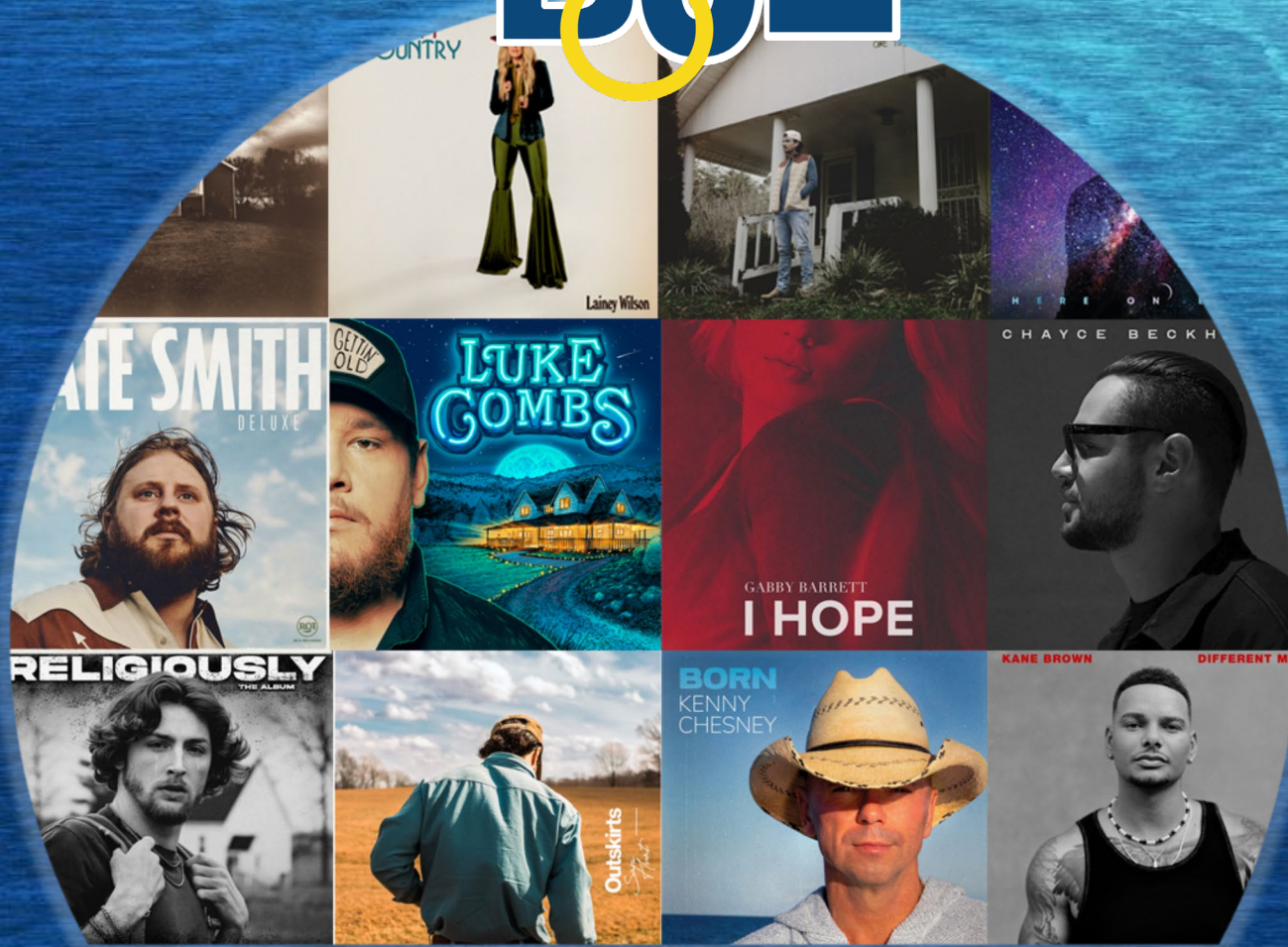


98.9

THE
BULL





Country for the PNW!

