



STATION SNAPSHOT

KKBQ-FM
HOUSTON, TEXAS

www.thenew93q.com

CALL LETTERS: KKBQ-FM

DIAL POSITION:	92.9 FM
OWNERSHIP:	Cox Radio, Inc.
BRAND:	The New 93Q
POSITIONING:	<i>"52 Minutes of Q Country Every Hour"</i>
SERVICE CLASS:	C - highest and most powerful FM class authorized by the FCC
SIGNAL POWER:	100,000 watts at 585 meters (1,919 feet) HAAT*
FORMAT:	Music-centered country station with an upbeat and entertaining "Top 40" presentation of today's country superstars and their hits.
CORE ARTISTS:	Kenny Chesney, Brad Paisley, Rascal Flatts, Keith Urban, Carrie Underwood, George Strait, Taylor Swift, Sugarland
FORMAT SINCE:	November 2000
TARGET DEMO(s):	Adults 18-49, Adults 25 - 54
INVENTORY:	Limited spot load. max of eight units (:60 or :30) per hour 9AM-5AM. Unit priced.
PROMOTIONS:	Local promotions rewarding local listeners - no national contests shared among many markets.
DRIVE TIME TALENT:	Tim Tuttle, Kevin Kline (M-F 5A-10A) Cactus Jack (M-F 3P-7P)
MAIN PHONE:	(713) 963-1200
FAX:	(713) 622-5457
WEB ADDRESS:	www.thenew93Q.com
NATIONAL REP:	Christal Radio
SISTER STATIONS:	KGLK-FM, KHPT-FM, KTHT-FM

*HAAT: Height Above Average Terrain, refers to altitude of station's antenna on the tower at the transmitter site.