



Viper Communications, Inc.

5715 Osage Beach Parkway □ Osage Beach, MO 65065

THE BENEFITS OF ADVERTISING WITH US



Our team of professionals can help put together an advertising campaign designed for your company's specific sales and marketing needs. To see how a targeted campaign can drive new potential customers to your business is just a phone call away!

As an advertiser, you can get your message to potential customers more quickly and creatively than ever:

- We offer the industry's most competitive rates.
- Special promotions, community activities, remotes and contests.
- Web service availability, complete with hyperlinks to your website, business directory and more!



Only Digital HD Commercial Stations in Missouri outside St. Louis & Kansas City



KRMS FM HD1 93.5
HD2 104.9
HD3 97.5 & 103.3
HD4 98.7

LIVE streaming on the internet to your computer or phone allows your message to be heard around the world.

Access our websites to learn more about us:

- www.krmsradio.com
- www.935rocks.com
- www.classiccountry1049.com
- www.987thecove.com
- www.lakejob.com

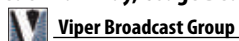


"Your Success is Our Greatest Reward"

Contact Our Sales Team

Phone: 573-348-2772

5715 Osage Beach Parkway, Osage Beach, MO 65065



PROGRAM HIGHLIGHTS

NEWS/TALK 1150 AM
KRMS
97.5 FM 103.3 FM



The Ozarks this Morning
M-F 6am-9am

National and local news at the top and bottom of every hour, as well as sports at :10 and :40. Plus, local interviews concerning the issues and happenings around the lake region with the largest morning show staff.

Morning Magazine
M-F 9am-11am

Listener call-in show. Interviews with the national and local celebs and newsmakers.

The Ozarks Today
M-F 4pm-6pm

National and local news at the top and bottom of every hour, as well as sports at :15 and :45. Plus daily market reports and local interviews concerning the issues and happenings around the lake region.

WE ALSO FEATURE THE VERY BEST NATIONAL TALK SHOWS

"America's #1 Radio Show"

JIMMY FAILLA
11am-2pm



"Real life, love and money with America's most trusted money guy."

DAVE RAMSEY
2pm-3pm



RICH VALDES
9 pm - Midnight



"America at Night"

SHOW ME TODAY
3pm-4pm

MARK LEVIN
6pm-9pm

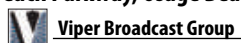


"Recipient of the prestigious Ronald Reagan Award."

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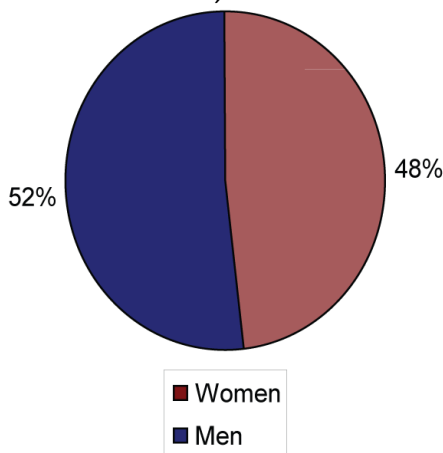


STATION DEMOGRAPHICS

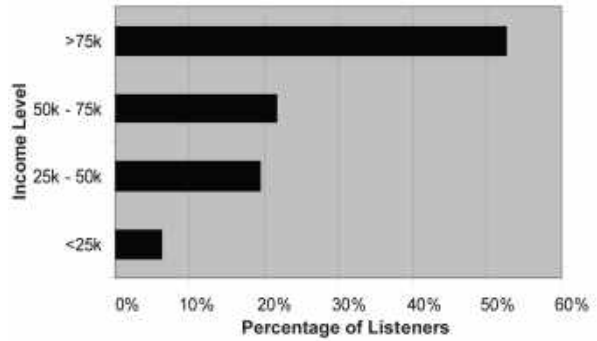
*Education
Persons 18+*

Education Level	Percentage
<12th Grade	1.3%
High School Graduate	6.8%
Some College	20.3%
College Graduate	71.6%

