



CALL LETTERS:	KKBQ-FM
DIAL POSITION:	92.9 FM
OWNERSHIP:	Cox Radio
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, Brooks & Dunn, Dierks Bentley, Sugarland.
FORMAT SINCE:	November 2000
TARGET DEMOS:	Adults 18 – 49, Adults 25 - 54
INVENTORY:	Limited spot load – eight units (:60 or :30) per hour outside of AM Drive (M-F 5a-9a). Unit priced.
PROMOTIONS:	Local promotions rewarding local listeners - no national contests shared among many markets!
MAIN PHONE:	(713) 963-1200
FAX:	(713) 622-5457
WEB ADDRESS:	www.thenew93Q.com
NATIONAL REP:	Christal Radio

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