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KFIR 720 AM

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The voice of the valley...

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<http://kfir720am.com>

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Station Info

KFIR News/Talk 720am “The Voice of the Valley” started broadcasting in 1965.

Today it is the LARGEST non directional 10,000 watt AM radio station in the mid Willamette valley serving Albany, Corvallis, Lebanon, Salem, Sweet Home, and the surrounding areas with up to date news, weather, sports, and current affairs.

KFIRE as it is known today is dedicated to bringing our listeners the best talk radio programming available, the work week starts with Steve & Marty Live weekday mornings and is followed by one of the longest running shows in the state of Oregon “The Country Store.”

The KFIRE syndicated line up of Dennis Miller, Glenn Beck, Lars Larson, and the media phenomenon Cost to Coast AM are all accentuated by the 10,000 watts of power that are KFIR News/Talk 720am “The Voice of the Valley.” You can visit the Mid Willamette Valleys most powerful AM station at kfir720am.com.

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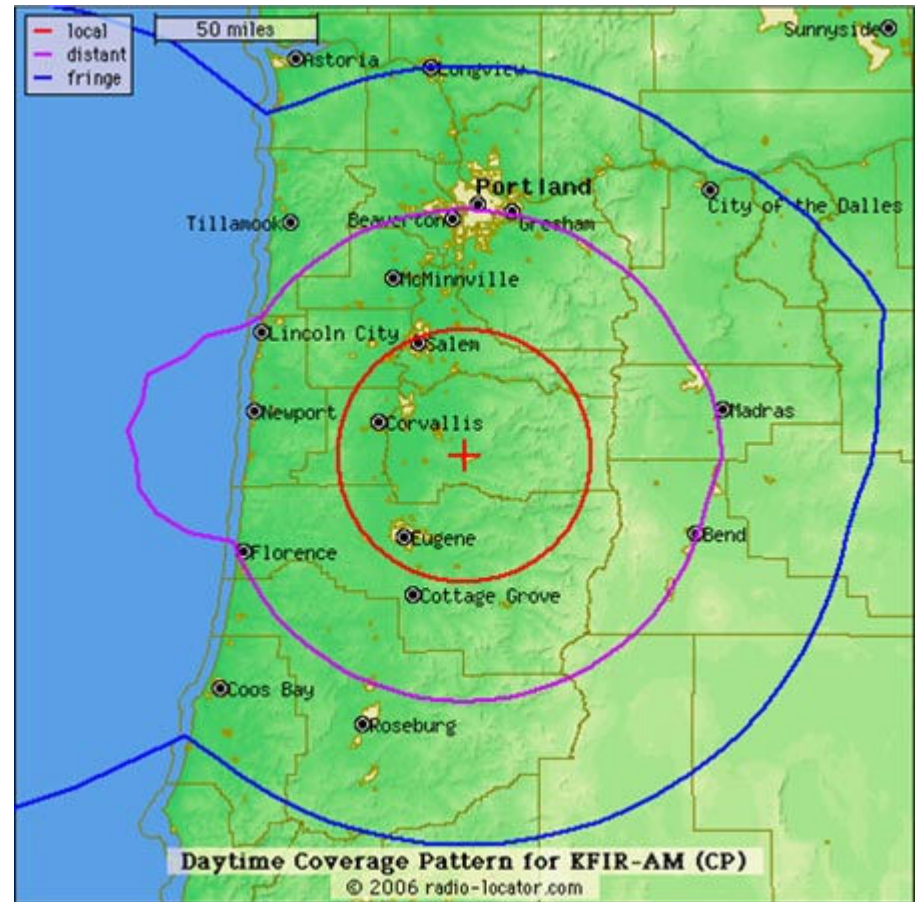
Now 10,000 Watts!

KFIR Coverage Map

County Populations

Lincoln County: 39,800
Polk County: 58,600
Linn County: 91,400
Benton County: 71,700
Coos County: 56,200
Douglas County: 89,900
Lane County: 290,900

TOTAL: 698,500



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KFIR's Audience

Target Demographic:

- Age 30-65
- Employed full-time
- Own their own home
- Household income \$50k+
- Well balanced, listeners approximately 50% male and 50% female

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KFIR listeners are stable home owners with disposable income.

- Close to 108 million people are over the age of 45, more than 40 percent of the population, with the majority of the buying power in the United States.
- They account for 70 percent of the U.S. net worth, controlling \$9 trillion.
- In the next 15 years, the 50-64 age popular will grow by 50 percent and the 65-plus population will grow 32 percent.
- The traditionally coveted 18-40 Gen-X and Gen-Y populations will grow only 3 percent combined.

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- Center for Media Research "Research Brief" | 4.4.07

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Why Advertise with KFIR?

- Radio delivers more advertising impressions per dollar than any other media. You will be able to get your message out to more people more frequently for fewer dollars by tapping into KFIR 720am listeners.
- Advertising attracts new customers. Newcomers to the area mean new customers to reach. The customer who would not consider your business previously may be a prime customer now.
- KFIR 720am listeners are older listeners who listen longer.

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Weekday Programming

Monday – Friday

- 12:00AM – 06:00AM Coast to Coast AM
- 07:00AM – 09:00AM Steve & Marty Morning' s
- 07:05AM – 07:10AM Huckabee Morning Report
- 08:35AM – 08:50AM Huckabee Midday Report
- 09:05AM – 10:00AM Country Store
- 10:00AM – 01:00PM Dennis Miller
- 01:00PM – 04:00PM Glenn Beck
- 03:32PM – 03:34PM Bill O'Reilly Talking Point 1
- 04:00PM – 07:00PM Lars Larson
- 06:32PM – 06:34PM Bill O'Reilly Talking Point 2
- 07:00PM – 08:00PM The Sports Geek
- 08:00PM – 12:00AM The Clark Howard Show

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Weekend Programming

Saturday

- 12:00AM – 06:00AM Coast to Coast AM
- 06:00AM – 09:00AM Handel on the Law
- 09:05AM – 10:00AM Country Store
- 10:00AM – 11:00AM Sams Gargage
- 11:00AM – 02:00PM Leo Laporte
- 02:00AM – 05:00PM Glenn Beck
- 05:00PM – 08:00PM Lars Larson
- 08:00PM – 10:00PM Phil Valentine
- 10:00PM – 06:00AM Coast to Coast AM

Sunday

- 06:00AM – 07:00AM Country Store
- 07:00AM – 08:00AM Sams Garage
- 09:00AM – 12:00PM Dennis Miller
- 12:00PM – 03:00PM Leo Laporte
- 03:00PM – 06:00PM Lars Larson
- 06:00PM – 07:00PM Phil Valentine
- 07:00PM – 10:00PM Bill Cunningham
- 10:00PM – 06:00AM Coast to Coast AM