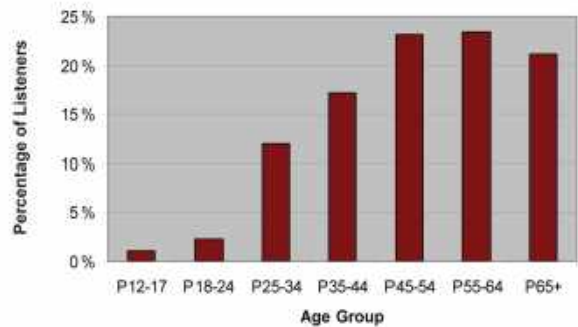
*Listeners 18+
Mon-Sun, 6AM-Mid*



*Household Income
Persons 18+*



*Audience Composition
Mon-Sun, 6AM-Mid*



KRMS listeners:


- 71.6% are college graduates
- 20.3% have had some college
- 6.8% have high school educations
- More than 90% are over the age of 35
- More than 46% are over 55
- They're heavy Internet users
- 53% have incomes over \$75,000

KRMS listeners share a thirst for knowledge and they've acquired the life experience necessary to make solid, informed decisions!

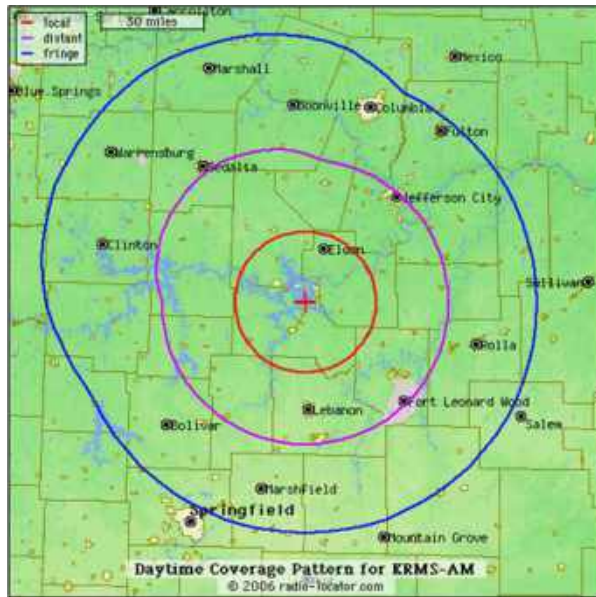
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 Viper Broadcast Group

LAKE AREA COVERAGE MAPS

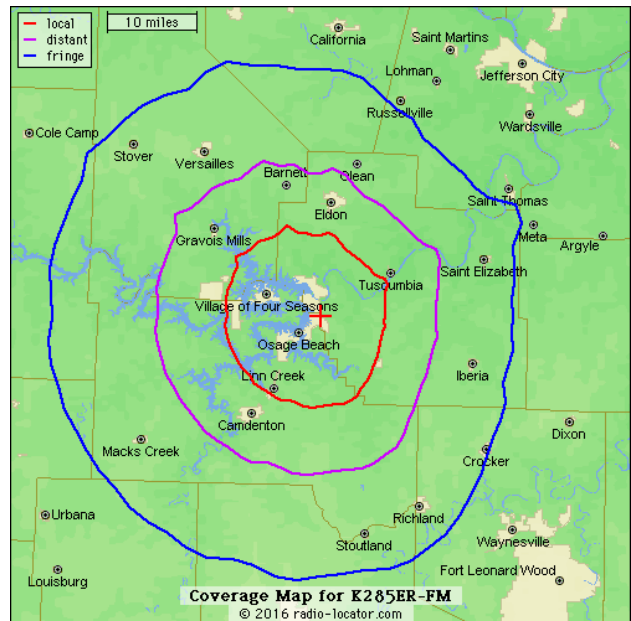


KRMS-AM 1150

"Your commercial is heard on all three stations because we simulcast"



KRMS- FM 97.5

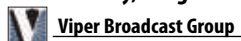


KRMS- FM 103.3

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93.5 ROCKS

PLAYS YOUR FAVORITE MUSIC...

Combining new and classic music to appeal to rock lovers of every age!



We've mixed ACTIVE and Classic Rock to give you a broader audience appeal and a station that never grows old. SUCCESS for advertisers on 93.5 Rocks is based on the ability to target and deliver high quality content to a large, interactive, lifestyle-oriented and responsive audience. We provide a strong and reputable source for helping increase business and community awareness of everything that encompasses Central Missouri.

