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AMR DATA is based on 867 surveys projected to a population of 18,622 farmers & ranchers in KRVN's 105-county primary market area. Stations not listed had less than 4.70% 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).



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MAP KEY

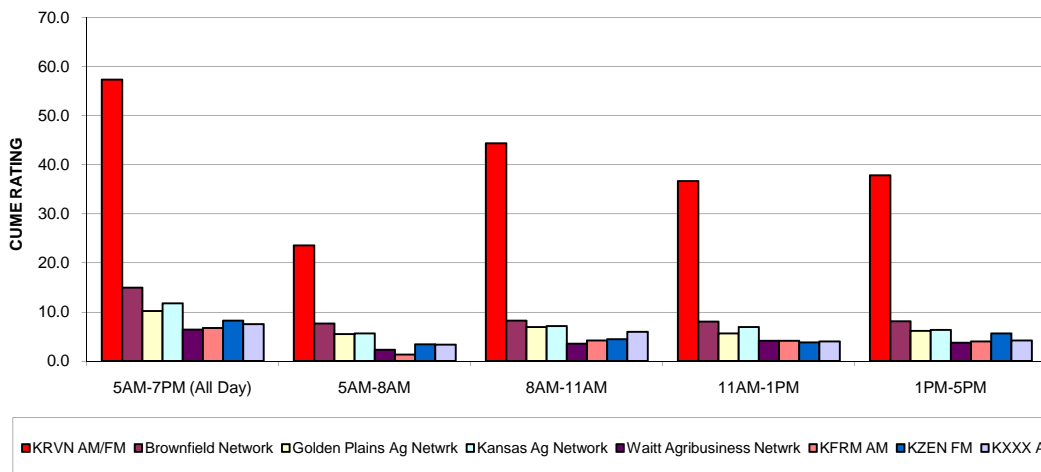
KRVN 880 AM —————
 Daytime predicted coverage 0.5 mV/m contour

KRVN 93.1 FM - - - - -
 Predicted coverage 50 dBu contour

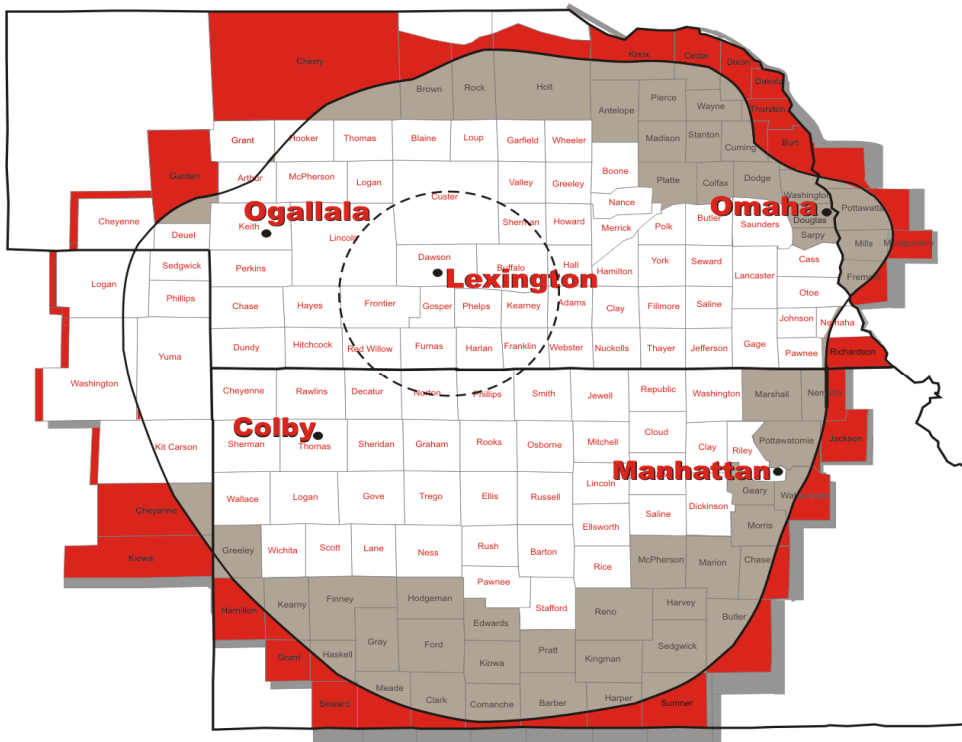
2008 Agricultural Audience Data

KRVN AM/FM 105-County Primary Market Area

Commodity: ALL SURVEYS



	5AM-7PM (All Day)		5AM-8AM		8AM-11AM		11AM-1PM		1PM-5PM	
	AQH SHR	CUME RTG	AQH SHR	CUME RTG	AQH SHR	CUME RTG	AQH SHR	CUME RTG	AQH SHR	CUME RTG
KRVN AM/FM	42.3	57.3	35.7	23.5	46.6	44.3	45.0	36.6	41.3	37.8
Brownfield Network	10.0	14.9	11.7	7.6	9.0	8.2	9.7	8.0	10.4	8.1
Golden Plains Ag Netwrk	7.0	10.2	7.8	5.5	7.0	6.9	7.1	5.6	6.8	6.1
Kansas Ag Network	7.1	11.7	8.2	5.6	7.9	7.1	7.2	6.9	6.8	6.3
Waitt Agribusiness Ntwrk	4.0	6.4	3.2	2.3	3.7	3.5	4.8	4.1	4.5	3.7
KFRM AM	3.5	6.7	1.5	1.3	4.4	4.2	4.2	4.1	3.4	4.0
KZEN FM	5.1	8.2	5.1	3.4	4.2	4.4	4.9	3.8	6.0	5.6
KXXX AM	5.3	7.5	4.6	3.3	5.9	5.9	5.7	4.0	5.2	4.2



NEBRASKA Adams, Arthur, Blaine, Boone, Buffalo, Butler, Brown, Cass, Chase, Cheyenne, Clay, Custer, Dawson, Deuel, Dundy, Fillmore, Franklin, Frontier, Furnas, Gage, Garfield, Gosper, Grant, Greeley, Hall, Hamilton, Harlan, Hayes, Hitchcock, Hooker, Howard, Jefferson, Johnson, Kearney, Keith, Lancaster, Lincoln, Logan, Loup, McPherson, Merrick, Nance, Nemaha, Nuckolls, Otoe, Pawnee, Perkins, Phelps, Polk, Red Willow, Rock, Saunders, Saline, Seward, Sherman, Thayer, Thomas, Valley, Webster, Wheeler, York

KANSAS Barton, Cheyenne, Clay, Cloud, Decatur, Ellis, Ellsworth, Gove, Graham, Greeley, Jewell, Lane, Lincoln, Logan, Mitchell, Ness, Norton, Osborne, Ottawa, Pawnee, Phillips, Rawlins, Republic, Rice, Rooks, Rush, Russell, Saline, Scott, Sheridan, Sherman, Smith, Stafford, Thomas, Trego, Wallace, Washington, Wichita

COLORADO Kit Carson, Logan, Phillips, Sedgwick, Washington, Yuma