



# Montrose - Delta - Grand Junction Colorado Radio Trading Area Market

Montrose is the 18<sup>th</sup> Fastest Growing City in America and the 12<sup>th</sup> Fastest Growing City Economy  
Dramatic gas and oil drilling by Halliburton has spiked jobs, wages and population

**THE STATION "The RIDE":**

KRYD-FM is licensed to Rocky III Investments Inc.

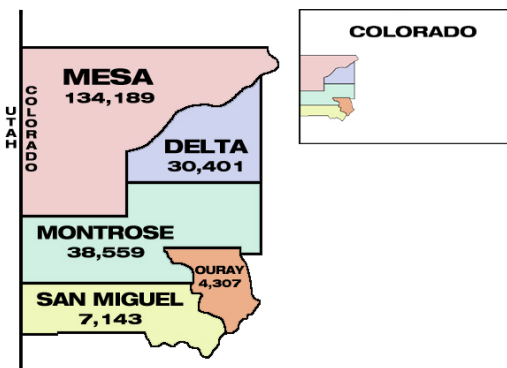
Studio: 475 Water Street, Montrose, CO 81401; 970-249-8989 phone; 970-240-0909 fax

Corporate Office: 444 Seasons Drive, Grand Junction, CO 81503; 970-263-4100 phone; 970-263-9600 fax

**FACILITIES:** KRYD 104.9-FM broadcasts 24 hours a day from a 10,200' tower elevation on the Uncompahgre Plateau, west of Montrose. KRYD-FM is a maximum powered 100,000 watt radio station that reaches throughout western Colorado from Grand Junction in the north to Telluride in the south; west into Moab, Utah and east through the Cedaredge-Paonia corridor into Carbondale, Colorado; reaching into more homes than Television which depends on retransmission. In addition to 104.9-FM, KRYD can also be heard on 92.7 in Grand Junction on the FM dial.

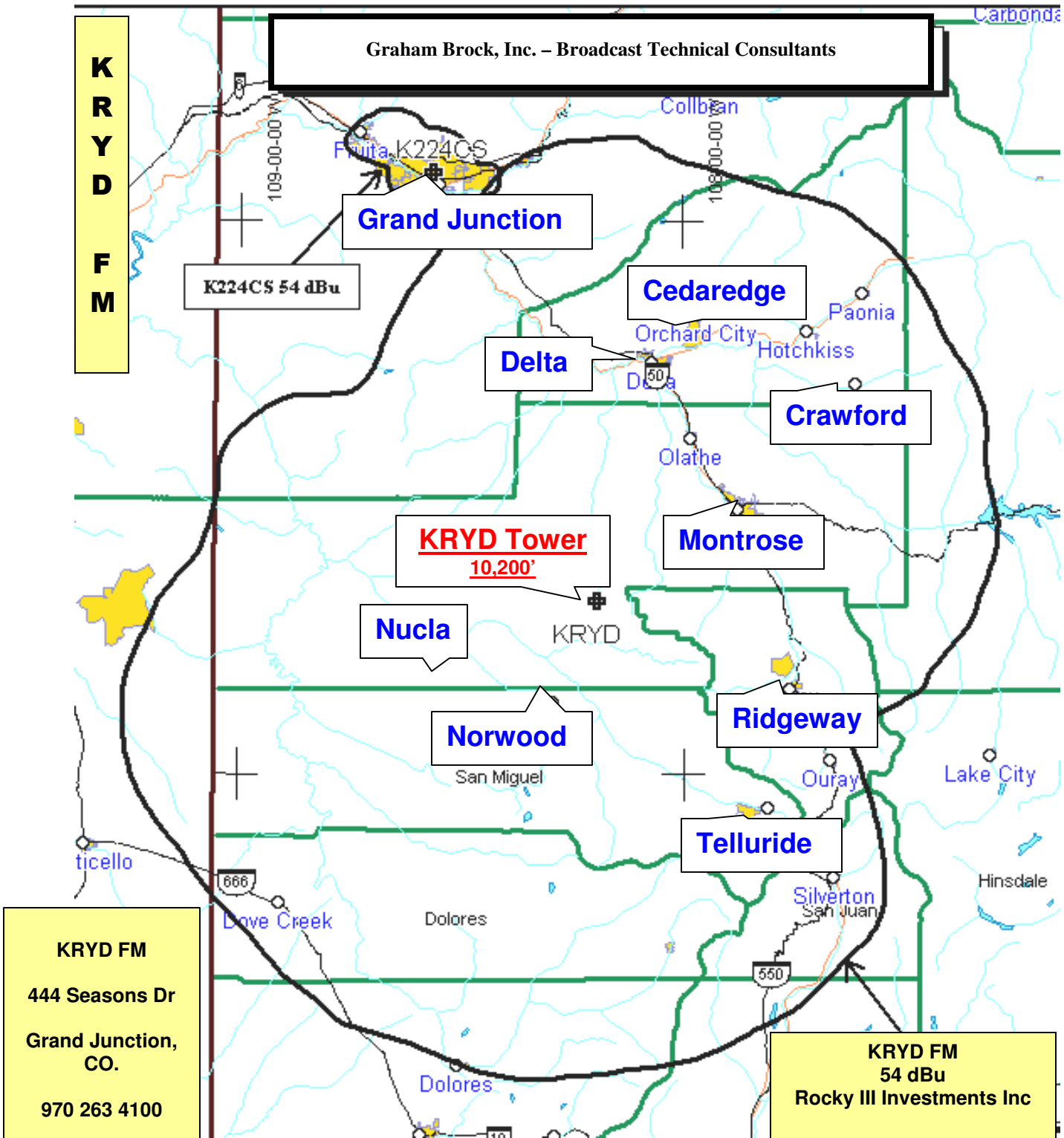
**FORMAT:** KRYD-FM has created a ground breaking new Country-Rock format that is the answer for those who like to hear more than the same 50 tunes. Our play list consists of approximately 7,000 cuts and blends today's Country with cross over Rock artists that share the same musical roots. The Allman Brothers, The Band and ZZ Top all came from Country music backgrounds. The RIDE targets adults 18-55 with up-tempo music and a deep play list with no repeats within up to 18 hours. Tune in today to hear what everyone will be listening to tomorrow. "The RIDE ROCKS THIS COUNTRY".

