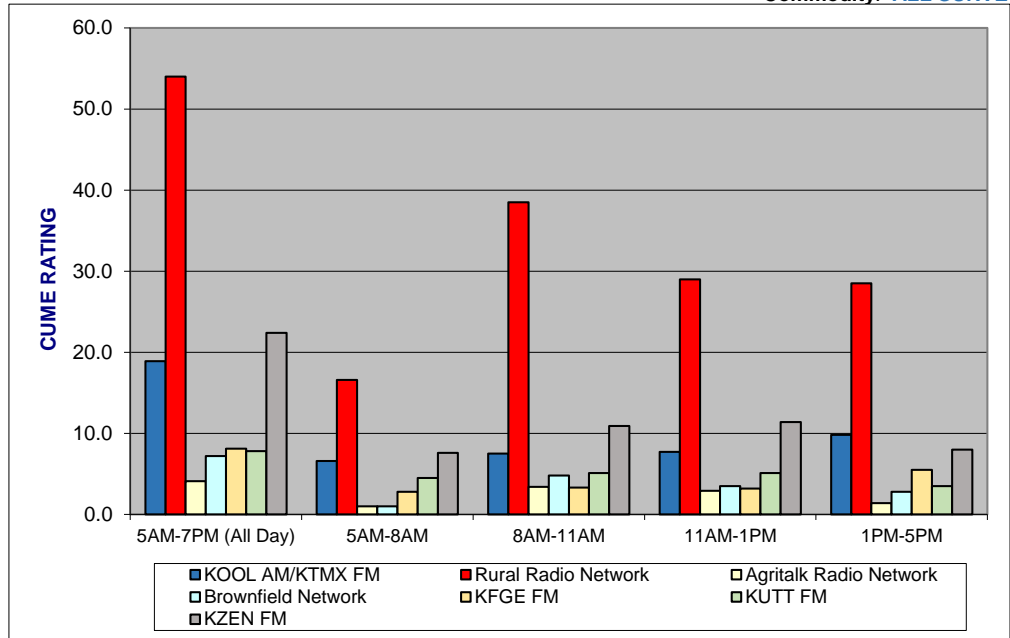
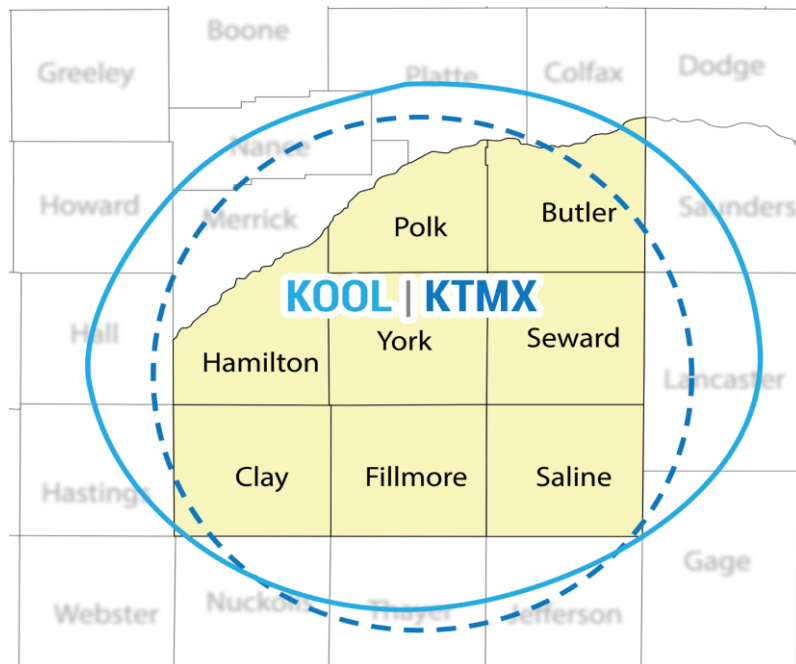


2016 Agricultural Audience Data KOOL AM/KTMX FM Primary Market Area

Commodity: ALL SURVEYS



| | 5AM-7PM (All Day) | | 5AM-8AM | | 8AM-11AM | | 11AM-1PM | | 1PM-5PM | |
|------------------------|-------------------|-------------|-------------|------------|-------------|------------|-------------|------------|-------------|------------|
| | AQH SHR | CUME RTG | AQH SHR | CUME RTG | AQH SHR | CUME RTG | AQH SHR | CUME RTG | AQH SHR | CUME RTG |
| KOOL AM/KTMX | 14.4 | 18.9 | 11.2 | 6.6 | 11.9 | 7.5 | 12.3 | 7.7 | 16.3 | 9.8 |
| Rural Radio Network | 53.3 | 54.0 | 44.5 | 16.6 | 61.5 | 38.5 | 51.5 | 29.0 | 50.8 | 28.5 |
| Agritalk Radio Network | 3.6 | 4.1 | 2.1 | 1.0 | 2.2 | 3.4 | 6.2 | 2.9 | 3.9 | 1.4 |
| Brownfield Network | 4.1 | 7.2 | 2.1 | 1.0 | 2.8 | 4.8 | 7.1 | 3.5 | 4.7 | 2.8 |
| KFGE FM | 4.9 | 8.1 | 4.0 | 2.8 | 2.1 | 3.3 | 5.5 | 3.2 | 7.9 | 5.5 |
| KUTT FM | 9.5 | 7.8 | 15.1 | 4.5 | 8.0 | 5.1 | 8.4 | 5.1 | 7.9 | 3.5 |
| KZEN FM | 15.5 | 22.4 | 17.6 | 7.6 | 16.0 | 10.9 | 15.7 | 11.4 | 16.0 | 8.0 |



NEBRASKA Butler, Clay, Fillmore, Hamilton, Polk, Saline, Seward, York



1309 Road 11
York, NE 68467
Phone: (402) 362-4433
Fax: (402) 362-6501
E-Mail: bleggett@ruralradio.com
www.1049maxcountry.com

AMR DATA is based on 170 surveys projected to a population of 3,002 farmers & ranchers in the KOOL and KTMX primary market area. Listed are leading stations and participating AM/FM combos with at least 4% Cume Ratings. All data has been weighted by the number of farmers/ranchers in the surveyed counties.

SURVEY METHOD was by telephone interview of farmers/ranchers with \$50,000+ in annual sales of agricultural products. Surveys were conducted in Spring 2016 by Ag Media Research.

AQH SHARE is a station's Average Quarter Hour persons audience expressed as a percent of the farm radio listenership in the selected area (share of audience during an average quarter hour).

CUME RATING is a station's total farm audience expressed as a percent of the farm population in the selected area (share of population that tuned in at least once during the daypart).



© 2016 Ag Media Research