

KJIM 1500 AM

THE MEMORY MAKER

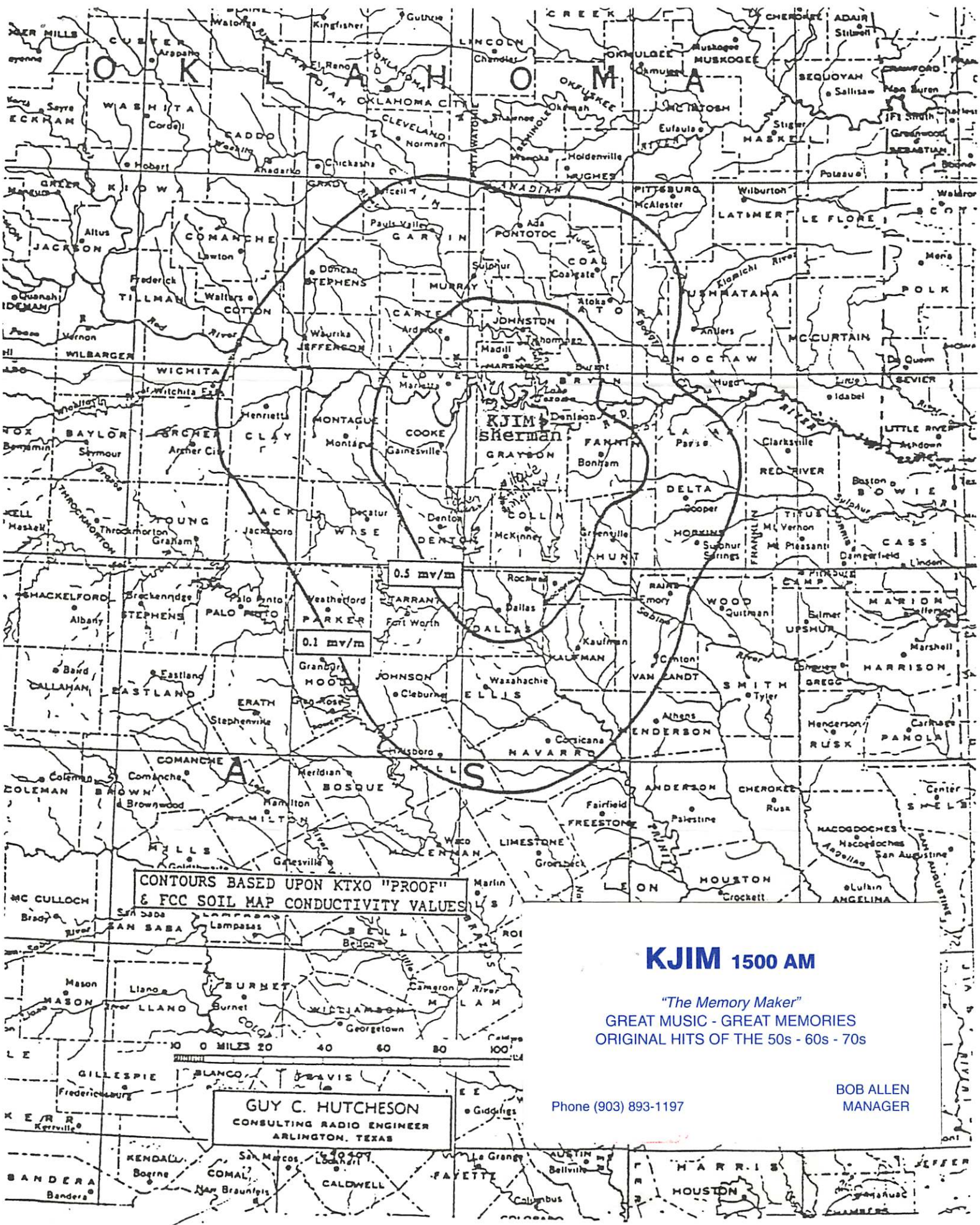
At KJIM we play the original hits of the 50's, 60's, 70's and today's current standards.

Sixty-three percent of the advertising directors at America's one hundred largest companies know that advertising targeted to mature Americans pays off in increased sales.

Demographics for Grayson county show it leads the nation with over 47% of its population over the age of 40.

The 55+ generation controls 70% of the nation's wealth. Adults 55+ represent a huge marketing potential. KJIM will assist you by tapping into the expanding and lucrative universe of mature Americans.

Today's consumers spend an average of five hours a day on the 'GO', and there is only one media that goes everywhere they do, RADIO....



CONTOURS BASED UPON KTXX "PROOF"
& FCC SOIL MAP CONDUCTIVITY VALUES

GUY C. HUTCHESON
CONSULTING RADIO ENGINEER
ARLINGTON, TEXAS

KJIM 1500 AM

"The Memory Maker"
GREAT MUSIC - GREAT MEMORIES
ORIGINAL HITS OF THE 50s - 60s - 70s

Phone (903) 893-1197

BOB ALLEN
MANAGER