



Viper Communications, Inc.

5715 Osage Beach Parkway • Osage Beach, MO 65065

THE BENEFITS OF ADVERTISING WITH US



Our team of professionals can help put together an advertising campaign designed for your company's specific sales and marketing needs. To see how a targeted campaign can drive new potential customers to your business is just a phone call away!

As an advertiser, you can get your message to potential customers more quickly and creatively than ever:

- We offer the industry's most competitive rates.
- Special promotions, community activities, remotes and contests.
- Web service availability, complete with hyperlinks to your website, business directory and more!



Only Digital HD Commercial Stations in Missouri outside St. Louis & Kansas City



KMYK HD1 93.5
HD2 104.9
HD3 97.5 & 103.3
HD4 98.7

LIVE streaming on the internet to your computer or phone allows your message to be heard around the world.

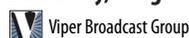
Access our websites to learn more about us:

- www.krmsradio.com
- www.935rocks.com
- www.classiccountry1049.com
- www.987foxsports.com
- www.lakejob.com



"Your Success is Our Greatest Reward"

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PROGRAM HIGHLIGHTS

NEWS/TALK 1150 AM
KRMS
97.5 FM 103.3 FM



The Ozarks this Morning
M-F 6am-9am

National and local news at the top and bottom of every hour, as well as sports at :10 and :40. Plus, local interviews concerning the issues and happenings around the lake region with the largest morning show staff.

Morning Magazine
M-F 9am-11am

Listener call-in show. Interviews with the national and local celebs and newsmakers.

The Ozarks Today
M-F 4pm-6pm

National and local news at the top and bottom of every hour, as well as sports at :15 and :45. Plus daily market reports and local interviews concerning the issues and happenings around the lake region.

**The Outdoor Show
& Sweet Spot**
Saturday 8-10 am

If you're into fishing, hunting & golfing, listen to the Outdoor show with hosts Bob Renken & Paul Hannigan at 8 a.m. followed at 9 with the Sweet Spot Golfing show.

WE ALSO FEATURE THE VERY BEST NATIONAL TALK SHOWS

"America's #1 Radio Show"

JIMMY FAILLA
11am-2pm



"Real life, love and money with America's most trusted money guy."

DAVE RAMSEY
2pm-3pm



RICH VALDES
9 pm - Midnight



"America at Night"

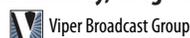
SHOW ME TODAY
3pm-4pm

MARK LEVIN
6pm-9pm



"Recipient of the prestigious Ronald Reagan Award."

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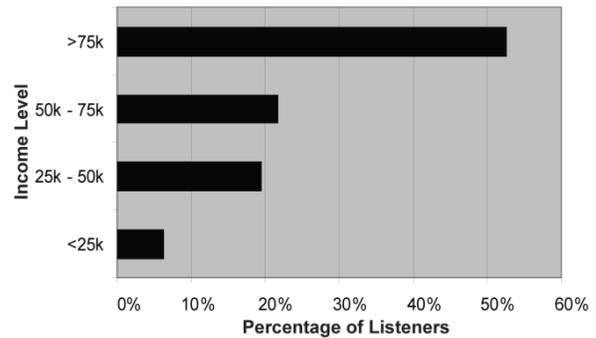
STATION DEMOGRAPHICS

NEWS/TALK 1150 AM
KRMS
 97.5 FM 103.3 FM

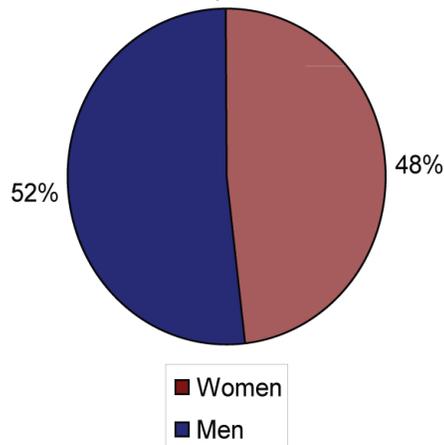
*Education
Persons 18+*

Education Level	Percentage
<12th Grade	1.3%
High School Graduate	6.8%
Some College	20.3%
College Graduate	71.6%

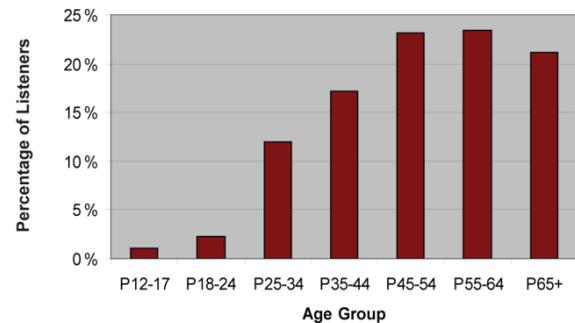
*Household Income
Persons 18+*



*Listeners 18+
Mon-Sun, 6AM-Mid*



*Audience Composition
Mon-Sun, 6AM-Mid*



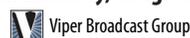
KRMS listeners:

- 71.6% are college graduates
- 20.3% have had some college
- 6.8% have high school educations
- More than 90% are over the age of 35
- More than 46% are over 55
- They're heavy Internet users
- 53% have incomes over \$75,000

KRMS listeners share a thirst for knowledge and they've acquired the life experience necessary to make solid, informed decisions!