**MARKET:** The Five County Trading Area known as The Grand Valley, is the largest 215,000 population center between Denver and Salt Lake. The Grand Valley is a High Desert Oasis in the otherwise barren Rocky Mountains and uniquely distanced far from the umbrella influence of larger neighboring markets. Grand Junction, Delta and Montrose, Colorado are linked together as the only contiguous population base located in a Valley 75 miles long and 25 miles wide surrounded by tall mountains with irrigation from the Colorado and Gunnison Rivers. The Trading Area is a major transportation, agricultural, mining, recreation and retail hub for a 200-mile region. The area holds the largest oil shale reserves in the United States and in recent years Halliburton's natural gas drilling has made a dramatic impact on employment, population growth and wages. Western Colorado has the fastest population growth in the State. Denver, Texas and California retirees have found the perfect climate, as have the wineries and fruit growers. The Denver Post reports the once tiny community of Montrose is a boomtown. "National retail stores line South Townsend Avenue in Montrose, which is experiencing record growth. More than 1,000 people move here annually, with no slowdown in sight." Montrose is the 18<sup>th</sup> fastest growing "micropolitan" area in the nation according to the U.S. Census Bureau and the population has doubled since 1990.



Population 214,599		Households 85,841	
County	Pops	HH	Growth 2000-2006
Mesa	134,189	53,676	14.80%
Delta	30,401	12,161	9.20%
Montrose	38,559	15,424	15.30%
San Miguel	7,143	2,857	8.30%
Ouray	4,307	1,723	15.10%
<b>Total</b>	<b>214,599</b>	<b>85,841</b>	<b>12.50%</b>

