

## **Marketing Snapshot**

# **KTBB AM 600**

Tyler, Longview, Texas

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### **TARGET**

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- Adults age 35 - 64 (primary); 35+ core
- Home owners
- High Income
- College Educated
- Stock/Securities/Financial Asset Owners

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### **PRODUCT/POSITION**

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- News/Talk/Information
- Live, local morning news show with weather, traffic & sports
- The only radio station in the market with a full time newsroom
- The only radio station in the market with a full time meteorologist
- Best radio website in Texas according to Texas Associated Press Broadcasters
- Rush Limbaugh, Sean Hannity & Glenn Beck
- Texas Rangers baseball
- Local high school and major college football
- Live, local sports department

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### **COVERAGE**

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- KTBB-AM: Tyler, Longview, Jacksonville, Kilgore, Gladewater
- KTBB.com: Full simulcast of all over-the-air programming

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### **www.ktbb.com**

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- Local, state, national and world news updated continuously 24/7
- Video & special coverage
- Local and national weather updated continuously
- Locally managed and produced. No national template or third party