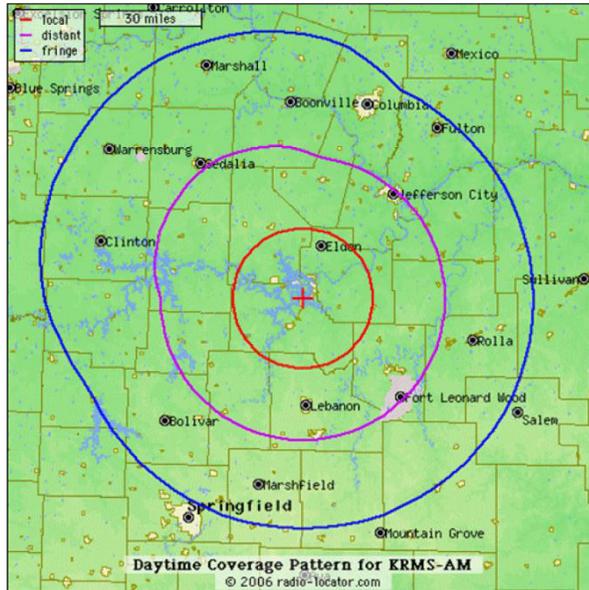
Nielsen demonstrates that radio is still the most popular form of media in America. Radio reaches 90% of adults ages 18-34, 94% AGES 35-49, AND 91% AGES 50 AND OLDER.

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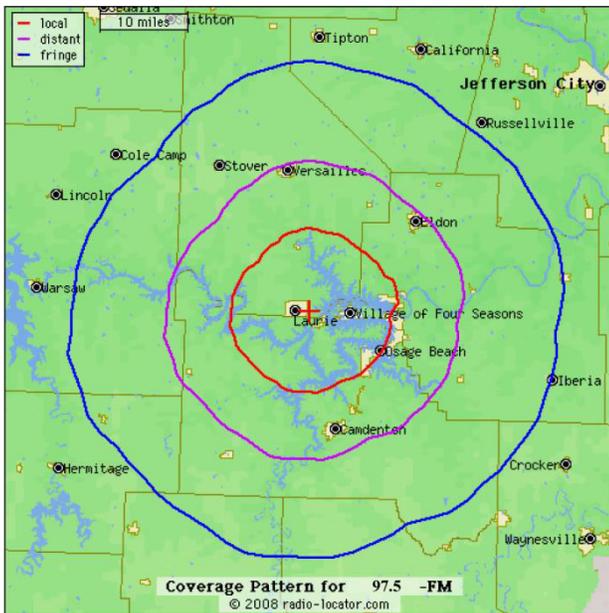
LAKE AREA COVERAGE MAPS

NEWS/TALK 1150 AM
KRMS
97.5 FM 103.3 FM

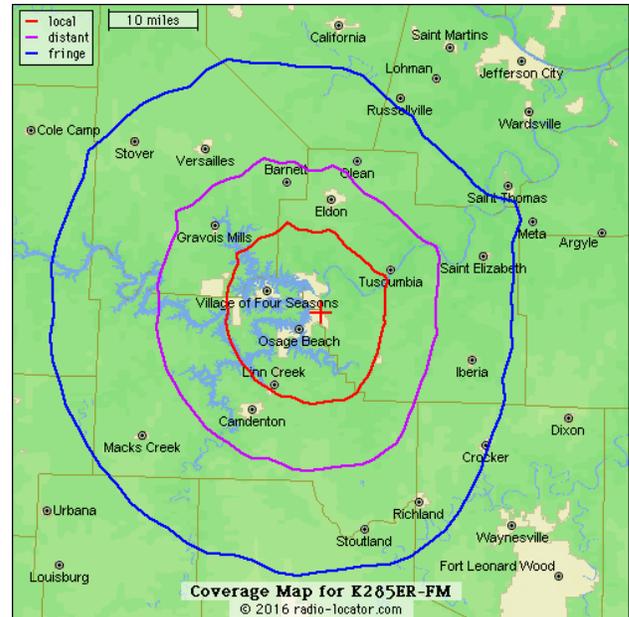


**KRMS-AM
1150**

"Your commercial is heard on all three stations because we simulcast"



KRMS- FM 97.5



KRMS- FM 103.3

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 Viper Broadcast Group

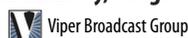
93.5 ROCKS PLAYS YOUR FAVORITE MUSIC...

