

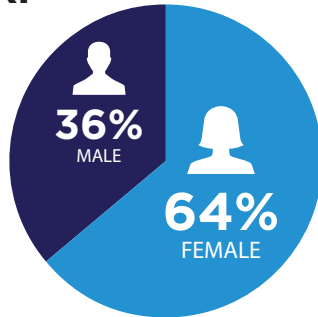
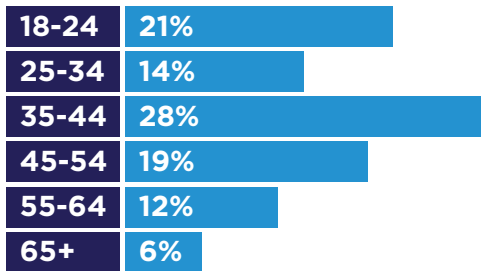


# THE MOST MUSIC FOR YOUR WORK DAY!

Events include:  
Radiothon

Key 103 has the potential to reach **74,700** 12+ listeners each week, that's 67,200 in Washington, DC and 7,500 in the Mid-Atlantic!

We deliver three generations of listeners: Gen Z, Millennials, and Gen X.



We lead with female decision makers!

## Key 103 Lineup



Key 103 Morning Show with  
**Dina Carole**  
Mon-Fri 6a-10a



**Logan**  
Mon-Fri 10a-3p



**Curly**  
Mon-Fri 3p-7p



**Erin**  
Mon-Fri 7p-12m

**Over \$1.3 Billion** in potential annual spending power!

Invite Hot AC listeners in their peak acquisition years into your business.



**39%**  
One+ children (<18)



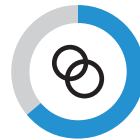
**27%**  
Plan to perform a home improvement in the next year



**56%**  
College graduate+



**49%**  
More likely than the market average to be a CEO



**64%**  
Married



**81%**  
Homeowner



**37%**  
Plan to invest in stocks, bonds, or mutual funds



**76%**  
Earn \$75,000+