



WHY ADVERTISE ON THE BOOMER?

- 1) THE BOOMER has listeners that are devoted to and passionate about the music played throughout the day. For this reason, when a radio is tuned to The BOOMER, it stays tuned to The BOOMER *All Day Long!*
- 2) THE BOOMER is geared towards the 35-64 age group audience. These listeners are typically financially affluent and have a comparable high level of education.
- 3) THE BOOMER allows advertisers to reach all segments of the population as the format appeals equally to both men and women.
- 4) THE BOOMER is reflective of the Ventura County Radio Market. Research indicates that more than half of the listeners that call THE BOOMER have Spanish surnames.
- 5) THE BOOMER invites interactive participation with our listeners. The BOOMER features popular contests such as "Needle Drop" and "Baby Boomer 101". Listening to The BOOMER is both entertaining and FUN!
- 6) THE BOOMER takes local news very seriously. We have won more than 50 Golden Mike Awards and a dozen Associated Press Awards for our coverage of local news and sports.
- 7) The BOOMER has more Traffic Reports than any other music radio station in Southern California.
- 8) The BOOMER is your exclusive home for Los Angeles Dodgers baseball, College football and The Oakland Raiders NFL Football.
- 9) The Boomer is the Nation's exclusive home of Lee Marshall, Rock N' Roll Hall of Fame Member and creator of the Boomer's unique format.

**THE BOOMER...THE HEART AND SOUL OF ROCK N' ROLL IS
YOUR SOURCE FOR NEWS, SPORTS AND INFORMATION!!!**