Combining new and classic music to appeal to rock lovers of every age!



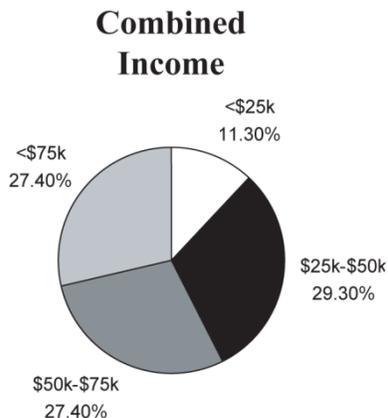
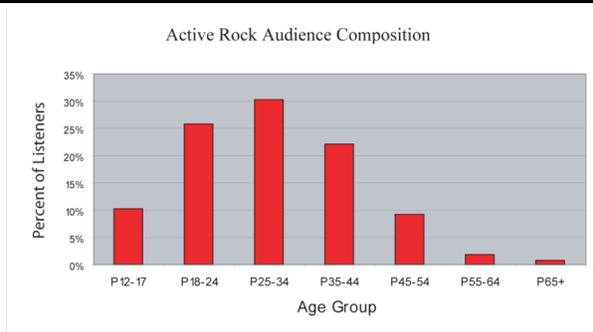
We've mixed ACTIVE and Classic Rock to give you a broader audience appeal and a station that never grows old. SUCCESS for advertisers on 93.5 Rocks is based on the ability to target and deliver high quality content to a large, interactive, lifestyle-oriented and responsive audience. We provide a strong and reputable source for helping increase business and community awareness of everything that encompasses Central Missouri.

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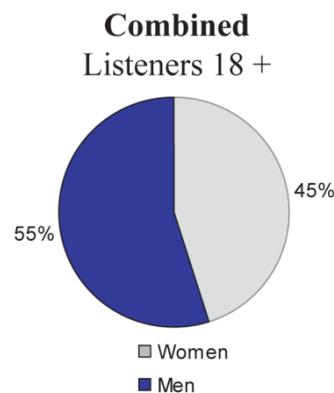
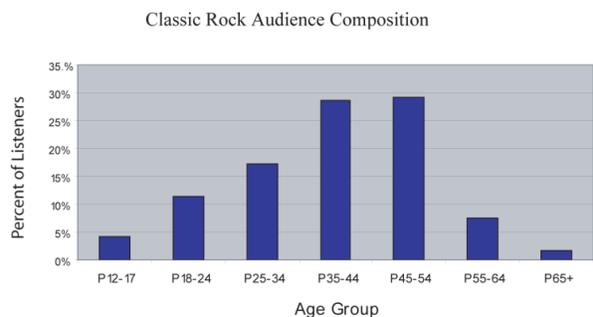




STATION DEMOGRAPHICS



Education Level	Percentage
<12th Grade	7.3%
High School Graduate	34.2%
Some College	38.7%
College Graduate	19.8%



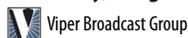
93.5 Rocks listeners:

- 92.7% are high school graduates
- More than 82% are between 18-44
- They're heavy Internet users
- 27.4% have incomes over \$75,000
- 56.7% have incomes \$25-\$75K

93.5 Rocks listeners are a powerful group that is sought after for their far and wide influence on consumer spending.

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STATION DEMOGRAPHICS



93.5 Rocks

Great Marketing Opportunities...

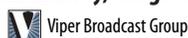
The Only High Definition Station in Central Missouri



93.5 Rocks is a mainstream rock station, mixing the best classic rock with the best new rock. We attract listeners at home or at work, but mostly in their car. 93.5 Rocks provides excellent advertising opportunities on the radio or on the website - 935rocks.com

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THE LAKE'S CLASSIC COUNTRY



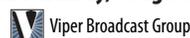
“As country as it gets”

You'll love your favorite superstars from the 80's and 90's. We think you'll be pleasantly surprised to hear great songs from the legends like Johnny, Merle, Waylon, and Willie. We mix hits from the true superstars from the past few years to keep the station fresh.

Real Country Artists. Real Country Songs.



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COUNTRY MUSIC DEMOGRAPHICS

- Country music is the #1 format for adults in the 18-54 age demographic.
- Women (54%) are slightly more likely to prefer country music when compared to men.
- 3 out of 4 households that listen to country music own their own home.
- 2 out of 3 households that listen to country music own at least one pet.
- 56% of people who listen to country regularly have full-time employment.

