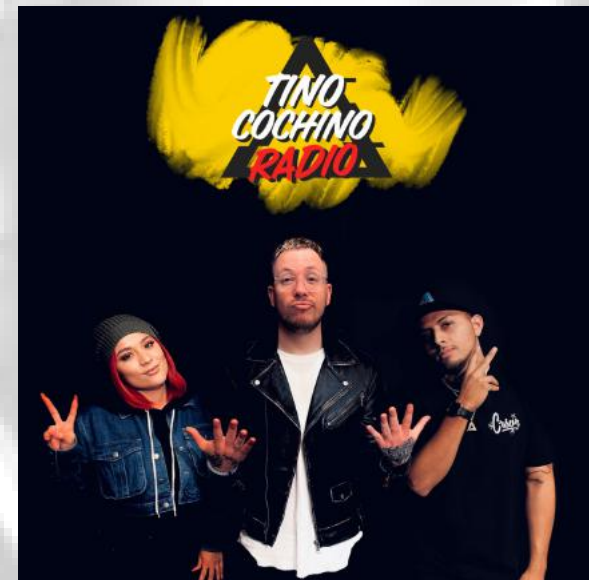
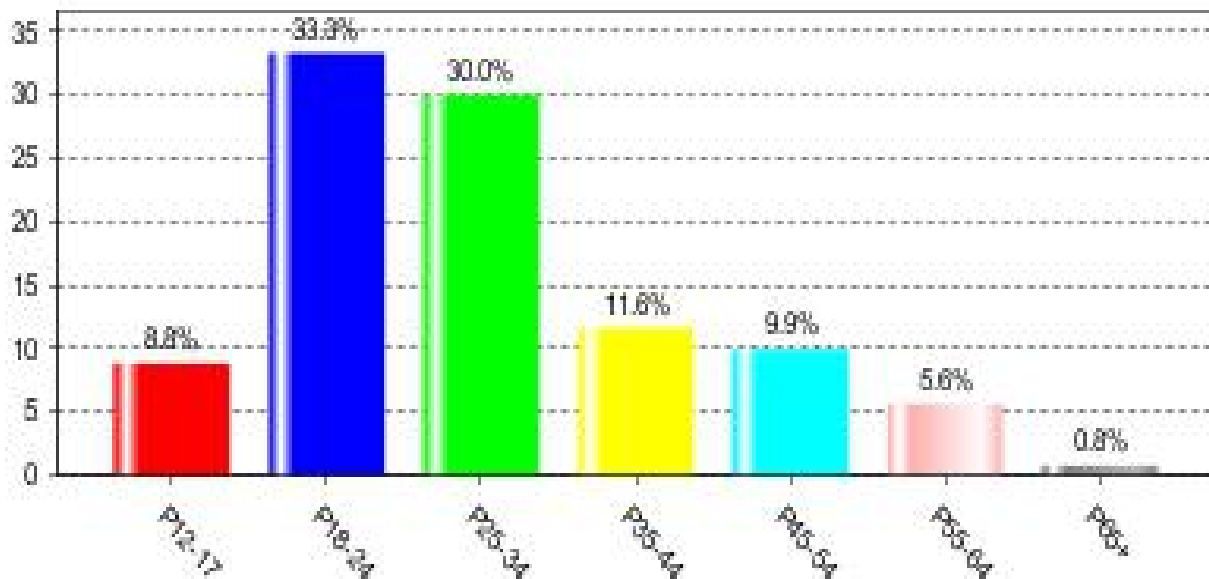


**HD 96.3 is: The High Deserts Rhythmic Hit Station! When you want the hits (with some HipHop and R & B), when you want to laugh with Dede in the Morning or with Tino Cochino in the afternoon HD 96-3 is your station!**



**Male/Female Skew: 50%/50%**  
**Median Age: 25**



## **HD 96-3:**

**Reaches 30,900 people in the High Desert – average age 25 years old**

**56% are have some college or more or hold a college degree**

**59% own their own home**

**\$52,000 is the average household income**

**21% have at least one child at home**

**56% are employed either full or part-time**

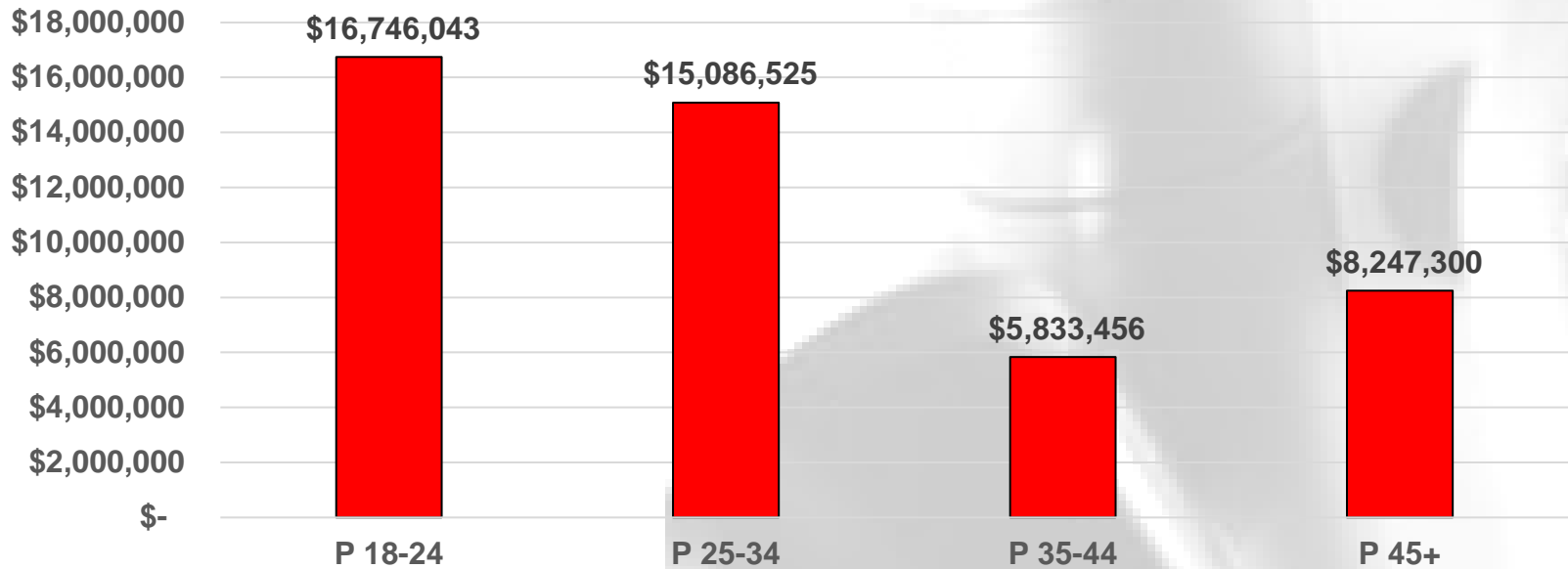
**Annual Spending power of nearly \$603 million dollars in Retail Sales**

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



## Monthly Spending Power of the HD 96.3 Audience

Monthly Spending in Millions



**\$603 Million dollars spent each year in the High Desert  
by the HD 96.3 audience**