

KQZR - THE REEL

Yampa Valley's Classic Rock YOUR COMPLETE MEDIA PARTNER

This Classic Rock format features mega star artists like The Beatles, The Rolling Stones, Led Zeppelin, The Who, Eagles, Van Halen, Aerosmith and Pink Floyd to name a few.

The Reel is **Genuine Classic Rock** and is true to its brand image. This format represents the "heart" of Classic Rock with a strong male audience skewing 35-49.

The audience is affluent, professional, and VERY active - living the mountain lifestyle skiing, hiking, biking, fishing, floating.

Consumers of things like nice cars, fine dining, recreational equipment, and personal care services, they know what they want and have the money to buy it.



Highly targeted radio and online streaming.



Interactive Opportunities with AMT Digital Services.



Active websites and Social Media pages.



Targeted events with Radiate Live Events.



THE **REEL** LISTENER IS A POWERFUL CONSUMER

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