

Rainbow

ZIP

Deep Purple

BLACK SABBATH

ALICE IN CHAINS

DIO

LYNYRD SKYNYRD

Whitesnake

AC/DC



The Cars

RATT



RUSH

LED-ZEPPELIN

U2

LITA FORD

ALICE COOPER

ALDO NOVA

ROCK 97-9

Real Rock Radio For Southern New Mexico  
97.5 FM Alamogordo

MÖTLEY CRÜE  
Cinderella

PANTERA



METALLICA  
QUIET RIOT

Heart

ZZ TOP  
BLACK SABBATH

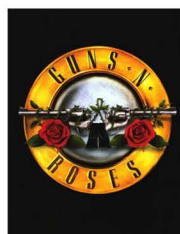


FOREIGNER

BAD CO

SCORPIONS

KISS



DEF LEPPARD

Judas Priest

MEDIA  
KIT

KTMN FM  
sales@rock97-9.com  
1-(575)-489-4547

2114 SCENIC DRIVE  
Alamogordo, NM 88310  
www.rock97-9.com



## DIGITAL/SOCIAL

[www.rock97-9.com](http://www.rock97-9.com)

[Facebook.com/rock97-9 KTMN](https://www.facebook.com/rock97-9 KTMN)

Like us on Facebook



## THE NOTES

Rock 97-9 has **short commercial breaks** meaning your message will be heard and not buried in a 8 or 9 minute commercial break like many other stations around us. Short commercial breaks and more music translates to higher TSL (Time Spent Listening), promoting in-office listening, listener loyalty and better opportunities to reach the valuable upscale adult consumer.

70% of the music we play, you can't hear anywhere else on the radio. Rock 97-9 pulls people from many formats across the board due to our **Classic Rock Format** and is the #1 style of music for the active duty personnel at Holloman AFB, White Sands Missile Range and Fort Bliss.

Rock 97-9 Plays only the **Biggest Hits!** It's like your iPod on shuffle. So listeners of all ages tune in, making Rock 97-9 the only station in Southern New Mexico with a true multi-generational reach.

Rock 97-9 is an exclusive format in Southern New Mexico and offers an excellent balance of male and female listeners.

## THE BASICS

### FREQUENCY:

**97.9 FM** Across Southern New Mexico

**97.5 FM** Alamogordo

**CALL LETTERS:** KTMN

**FORMAT:** Classic Rock

### SLOGAN:

**"Real Rock Radio  
For Southern New Mexico"**

### ARTISTS:

**AC/DC, Led Zeppelin, Def Leppard,  
Guns N' Roses, Aerosmith, Metallica, Black  
Sabbath, Motley Crue, Nirvana, Pearl Jam,  
Van Halen, Alice in Chains, U2**



## TARGET AUDIENCE

**Adults 18-64**

**50/49 Male/Female**

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**Michael Dunham**

"Listen all day at work!!"

**Evette Wood**

"My new Rock station.. I'm loving it"

**Susan Hardin Suttles**

"This station is awesome. Love it and telling everyone I know about it...Play on

# THE RESPONSE

## Rock 97-9 has gone viral!

Listeners began "liking"

Facebook.com/rock97-9KTMN  
right after the first broadcast. Here's what they are saying:

**Globug**

"I changed our in store radio to Rock 97-9! Customers even notice the great selection of music!"

**Ginger McFarling**

"I now have a station, like i used to listen to in Albuquerque!"

**Chris Foster**

"LOVE the new station, and keep it on in my truck all the time. I can hear the signal everywhere in Southern New Mexico. Please...please keep Rock 97-9 on the air!!!"

97.5 FM Alamogordo

**Jack Stevenson**

"Great new radio station! I love the fact that I have listened for a few days and haven't heard the same thing twice."

**Nancy Coverdale**

"You guys are the bomb...absolutely love this station!!! I take you everywhere...car, work and home. Hoping you're here to stay. Good Luck!"

