

KLTK/ LA MAS MEXICANA



CALL LETTERS: KLTK-AM
STATION: LA MAS MEXICANA
FREQUENCY: 1140 AM
POWER: 5000 WATTS
FORMAT: MEXICAN REGIONAL
TARGET LISTENER: HISPANIC 18-54 M-54% F-46%

Mission

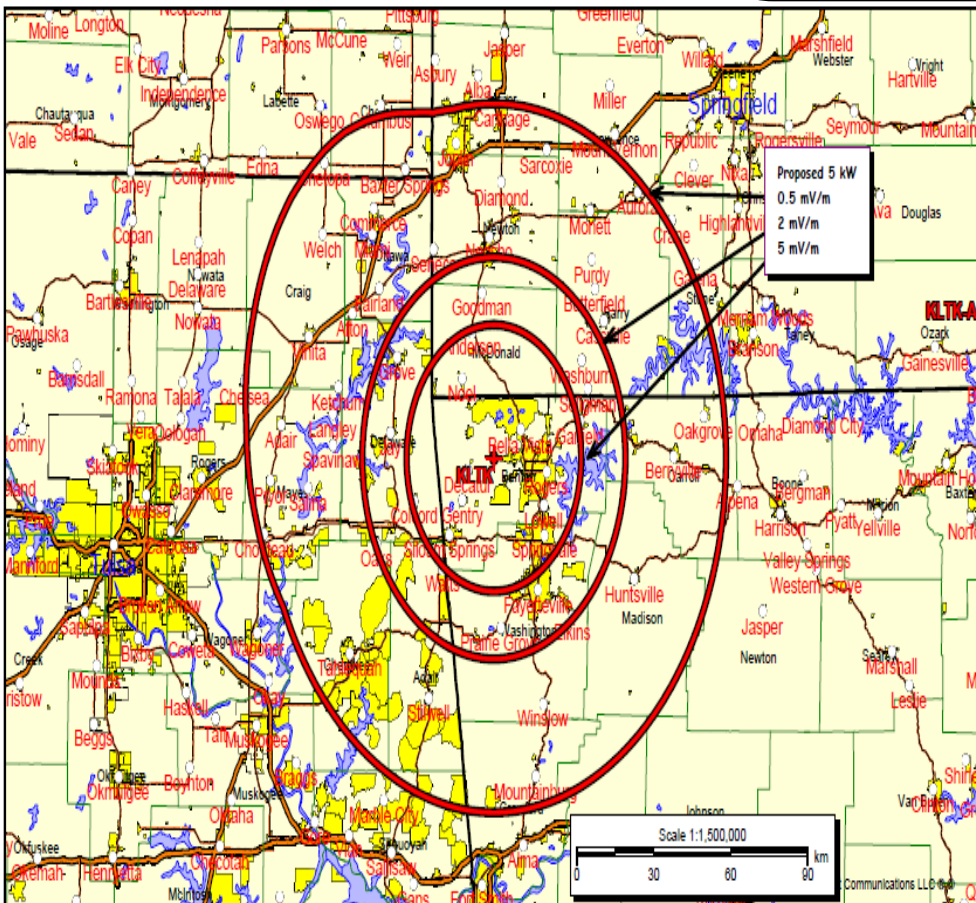
- To entertain our community with the best music variety and radio shows.
- To serve and support the growth of our community with reliable information.
- To become the radio outlet of choice for companies interested in reaching Arkansas Latino community

Coverage Map

- According to FCC signal records, our signal can be heard as shown:

60 SECOND SPOTS			30 SECOND SPOTS		
M-F	6AM-10AM	\$35	M-F	6AM-10AM	\$25
M-F	10AM-3PM	\$40	M-F	10AM-3PM	\$30
M-F	3PM-7PM	\$35	M-F	3PM-7PM	\$25
S&S	6AM-10AM	\$25	S&S	6AM-10AM	\$15
S&S	10AM-3PM	\$30	S&S	10AM-3PM	\$20
S&S	3PM-7PM	\$25	S&S	3PM-7PM	\$15

RECORDING FEES:
Will produce high quality radio spots for a \$100



2-HOUR LIVE BROADCAST

- Thirty (15 seconds) pre-recorded pro-mo's the week of the event
- Thirty (30 seconds) live mentions the week of the event
- Four "live" call-ins during the broadcast
- Our station vehicle
- La Mas Mexicana on-air personality
- Giveaways such as CD's, T-shirts, pens

Total investment: \$1000 (talent fee \$ 200)

There are several ways to promote your brand or business, ask your rep for options that start as low as \$200/week