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—Phone: 573-348-2772—

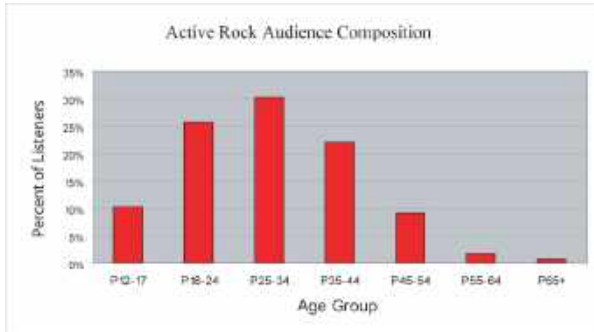
5715 Osage Beach Parkway, Osage Beach, MO 65065



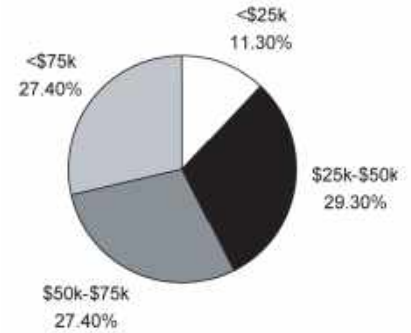
Viper Broadcast Group



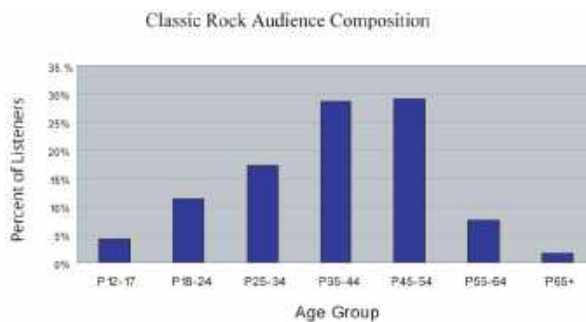
STATION DEMOGRAPHICS



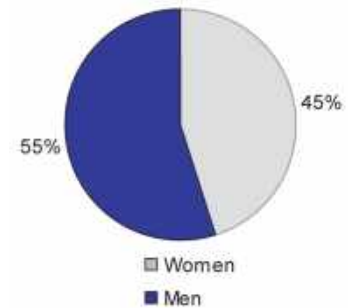
Combined Income



Education Level	Percentage
<12th Grade	7.3%
High School Graduate	34.2%
Some College	38.7%
College Graduate	19.8%



Combined Listeners 18 +



93.5 Rocks listeners:

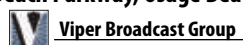
- 92.7% are high school graduates
- More than 82% are between 18-44
- They're heavy Internet users
- 27.4% have incomes over \$75,000
- 56.7% have incomes \$25-\$75K

93.5 Rocks listeners are a powerful group that is sought after for their far and wide influence on consumer spending.

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STATION DEMOGRAPHICS



93.5 Rocks

Great Marketing Opportunities...

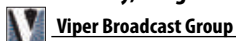
The Only High Definition Station in Central Missouri



93.5 Rocks is a mainstream rock station, mixing the best classic rock with the best new rock. We attract listeners at home or at work, but mostly in their car. 93.5 Rocks provides excellent advertising opportunities on the radio or on the website - 93.5rocks.com

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THE LAKE'S CLASSIC COUNTRY



“As country as it gets”

You'll love your favorite superstars from the 80's and 90's. We think you'll be pleasantly surprised to hear great songs from the legends like Johnny, Merle, Waylon, and Willie. We mix hits from the true superstars from the past few years to keep the station fresh.

Real Country Artists. Real Country Songs.



classiccountr1049.com

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Viper Broadcast Group

THE LAKE'S CLASSIC COUNTRY



COUNTRY MUSIC DEMOGRAPHICS

- Country music is the #1 format for adults in the 18-54 age demographic.
- Women (54%) are slightly more likely to prefer country music when compared to men.
- 3 out of 4 households that listen to country music own their own home.
- 2 out of 3 households that listen to country music own at least one pet.
- 56% of people who listen to country regularly have full-time employment.

BUYING POWER

- 41% of all professional or managerial jobs are filled by people who describe themselves as country music fans.
- 44% of all hybrid vehicle owners belong to the country music demographics.
- Country music fans comprised 45% of all charitable contributions last year.