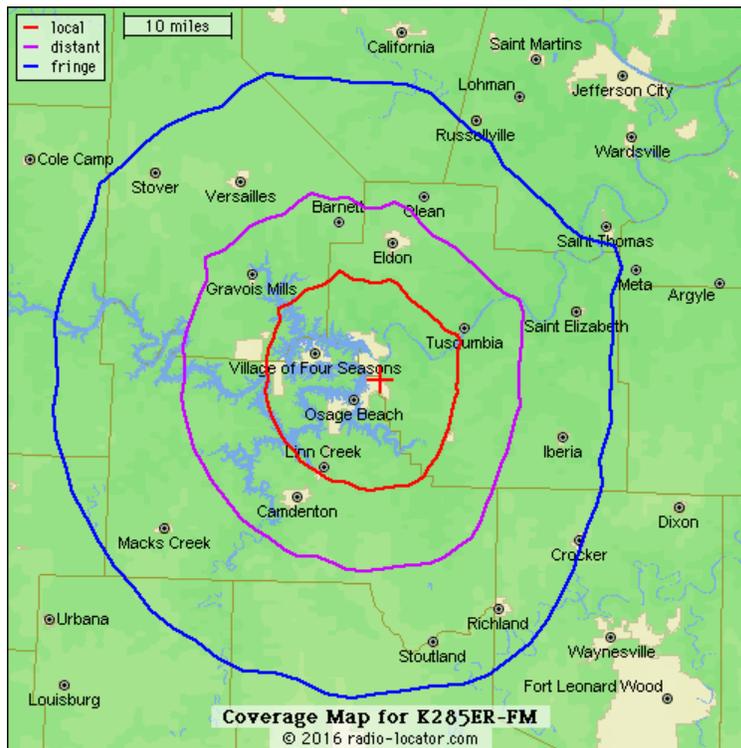
BUYING POWER

- 41% of all professional or managerial jobs are filled by people who describe themselves as country music fans.
- 44% of all hybrid vehicle owners belong to the country music demographics.
- Country music fans comprised 45% of all charitable contributions last year.

COUNTRY MUSIC LISTENERS:

- 24% of country music fans have college degrees
- 30% have some college
- 81% say that having dinner with their family every night is important

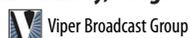
THE LAKE'S CLASSIC COUNTRY



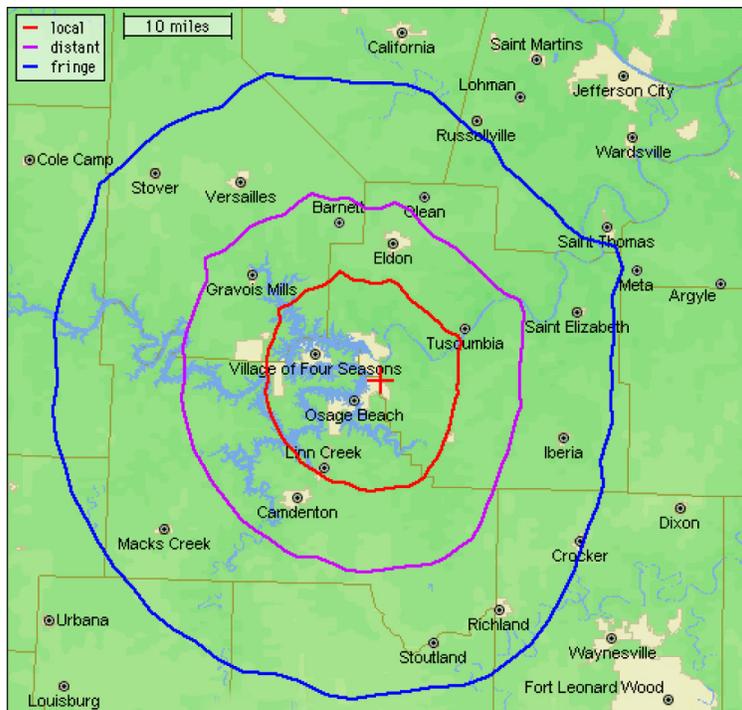
CLASSIC COUNTRY 104.9 FM

Classic Country 104.9 is the Lake's newest radio station and the only Classic Country at the Lake of the Ozarks. It's easy to listen to our stream at work, home, in the car or on the go on your mobile device, laptop, or desktop. No app required! This is as Country as it gets!

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98.7 FOX SPORTS



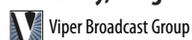
98.7 FOX SPORTS

The only sports station covering mid-Missouri and the entire Lake of the Ozarks region.

Tune in for these great shows.....the biggest in sports radio entertainment. They concentrate on sports news, highlights, analysis, opinions & more.

