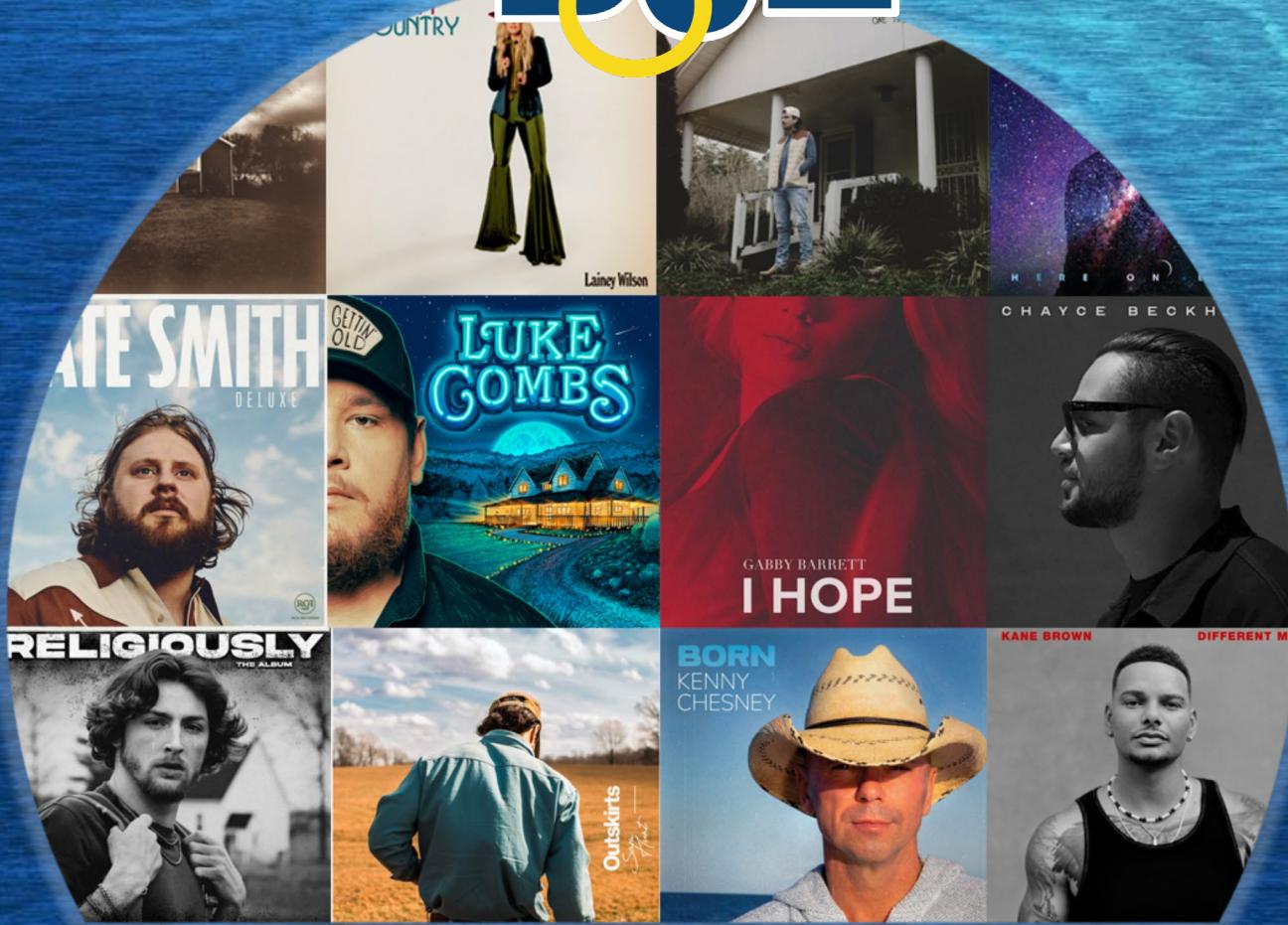


98.9 THE BULLSM





Country for the PNW!

