



WHY ADVERTISE ON KHAY RADIO?

- 1) KHAY is one of the most listened to radio station in Ventura County with one of the west coast's most consistent Country Formats since its inception in 1973.
- 2) KHAY is your home of Continuous New Country Favorites. People listen longer to KHAY than any other station!
- 3) KHAY covers a tri-county area including L.A., Ventura and Santa Barbara.
- 4) KHAY is very active within our community promoting family activities. The station has excelled as a national leader three years in a row in the annual Toys For Tots Campaign. From 1999 to 2004, over \$800,000 has been raised for St. Jude's Hospital.
- 5) KHAY announcers are local and have stayed at the radio station for many years. The end result—intimate listener relationships.
- 6) KHAY is recognized nationally as a country music reporter to recording companies. The station frequently has superstar country artists appear as guests.
- 7) KHAY news, traffic and weather reports keep people informed.
- 8) KHAY sells more country concert tickets in L.A. than the L.A. country station.
- 9) KHAY in-office listening is quite extensive and long-lasting.
- 10) KHAY showcases the country's largest, most exciting format.

AT YOUR CONTINUOUS COUNTRY HITS
STATION...KHAY... 100.7...
WE GET RESULTS!!!