Two Pros & a Cup of Joe
Dan Patrick Program
Doug Gottlieb Show
Cavino & Rich Show
The Herd with Colin Cowherd

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98.7 FOX SPORTS



DEMOGRAPHICS, BUYING POWER & LISTENERS

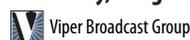
Fox Sports Radio is a major American sports radio network, reaching over 17 million monthly listeners on 630+ stations and digital platforms. We are proud to be one of those stations providing 24/7 sports news, analysis, and entertainment.

Sports talk radio and audio content in the U.S. largely skew towards a male, educated, and higher-income demographic, with 75.8% of all-sports radio listeners being male. The audience heavily consists of sports fans aged 18-39 (72%), often with college degrees and higher incomes, as 54.8% earn over \$75,000 annually. While traditionally male-dominated, 19.3% of listeners are female.

Media Consumption: AM/FM radio remains the primary, resilient medium, with 56% of fans using it for sports content, followed by podcasts.

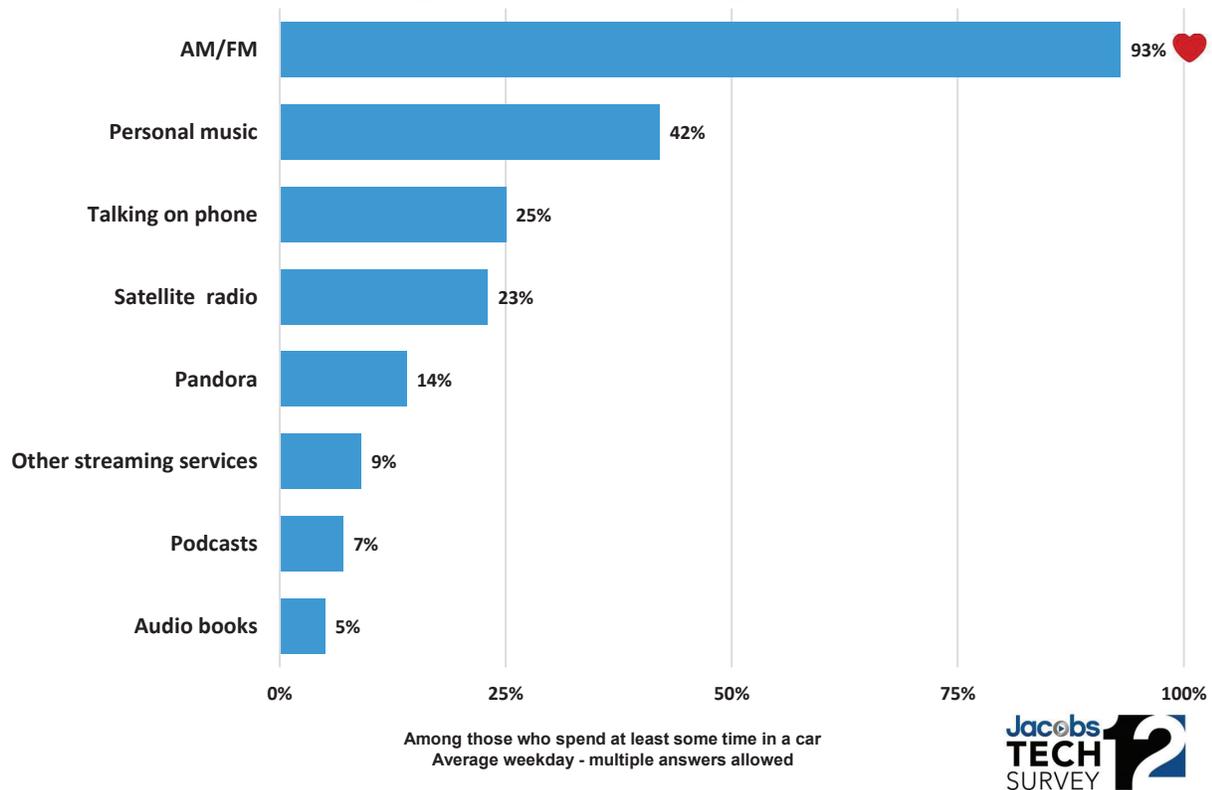
Family Orientation: 70% of female sports fans feel sports bring their families closer.

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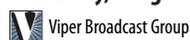
DEMOGRAPHIC SURVEYS

More than 9 in 10 listen to AM/FM radio in a car during an average weekday.



