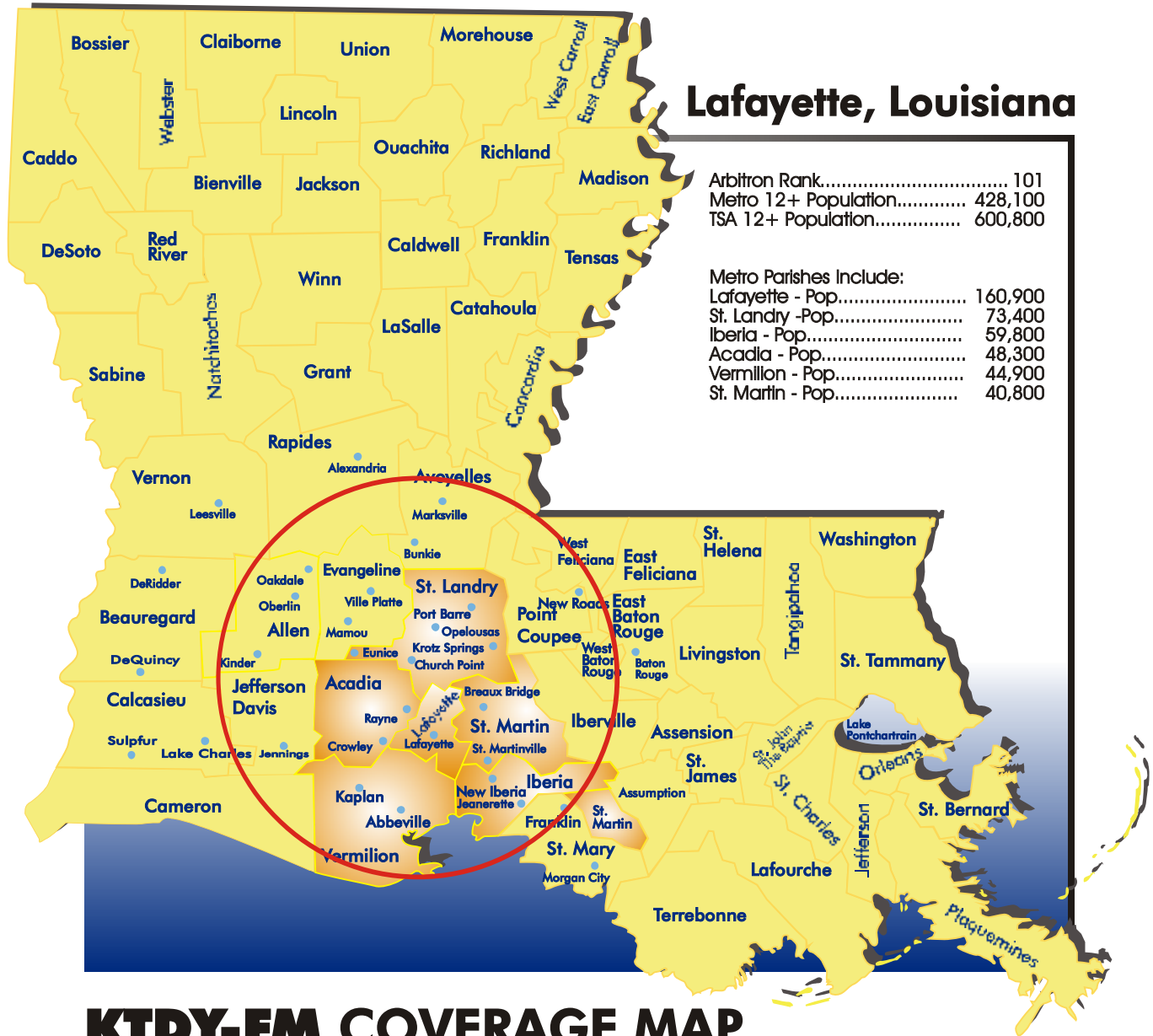
- Mass appeal Adult Contemporary play-list that features yesterday's favorites and today's hits
- Featured artist's include Elton John, The Eagles, Mariah Carey, Rod Stewart, Phil Collins and Rob Thomas.
- No Repeat Workday's every Mon-Friday.
- Favorite love songs all night long with Delilah "Love Songs at Night"
- Safe Advertising atmosphere for the entire family to enjoy.
- 100,000 watts covering all of Acadiana and streaming world wide on the internet.

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**99.9 KTDY**

**Acadiana's #1 Listened to at Work  
Radio Station!**



**KTDY-FM COVERAGE MAP**

Licensed to: Lafayette, Louisiana  
 Wattage: 100,000  
 Format: Adult Contemporary

# 99.9 KTDY <sup>HD</sup>

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**Monday-Friday**

**Station Line Up**

**6A-10A CJ and Debbie Ray In The Mornings**



**10A-3P Mid-days with Steve Wiley featuring  
“The All Request Lunch”**



**3P-7P Afternoons with JayCee featuring  
“The Traffic Jam”**



**7P-12 Mid “Love Songs at Night” with Delilah**



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**Saturday  
Station Line Up**

**12A-8P                    The Best Variety Of The 80's, 90's And Today**

**8P-12M                    CJ's Saturday Night Dance Party featuring CJ  
filling the airwaves with polyester style dance  
and party music.**

**Sunday  
Station Line Up**

**7A-10A                    "The Jim Brickman Show" - An informative  
show that highlights the artist's and their music.**

**10A-7P                    The Best Variety Of The 80's, 90's And Today**

**7P-12M                    "Love Songs at Night" with Delilah**