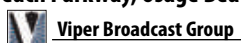
COUNTRY MUSIC LISTENERS:

- 24% of country music fans have college degrees
- 30% have some college
- 81% say that having dinner with their family every night is important

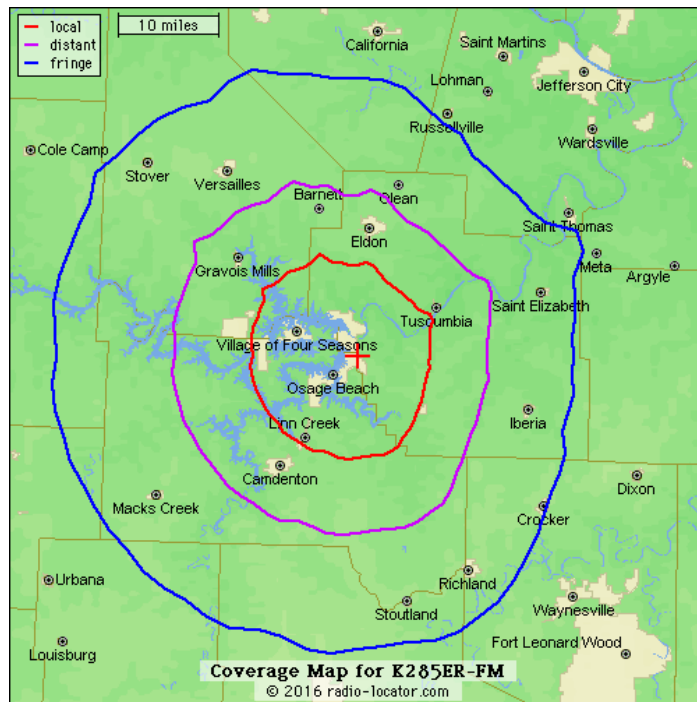
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CLASSIC COUNTRY COVERAGE MAP



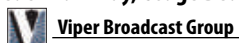
CLASSIC COUNTRY 104.9 FM

Classic Country 104.9 is the only Classic Country Station at the Lake of the Ozarks. It's easy to listen to our stream at work, home, in the car or on the go on your mobile device, laptop, or desktop. No app required! This is as Country as it gets!

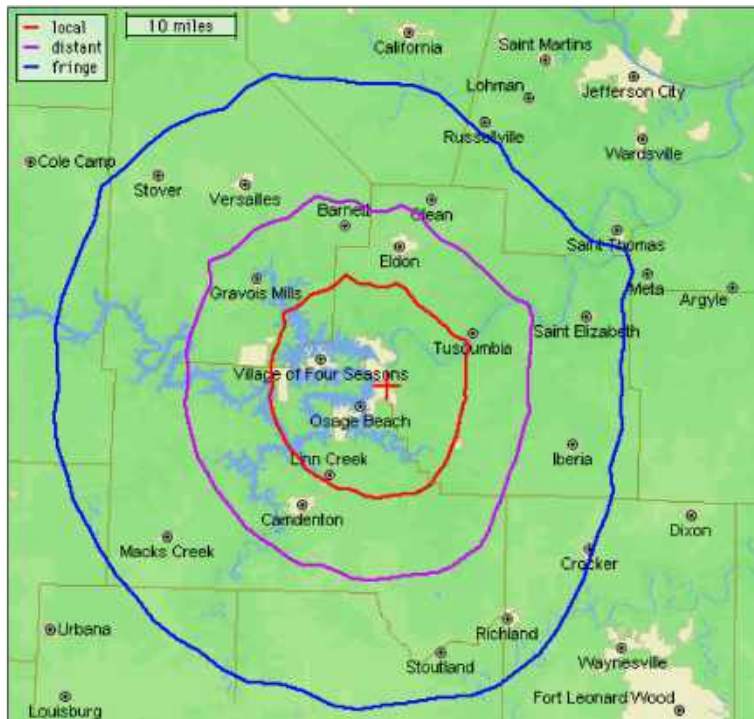
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THE COVE COVERAGE MAP



98.7 THE COVE

Great Music for the Good Life

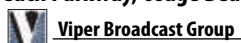
The new 98.7 The Cove plays soft, relaxing favorites from the five decades for Lake of the Ozarks. We mix soft oldies with adult hit favorites from artists like Elton John, Billy Joel, The Carpenters, Neil Diamond, and Celine Dion. Then we mix in contemporary American songbook standards from artists like Rod Stewart, Tony Bennett and Bette Midler. Easy to listen to all day long, on-air, online, or on the go, this is Great Music for the Good Life.