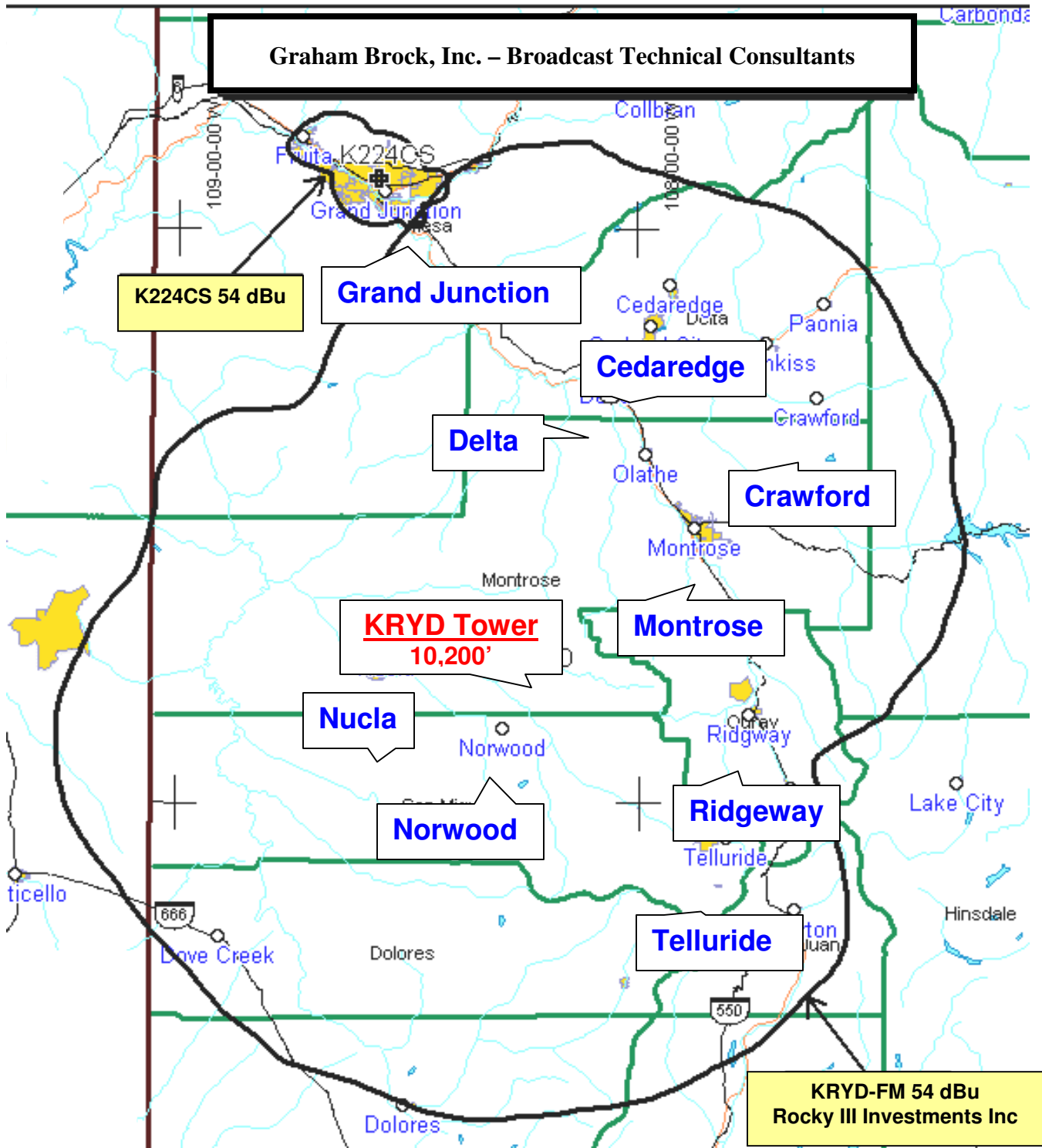
Nielsen reports ethnic diversity is: White 88%; Hispanic 10.9%; Black 3%. The average household income is \$39,418 and \$21,104 per capita. Retail sales rose a whopping 47% from \$1.8 billion in 1990 to \$3.8 billion in 2005. The median age is 35.1 years. Fifty per cent of the population purchased new homes here within the last five years.



**KRYD FM SERVICE AREA**  
Broadcasting at 100,000 watts ERP from a 10,200' Elevation

**KRYD FM SERVICE AREA 104.9 & 92.7**

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