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# WHY ROCK 97-9

**Rock 97-9, Southern New Mexico's  
fastest growing radio station!**

**It's obvious by the immediate and passionate listener feedback that Rock 97-9's  
Classic Rock format is already very popular with Adults 25 - 64**

The Classic Rock format has had **success coast to coast!**  
Many Southern New Mexico listeners have already  
commented on how they listen to **Rock 97-9** and are  
thrilled to hear **Rock 97-9 on both sides of the  
Sacramento Mountains.**

The Classic Rock format has a track record of quickly  
gaining listeners and share from Top 40, Country and  
Oldies stations. Rock 97-9 is like a gigantic iPod on  
constant shuffle, and it's free!

Rock 97-9's Classic Rock Format plays music from the **70's,  
80's & 90's.** Listeners love the variety. Since Rock 97-9  
never repeats the same song in the same day, Rock 97-9  
listeners enjoy the "thrill of variety" instead of the normal  
Top 40, Country & Oldies station's "agony of repeat."

Rock 97-9 has the **largest variety of Rock Music** of  
any station in Southern New Mexico.



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# Rock 97-9's PLAYLIST

(course, it's different every hour...)

<b>Bon Jovi</b>	<i>Livin' On A Prayer</i>
<b>Led Zeppelin</b>	<i>Stairway To Heaven</i>
<b>ZZ Top</b>	<i>Got Me Under Pressure</i>
<b>Alice In Chains</b>	<i>Man In The Box</i>
<b>AC/DC</b>	<i>Highway To Hell</i>
<b>Def Leppard</b>	<i>Foolin'</i>
<b>Aerosmith</b>	<i>Dude Looks Like A Lady</i>
<b>Bad Company</b>	<i>Rock &amp; Roll Fantasy</i>
<b>U2</b>	<i>Pride</i>
<b>Van Halen</b>	<i>Jamie's Cryin'</i>
<b>Nirvana</b>	<i>Smells Like Team Spirit</i>

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# LISTENERS

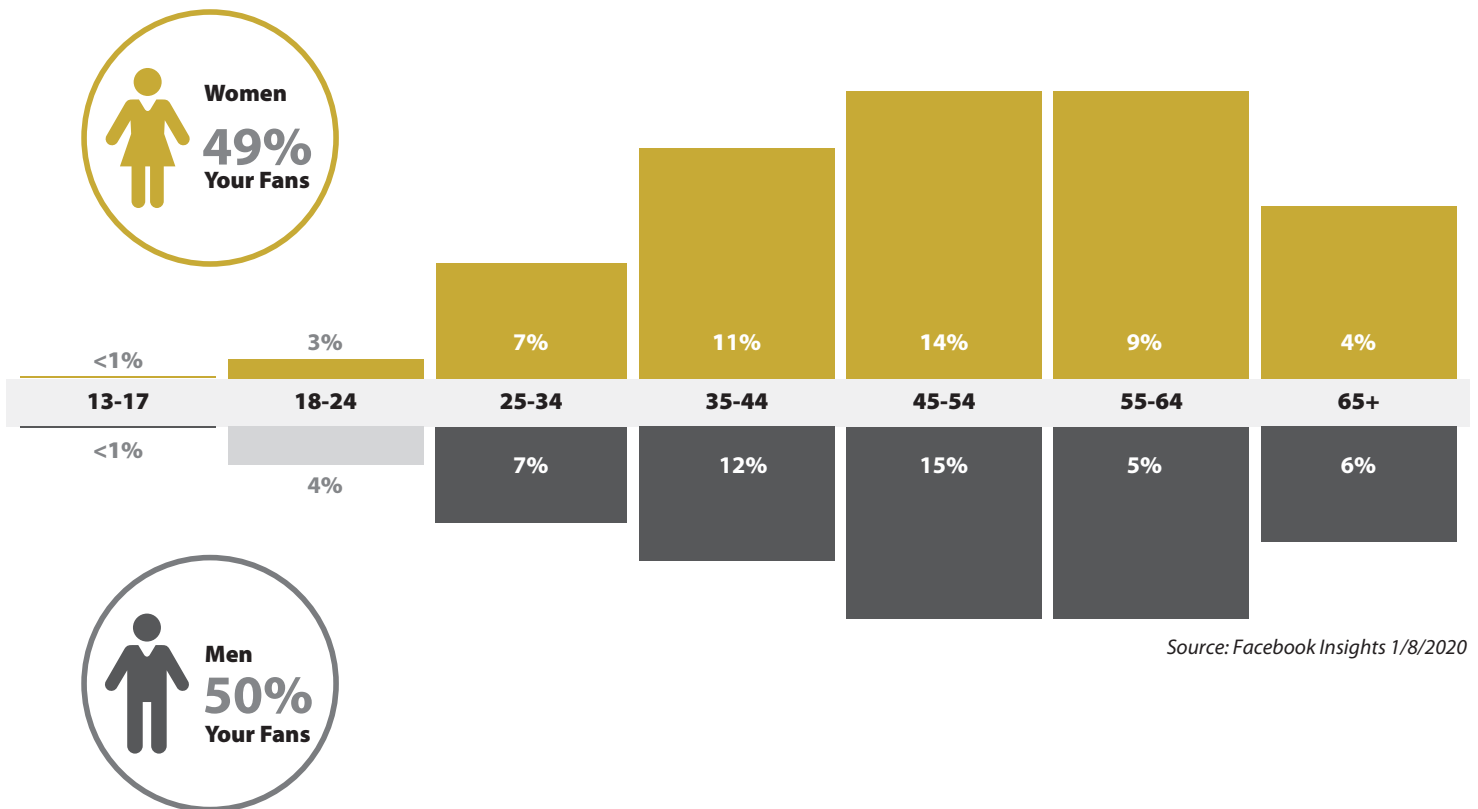
(your future customers)

