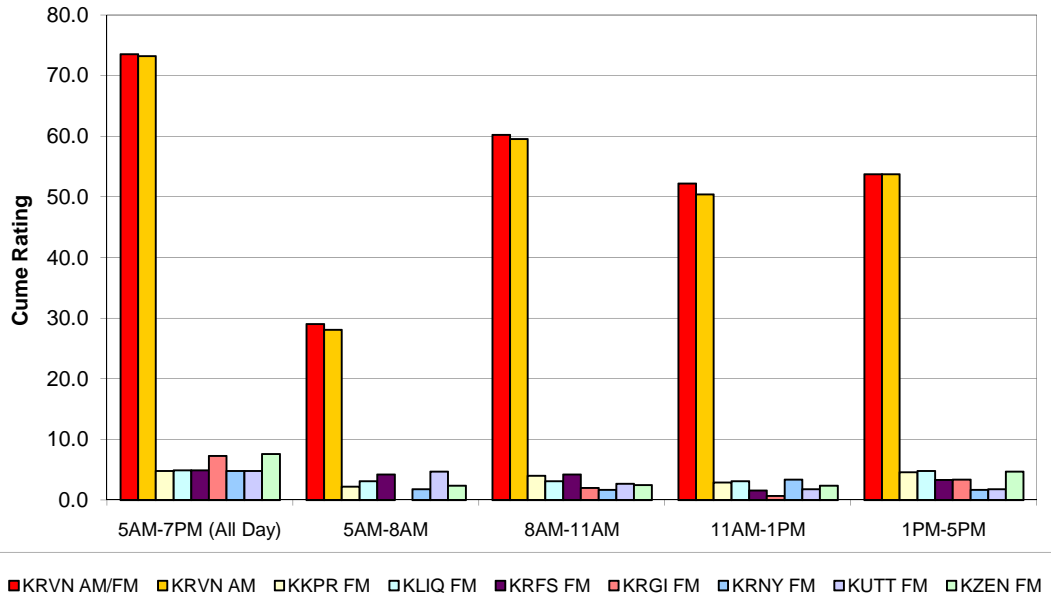




1007 Plum Creek Parkway
 P.O. Box 880
 Lexington, NE 68850-0880
 Phone: (308) 324-2371
 Fax: (308) 324-5786
 E-mail: kravn@krvn.com
 Web Site: www.krvn.com

2008 Agricultural Audience Data Hastings Trade Area

Commodity: **ALL SURVEYS**



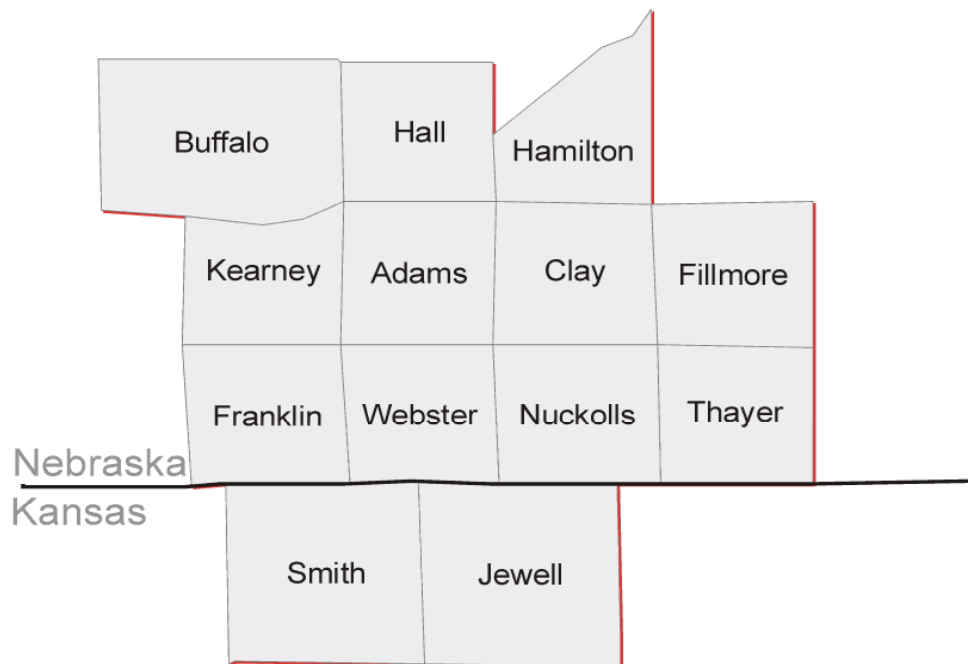
	5AM-7PM (All Day)		5AM-8AM		8AM-11AM		11AM-1PM		1PM-5PM	
	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME	AQH	CUME
KRVN AM/FM	53.9	73.5	43.1	29.0	58.9	60.2	59.2	52.2	51.7	53.7
KRVN AM	52.5	73.2	42.0	28.1	56.9	59.5	57.4	50.4	51.4	53.7
KKPR FM	2.0	4.8	2.1	2.2	1.5	4.0	2.0	2.9	2.3	4.6
KLIQ FM	5.6	4.9	6.2	3.1	4.5	3.1	4.5	3.1	6.0	4.8
KRFS FM	3.9	4.9	4.5	4.2	4.3	4.2	1.8	1.6	3.4	3.3
KRGI FM	1.3	7.3	0.0	0.0	0.8	2.0	0.1	0.7	1.4	3.4
KRNY FM	3.2	4.8	2.5	1.8	3.3	1.7	3.7	3.4	3.7	1.7
KUTT FM	2.3	4.8	5.7	4.7	2.1	2.7	1.9	1.8	2.2	1.8
KZEN FM	1.9	7.6	2.8	2.4	0.9	2.5	1.9	2.4	2.7	4.7

AMR DATA is based on 123 surveys projected to a population of 4,079 farmers & ranchers in the Hastings Trade area. Stations not listed had less than 4.8% Cume Ratings. All data has been weighted by the number of farmers/ranchers in the surveyed counties.

SURVEY METHOD was by telephone interview of farmers/ranchers with \$50,000+ in annual sales of agricultural products. Surveys were conducted in Spring 2008 by Ag Media Research.

AQH SHARE is a station's Average Quarter Hour persons audience expressed as a percent of the farm radio listenership in the selected area (share of audience during an average quarter hour).

CUME RATING is a station's total farm audience expressed as a percent of the farm population in the selected area (share of population that tuned in at least once during the daypart).



NEBRASKA Adams, Buffalo, Clay, Fillmore, Franklin, Hall, Hamilton, Kearney, Nuckolls, Thayer, Webster
KANSAS Jewell, Smith



AG MEDIA RESEARCH

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