**Nielsen demonstrates that radio is still the most popular form of media in America.
Radio reaches 90% of adults ages 18-34, 94% AGES 35-49,
AND 91% AGES 50 AND OLDER.**

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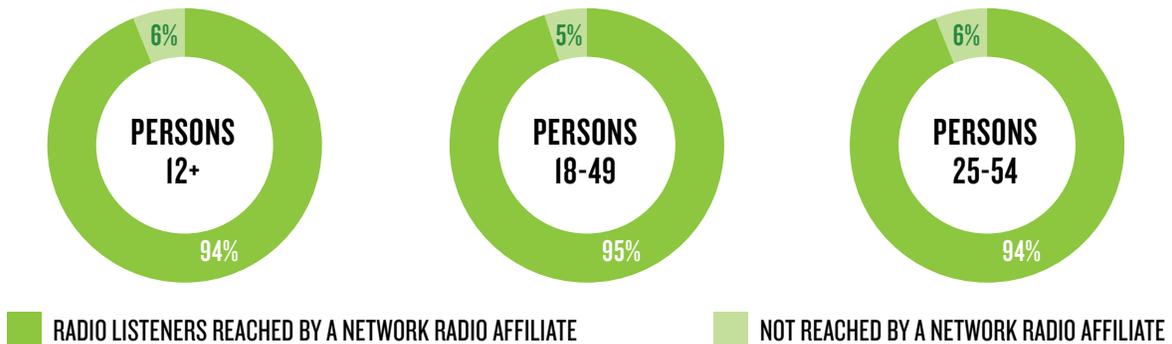


NETWORK RADIO REACHES A WIDE VARIETY OF AMERICANS

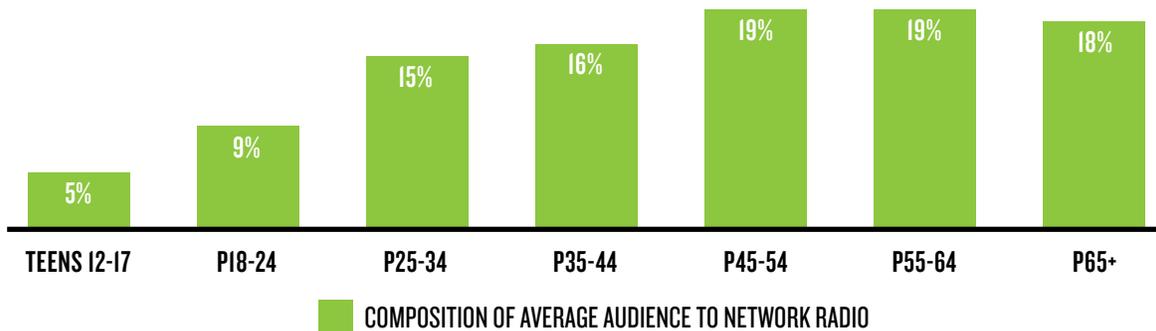
Network programming and services are radio's national currency: A large and diverse catalog of syndicated audio content, which includes everything from 24-hour music channels to sports talk and political analysis, as well as some of the biggest personalities in radio.

The list of stations and affiliates that combine to represent network radio is immense, and so is its audience.

94% OF RADIO LISTENERS TUNE TO A NETWORK-AFFILIATED STATION EVERY WEEK



BECAUSE THE MAJORITY OF RADIO LISTENERS ARE ALSO REACHED BY NETWORK AFFILIATES, THE NETWORK AUDIENCE CLOSELY MIRRORS THE TOTAL RADIO AUDIENCE.