Rock 97-9 has lots of friends – and it's growing everyday.

See it for yourself at [facebook.com/rock97-9KTMN](https://facebook.com/rock97-9KTMN)

## GENDER AND AGE

**Q: So who likes Rock 97-9?**



**A: Hmm... looks like about everybody.**



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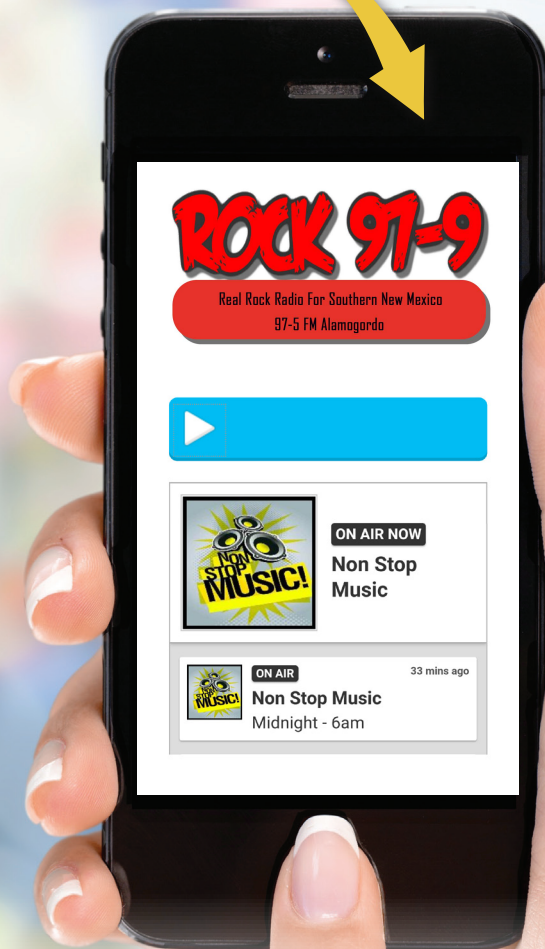
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# HOW TO LISTEN TO



