

1001 ESE Loop 323 Suite 455 Tyler, Texas 75701  
Office 903-593-2519 Fax 903-597-4141 [www.ktbb.com](http://www.ktbb.com)

**Combined Metro  
Population**  
272500

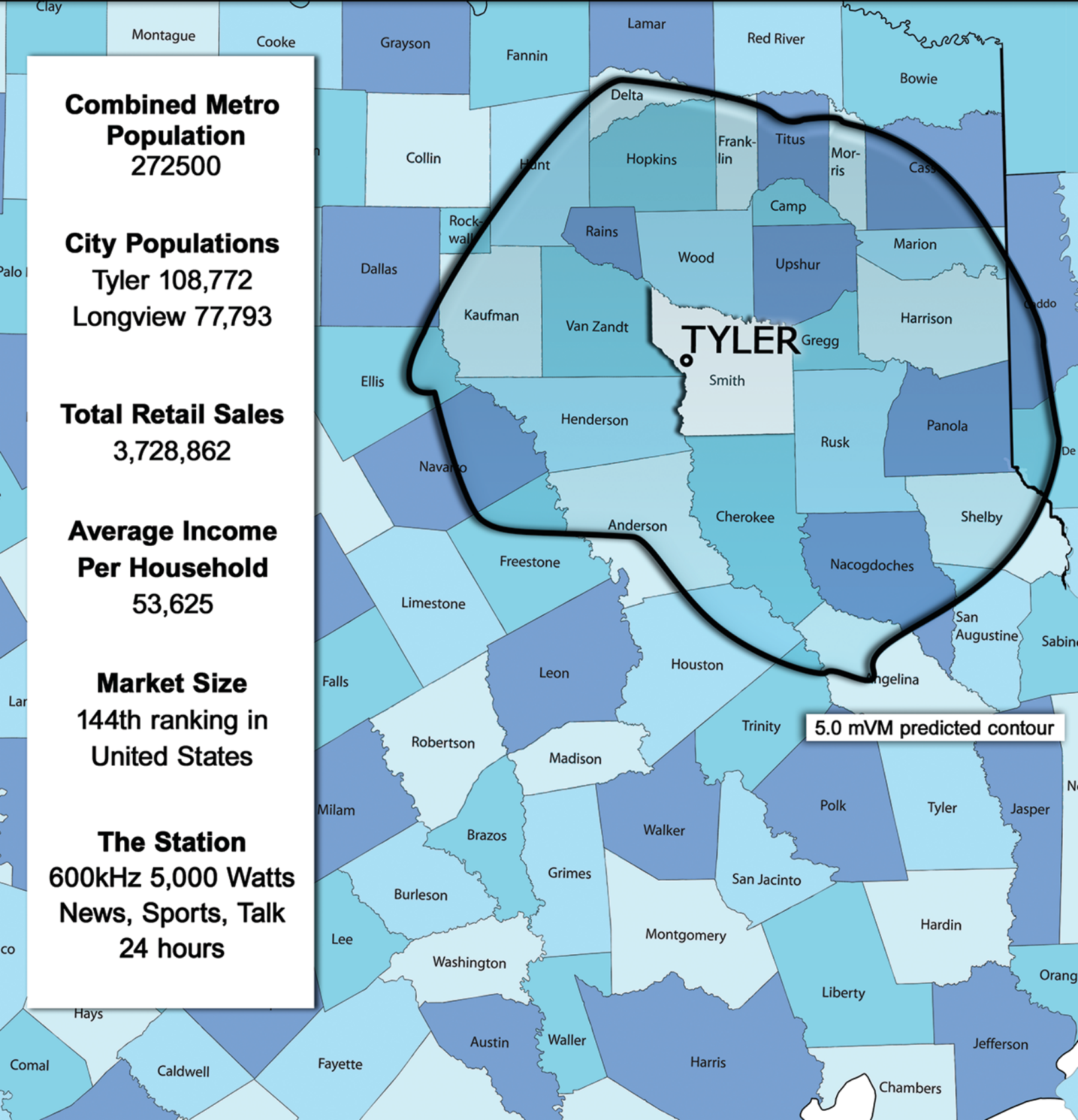
**City Populations**  
Tyler 108,772  
Longview 77,793

**Total Retail Sales**  
3,728,862

**Average Income  
Per Household**  
53,625

**Market Size**  
144th ranking in  
United States

**The Station**  
600kHz 5,000 Watts  
News, Sports, Talk  
24 hours



5.0 mVM predicted contour