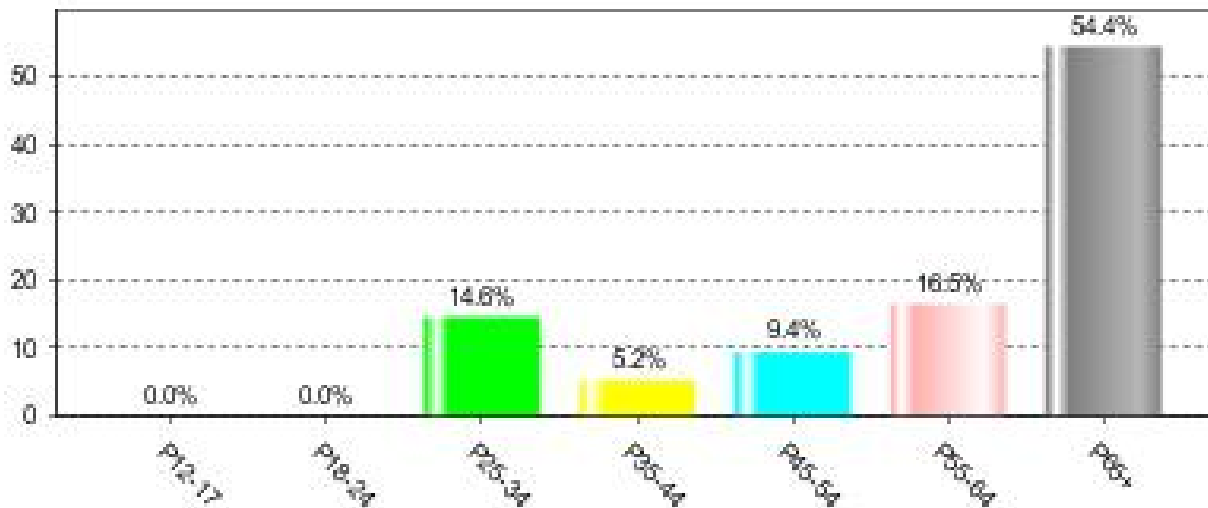


TALK 960

The High Desert's Talk Station

Talk 960 is: The High Deserts Right Place to Talk! Hannity, Joe Pags, Ben Shapiro and Marley, Van Camp and Robbins. News at the top and bottom of the hour and local traffic twice an hour all day!



**Male/Female
Skew: 60%/40%
Median Age: 59**





TALK 960

The High Desert's Talk Station

HD 96-3:

Reaches 9,800 people in the High Desert – average age 59 years old

78% are have some college or more or hold a college degree

90% own their own home

\$62,000 is the average household income

5% have at least one child at home

30% are employed either full or part-time

Annual Spending power of nearly \$207 million dollars in Retail Sales

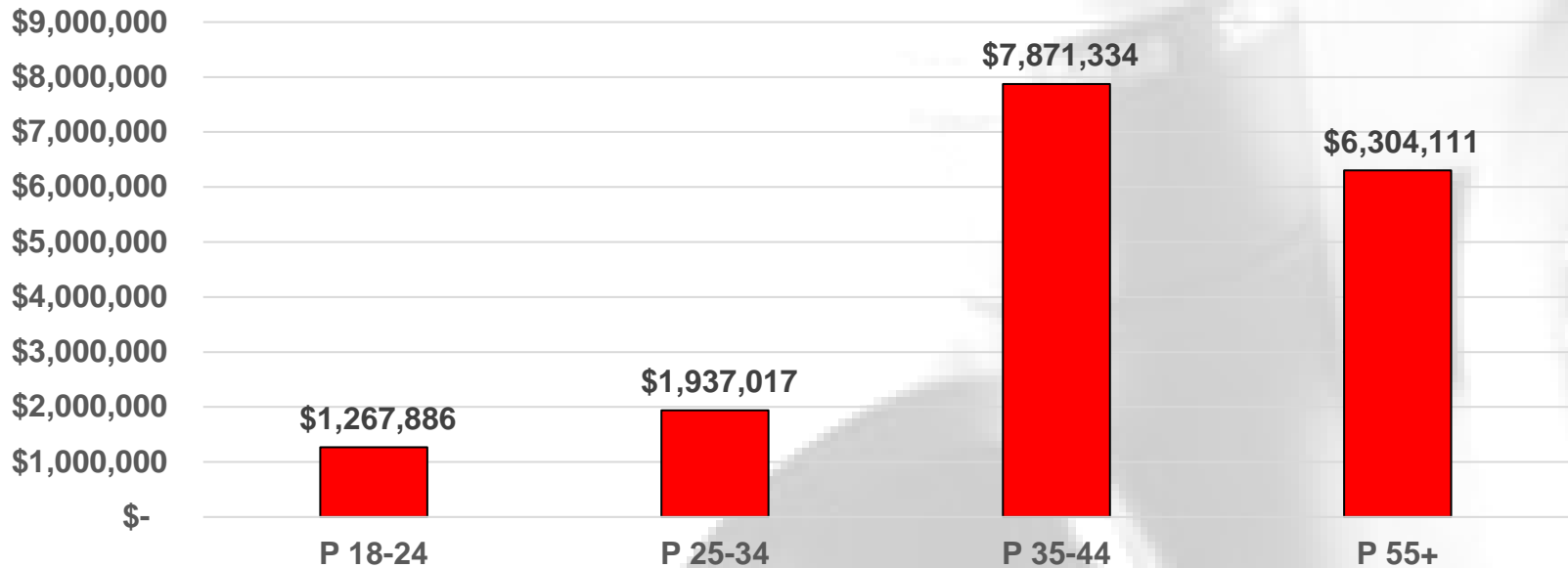
If invited, this audience has the ability to buy the goods and services you are selling!



The High Desert's Talk Station

Monthly Spending Power of the Talk 960 Audience

Monthly Spending in Millions



**\$207 Million dollars spent each year in the High Desert
by the Talk 960 audience**