streaming player



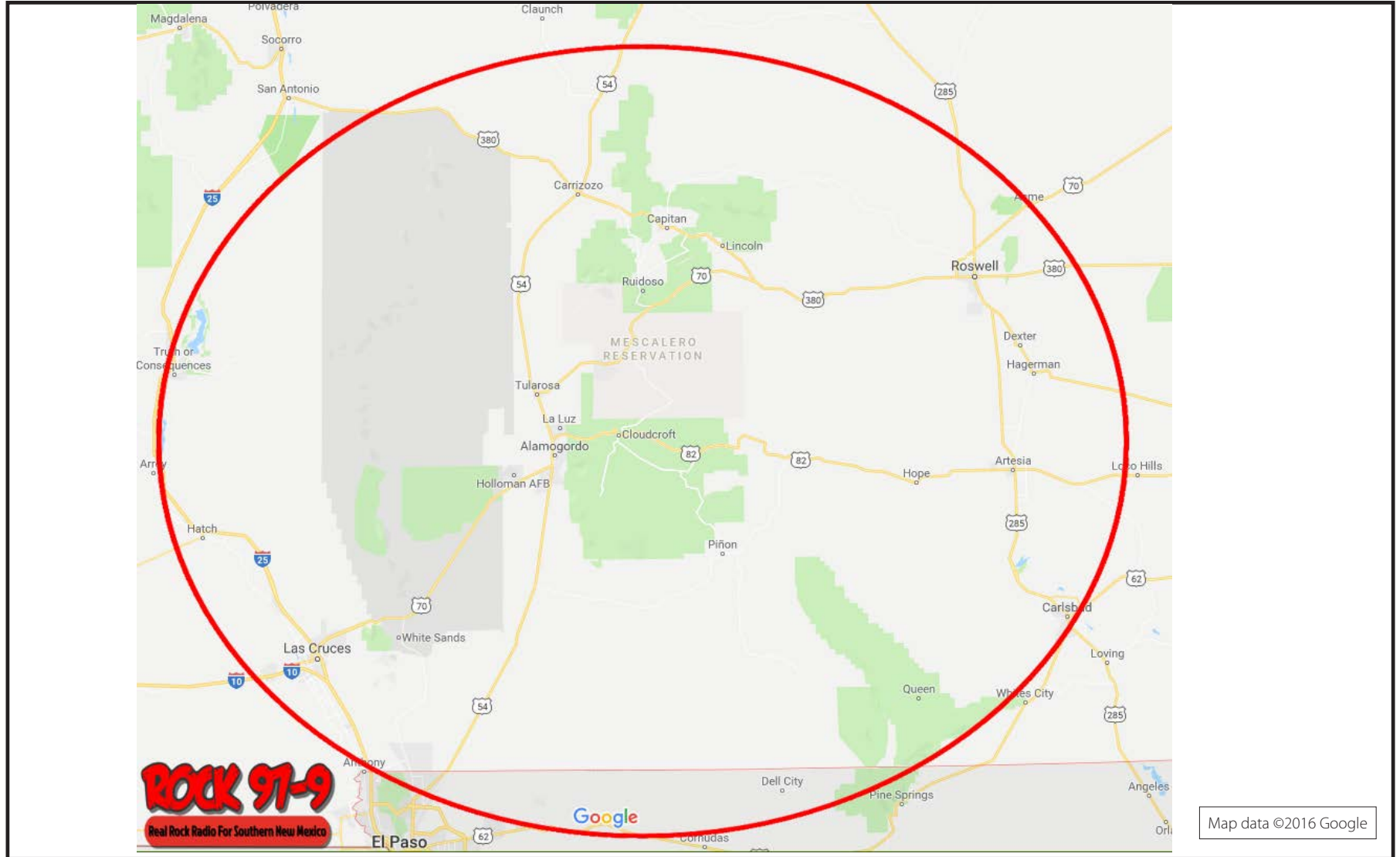
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# COVERAGE AREA



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