



Today's
VARIETY

KLCE has 45,900* plus adult listeners each week.

SUMMARY

KLCE is the radio station for people who like music new and old and don't wish to be challenged by extremes. The personalities and presentation are friendly - entertaining without offending. That's why KLCE is the most mass-appeal radio station in East Idaho. When listeners want a radio station everyone can agree on, they depend on KLCE.

KLCE Artists: Pink, Maroon 5, Kelly Clarkson, Madonna, Taylor Swift, Michael Jackson, and Katy Perry.

KLCE Features: Mike & Liza's Family Feud, Battle Of The Sexes, Throwback Lunch, Throwback Drive at 5, Sounds of Sunday, and Classy Love Songs.

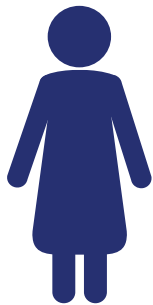
KLCE Promotions: Classy Cash High Low, Second Chance Prom Ticket Stop, Second Chance Prom Title Sponsor, Classy Night Out, Throwback Three Day Weekend (Memorial Day), 4th Of July Music, Throwback Three Day Weekend (Labor Day), Supermarket Saturday, Classy's 97 Angels, Jingle Bingo, and Classy Christmas Music.

DEMOGRAPHICS

Primary Demographic

The KLCE listener makes the purchase decisions for her home and is an opinion leader for her family. She is concerned about money, family, career, and health. Once she establishes her brand preference, she responds well to marketing and advertising that addresses those concerns.

FEMALE



AGE:

39

MARITAL STATUS:



Married, 3 Children

EDUCATION:



College Graduate

WORRIES ABOUT:



Money, Family, Job, and Health

PRINCIPLES:



More conservative than liberal, involved in church activities

IS A PROMOTER:



Passionate about the KLCE brand, extremely likely to recommend KLCE to a friend or colleague

General Demographics

KLCE's listenership is generally female, between the ages of 25 and 49. KLCE listeners are intelligent, have a greater likelihood of higher education and may have a college degree. Because of their age and affluence, KLCE listeners are likely to have some dispensable income, and are the decision makers on purchases for the home. KLCE listeners consider the family paramount, and have a high interest level in entertainment and promotions that involve home and family. They have a high potential to be an opinion leader for a family or group, and will recommend brands they buy. They value consistency and are conservative in their decision making.

East Idaho's Heritage Radio Station | The Most Mass-Appeal Programming | Perfect For At-Work Listening
33 Years In The Adult Contemporary Format

*Source - Spring 2018 Eastlan Survey - Mo-Su 6a-6a.