Weekday Line-up:

- Tanner in the Mornings
- Chelsea for your workday
- T.J. in afternoon drive
- B-Dub evenings

Home of Fitz National
Sunday Morning Top 40
Country Countdown



Weekly P18+ Listeners

202,700



Weekly P18+ In-Car Listeners

185,500



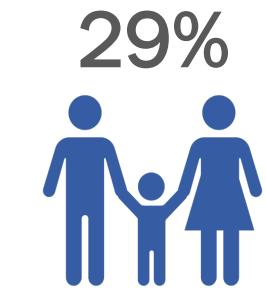
P18+ Social Media Users

127,899



P18+ Smart Speaker Listeners

72,130



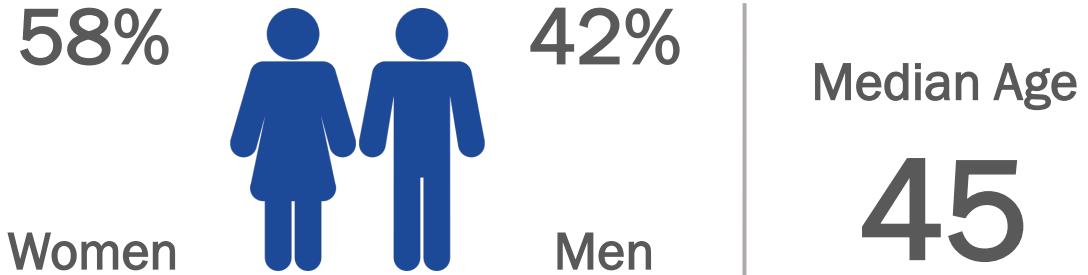
29%
One or more
children in HH



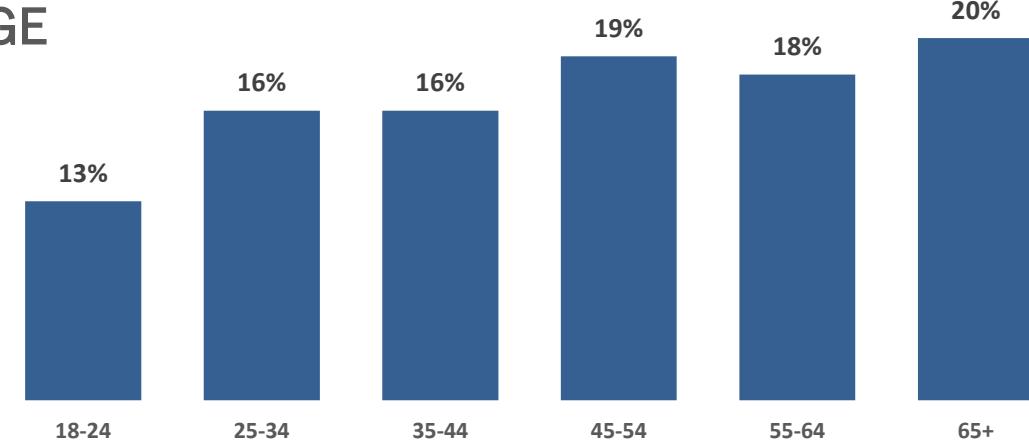
70%
Homeowners



57%
Married



AGE

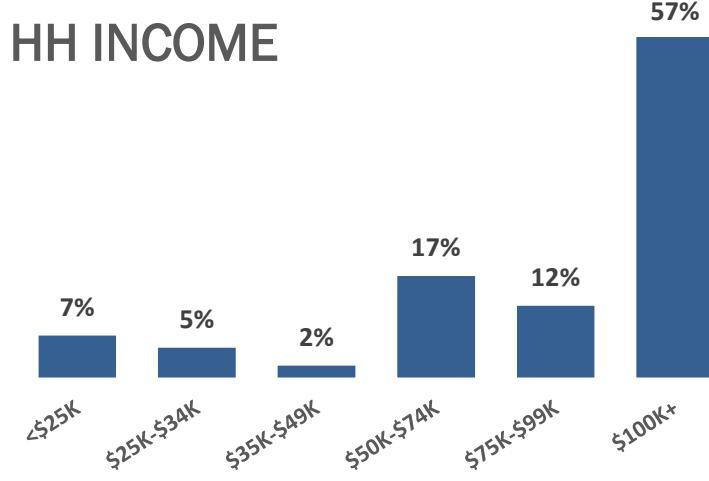


Employed
Full-Time
64%

White
Collar
55%

Blue-
Collar
19%

HH INCOME



98.9 Personalities



Tanner 6A-10A

Chelsea 10A-3P

T.J. 3P-7P

B-Dub 7P-12A