Weekday Line-up:

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

Full Time in-market
promotions team to attend
and magnify events

Home of Fitz National
Sunday Morning Top 40
Country Countdown

Programmed in Seattle by
Scott Mahalick



Weekly P18+ Listeners

202,700



Weekly P18+ In-Car Listeners

185,500



P18+ Social Media Users

127,899



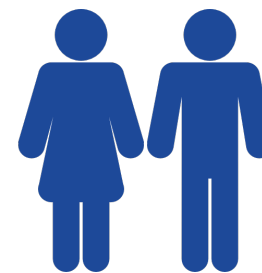
P18+ Smart Speaker Listeners

72,130



58%

Women



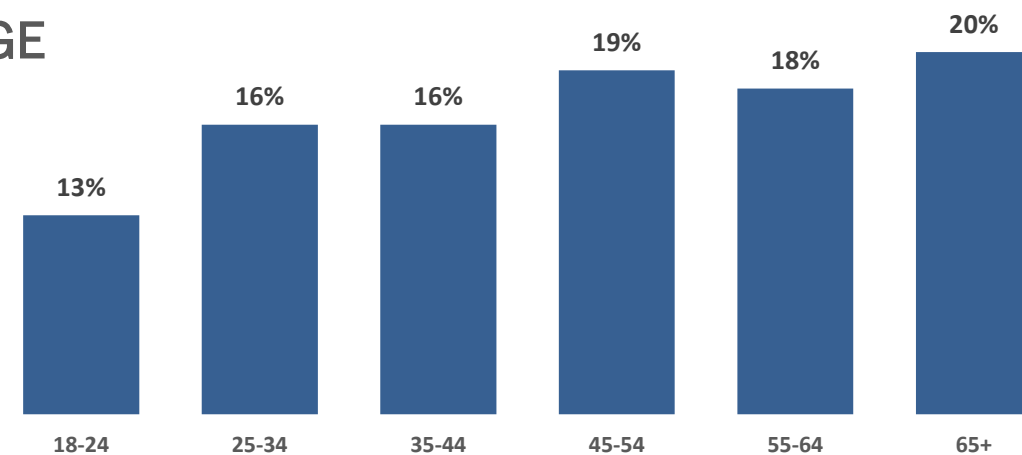
42%

Men

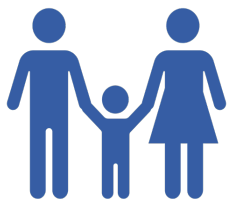
Median Age

45

AGE



29%

One or more
children in HH

70%



Homeowners

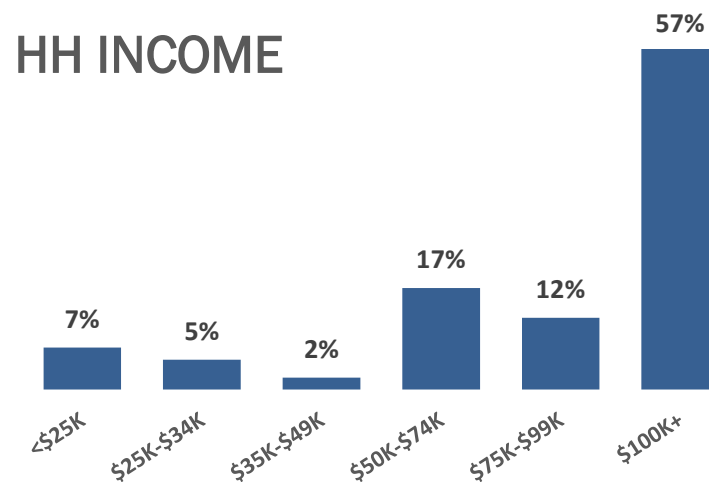
57%



Married

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