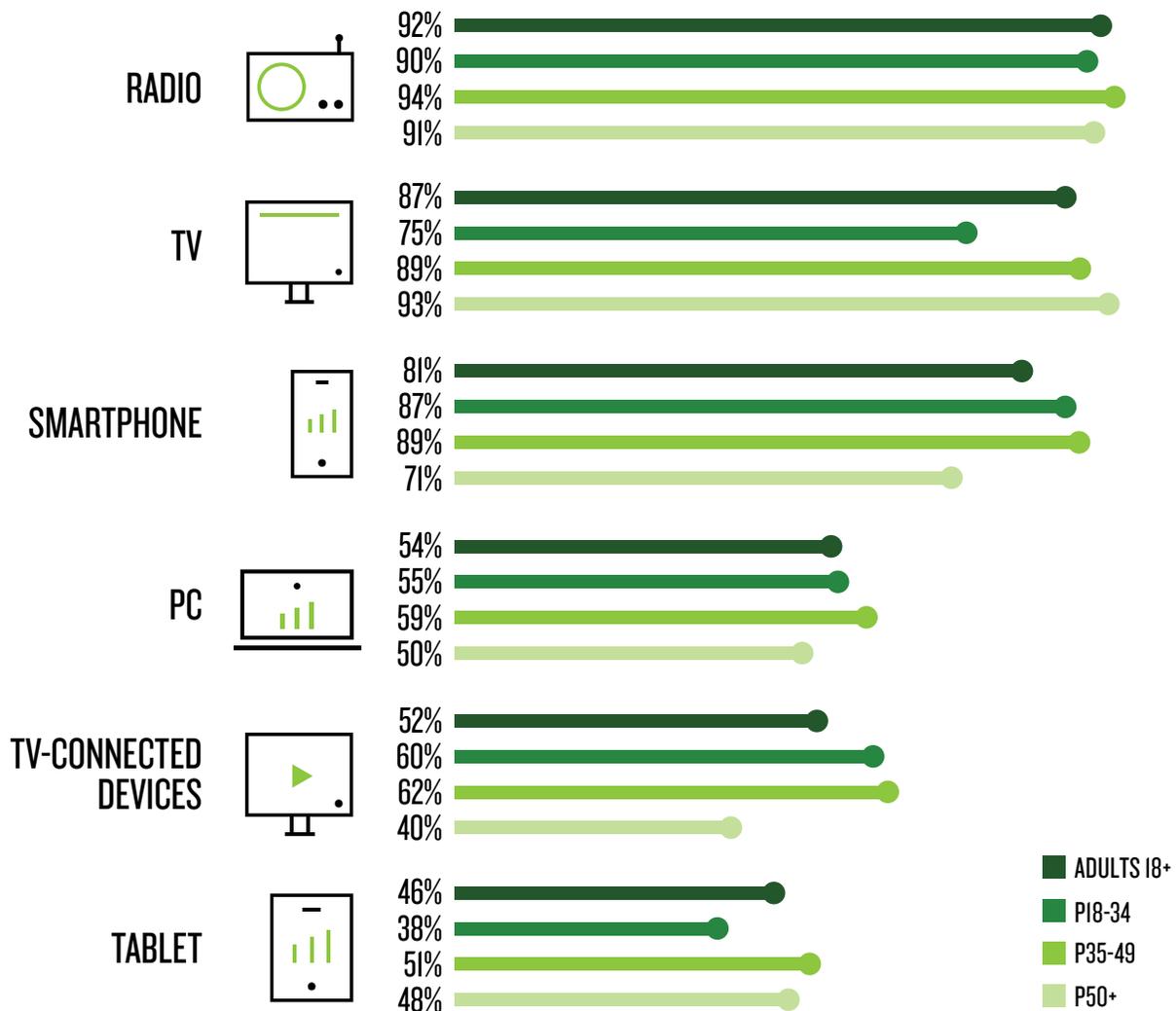


Source: Nielsen Audio National Regional Database, Fall 2018, Mon-Sun 5am-12mid, Weekly Cume and Average Audience, NRRC Affiliate Lists dated August/September 2018

COMPARING WEEKLY REACH

RADIO REACHES MORE AMERICANS EACH WEEK THAN ANY OTHER PLATFORM.

WEEKLY U.S. REACH (PERCENT OF POPULATION)



Source: Nielsen Total Audience Report Q4 2018
 TV = Live + DVR/Timeshifted TV
 TV Connected Devices = DVD, Game console, Multimedia Device, VCR

RADIO GETS RESULTS!

- **Radio is the leading reach platform: 93% of us listen to AM/FM radio over the airwaves, which is higher than TV viewership (85%), PC use (50%), smartphone use (74%), and tablet use (29%)**
- **265 million Americans 6+ listen to the radio each week;**
- **66 million Millennials use radio each week;**
- **Audio consumers are listening for more than 12 hours each week;**
- **The majority of radio usage comes from employed listeners; nearly three quarters of Generation X listeners work full-time.**

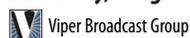
Source: Radio Advertising Bureau

BENEFITS OF LAKEJOB.COM



Lakejob.com is a leading resource for businesses and home owners to advertise their needs online. It receives an average of over 26 thousand hits per day. What other reason do you need to advertise on such a powerful community resource?

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PROMOTION AND SPONSORSHIP
OPPORTUNITIES

Includes Programming Coverage of:



KANSAS CITY
CHIEFS



SCHOOL OF THE OSAGE
INDIANS

Christmas on the Lake

Cruising on the Celebration Boat viewing decks, docks & homes decorated for Christmas benefiting local charities.

Ft. Myers Beach/Lake of the Ozarks Party

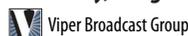
Meet your friends in Florida for this annual party the second Tuesday in January as we broadcast live!

Annual Beat the Winter Blues Trips

We've taken thousands of great people to tropical locations. Find out how you can be a part of this networking extravaganza.

