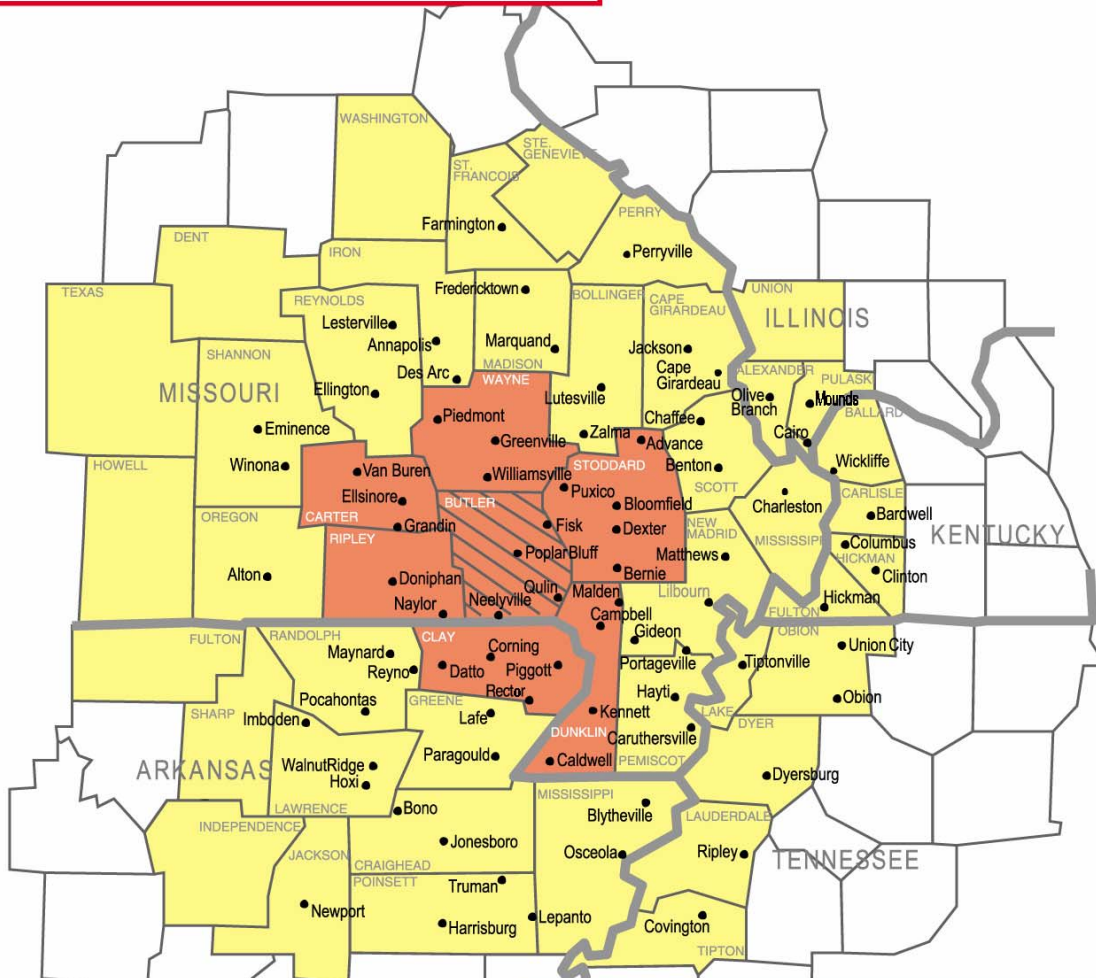




Z95.5 - The Bone - KJEZ

Butler County	
Population 18 years plus	30,011
# of Households	16,100
# of Households with Radios (99%)	15,939
Radio Set Count	89,258
Total Effective Buying Income	\$460,596,000
Total Retail Sales	\$406,322,000

Coverage that Counts!



Seven County Trade Area	
Butler, Carter, Clay, Dunklin, Ripley, Stoddard, Wayne Counties	
Population 18 Years Plus	113,967
# of Households	61,000
# of Households with Radios (99%)	60,390
Radio Set Count	338,184
Total Effective Buying Income	\$1,643,359,000
Total Retail Sales	\$967,432,955

M.R.R 1015 West Pine, Poplar Bluff, MO 63901
 573-785-0881 800-455-5962
 Fax 573-785-0646