

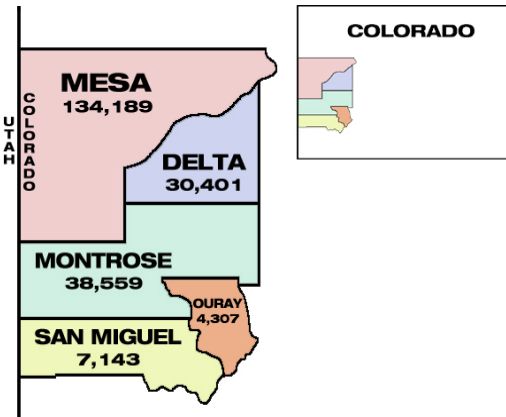
# In the Grand Junction-Montrose Trading Area

## **RADIO Reaches More People than Television Stations**

### **Specifically KRYD FM**

The Nielsen Television Market Consist of Only 2 Counties: Mesa and Montrose but the Trading Area consists of 5 Counties.

- ✓ TV needs retransmission by Cable and Satellite for most its distribution
- ✓ TV Copyright Rules Restrict Grand Junction TV and your ads, to only 2 Counties
- ✓ TV from other markets service 3 of our 5 Trading Area Counties
- ✓ Radio doesn't need cable and reaches everyone in 5 Counties off air for free
- ✓ KRYD FM delivers Delta, San Miguel & Ouray Counties Unavailable to Local TV
- ✓ KRYD FM delivers 41,851 more neighbors than local TV stations



#### Trading Area Distribution

RADIO KRYD	Population 214,599	TV
	County	Pops
X	Mesa	134,189
X	Delta	30,401
X	Montrose	38,559
X	San Miguel	7,143
X	Ouray	4,307
	214,599	172,748