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Camden/Miller/Benton 2023 County Coverage

M-SU 6A-12M

Persons 12+ --- Population:77,700

Stations Ranked by: AVERAGE RATING

STATIONS	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS	CUME RTG	TURN OVER	AVG COMP	WEEKLY TSL
1 KRMS A/F	900	1.1%	10.7%	16,500	21.3%	19.3	100.0%	6:33
2 KRMS-FM	600	0.8%	7.8%	13,800	17.8%	22.2	100.0%	5:41
tie KAYQ-FM	600	0.8%	7.6%	6,300	8.1%	10.3	100.0%	12:13
4 KCMQ-FM	500	0.7%	6.8%	12,900	16.7%	23.7	100.0%	5:20
5 KZWV-FM	500	0.6%	6.2%	12,800	16.4%	25.8	100.0%	4:53
6 KPOW-FM	300	0.4%	3.5%	3,200	4.1%	11.5	100.0%	11:00
tie KWTO-FM	300	0.4%	3.9%	2,700	3.4%	8.5	100.0%	14:54
COUNTY LEVELS:	8,000	10.3%		65,600	84.4%	8.2	100.0%	15:20

Note: KRMS A/F is KRMS-AM, KRMS-FM. County Coverage data from these counties: BENTON, CAMDEN, MILLER.

KRMS-FM, AM.....93.5, 1150AM, 97.5 & 103.3 FM
 KAYQ 97.1
 KCMQ..... 96.7

KZWV 101.9
 KPOW..... 97.7
 KWTO 93.3

2023 Radio County Coverage based on fieldwork from 2022
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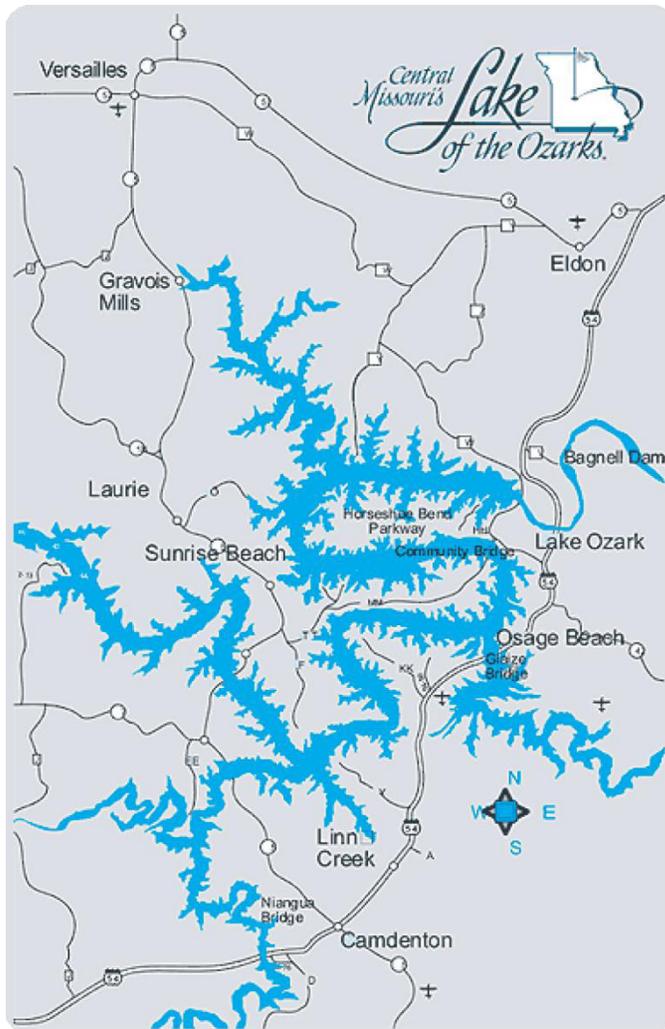
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 Arbitron.Inc. does provide one or more syndicated services which are accredited by the MRC.



WHAT IS THE LAKE OF THE OZARKS?

Geography:

- The Lake of the Ozarks is one of the fastest growing regions in Missouri
- KRMS is the only news/talk station in 5 surrounding counties and it covers all of Central Missouri
- 93.5 ROCKS is the most powerful station on the Lake of the Ozarks



During the months of March through September, millions visit the lake, making it the third largest region in Missouri!

- The lake runs 92 miles end to end, consists of 1150 miles of shoreline, and 65,000 second family lakefront homes where weekend visitors come and spend their money.

Population:

- The estimated full-time population of the Lake of the Ozarks region is 125,000
- Our April - Oct. weekend population Averages nearly 300,000

Entertainment:

- The Lake of the Ozarks serves as one of Missouri's most popular family vacation destinations
- The lake offers Fishing, Boating, Shopping, Golfing, Baseball Parks and State Parks
- 15 golf courses open to the public making the lake one of Central Missouri's premier golf destinations
- 100 marinas and marine service facilities
- Over 40 water-accessible restaurants

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