

# Who listens to WKZE?

So just who listens to WKZE? Not an easy question to answer, really. Because the listenership is as broad and diverse as the music itself.

To put it in its simplest possible terms: upscale, independent-minded, college-educated professionals. What kind of professionals? People like doctors, lawyers, teachers, contractors, and business owners. But in some ways that does not do the audience justice, because many more people than that listen. People who have moved here from the city listen, as 98.1 KZE represents all that is good about being in the country and away from the hub-bub of the city. Musicians listen, because music is a high interest category for them. Artists listen, because they also love the wide array of thought-provoking music we play. People listen who are tired of hearing the same few songs over and over and over again, because they want to be stimulated with something new and different.

And just what kind of music is it that's so new and different? Again, not an easy question to answer. WKZE plays acoustic and roots music of all kinds, including folk, americana and alt country; rock from artists both known and unknown, recent and from days gone by; local music; reggae, xydeco and world music; blues, bluegrass and jazz; in fact, just about any kind of music you can think of, except classical. The mix is truly eclectic. Which is why the station's slogan is "Musical Diversity."

We at WKZE often say, we are an oasis of difference in a sea of sameness. If you think that this music would appeal to the kind of people who frequent, or would frequent, your store, let us show you how to put 98.1 KZE to work for you.

7392 South Broadway, Red Hook, NY 12571  
Phone: 845-758-9810  
Fax: 845-758-9819



*Eclectic  
Innovative  
Independent*

Now playing:

Folk  
Blues  
Roots  
Rock  
Alt country  
Reggae  
World Music  
Jazz  
Folk Rock  
Bluegrass  
Newgrass  
Local Music  
Oldies  
Zydeco

**Winner of  
"Best Grown Up Radio Station"  
in Hudson Valley Magazine's Best of  
the Hudson Valley 2006 Readers' Poll**

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Serving The Berkshires  
The Litchfield Hills  
And the Mid-Hudson Valley  
With musical diversity!



# Basic Rate Card for 2009

Best time Available	\$38
Total Audience Plan	\$43
Drive Time	\$50

DRIVE:	Mon-Friday 6:00a-10a/3p-7p Sat/Sun 10a-3p
T.A.P.:	Total Audience Plan All dayparts in equal rotation 5am-10am, 10am-3pm, 3pm-7pm, 7pm-12am
B.T.A.:	Best Time Available, 24 hours

Discounts available for long term and annual plans.

Feature sponsorships available for weekdays and weekends. Cost: \$2000.

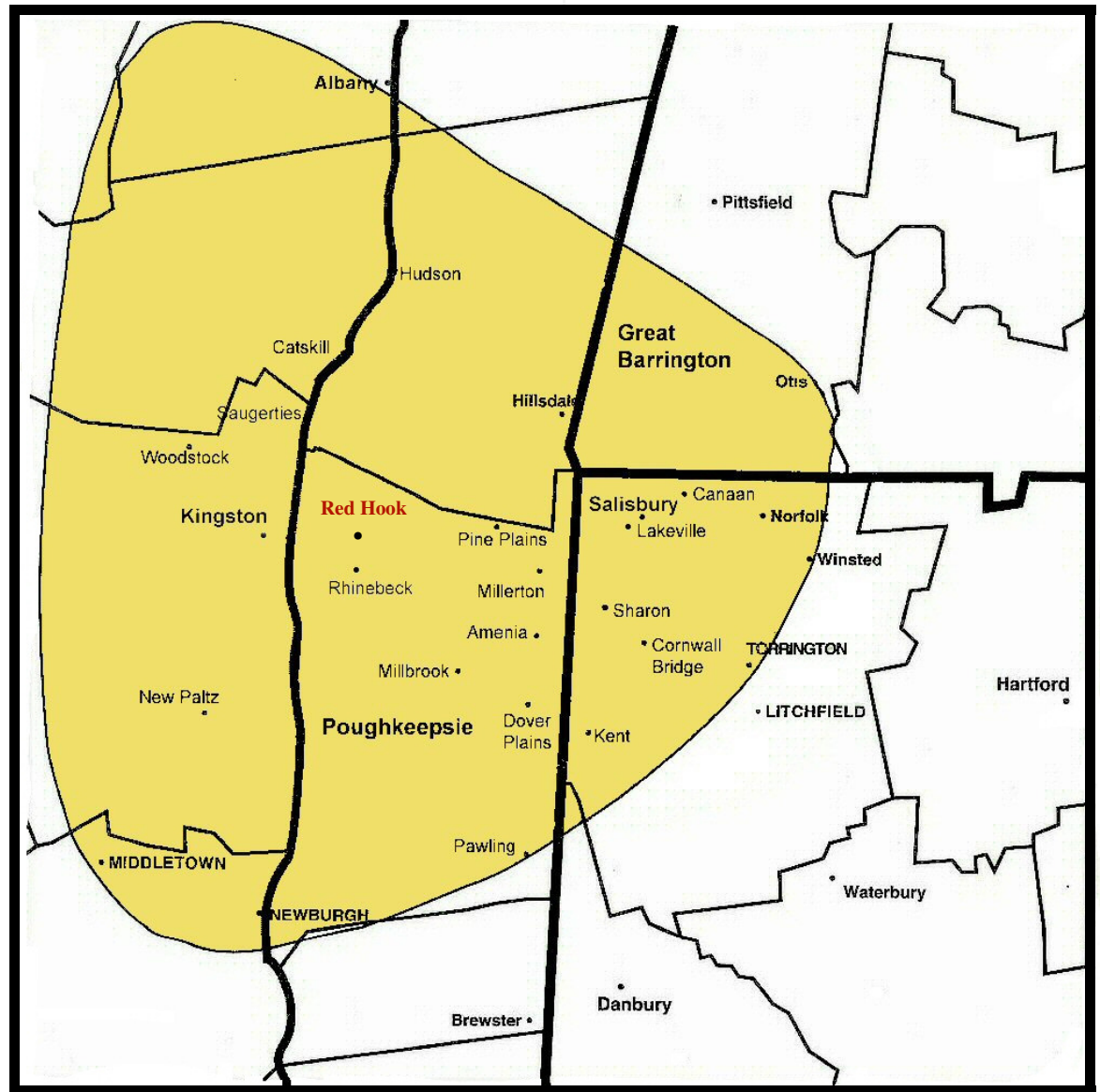
Optimizer (O.E.S.) Package: \$2000

:30's available for 20% less.

Prepaid schedules receive 20% additional commercials.

Remotes available upon request.

Rates are net to station and net 30. New advertisers subject to payment of first schedule or first month in advance. Credit limit: \$2500 or 90 days. Cancellations subject to 15% short rate charge.



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