987TheCove.com

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SOFT AND RELAXING 98.7



DEMOGRAPHICS, BUYING POWER & LISTENERS

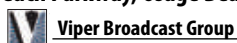
98.7 The Cove connects our advertisers with our listeners in a powerful and cost-effective way. The Cove reaches the Lake's 35 Years and Older Adults and creates true integrated marketing solutions for your business through on-air, online with our website, and event sponsorships. The Cove, The Lake's newest radio station targets Adults 35+. Our listeners are above average among Lake residents. The majority are highly educated homeowners with above average disposable income.

- The Cove is the softest spot on the Lake's radio dial, with limited commercial interruptions – providing an enhanced environment for advertisers' messages.
- Our Marketing Specialists are trained to help you identify key marketing challenges, develop solid marketing strategies, and create on-target solutions.
- 98.7 The Cove offers multi-platform marketing solutions integrating on-air commercial schedules, website, and event sponsorship to some of The Lake's most desirable events - contact us for more information!

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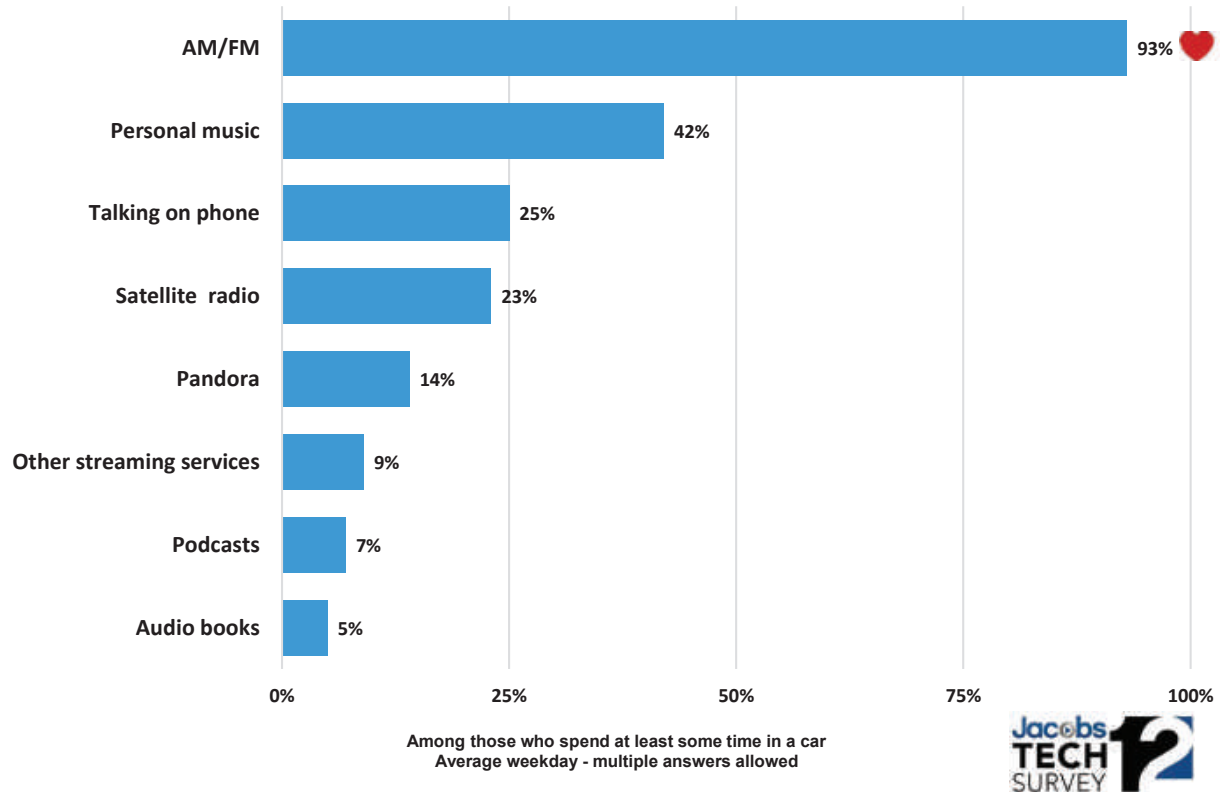
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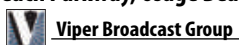


DEMOGRAPHIC SURVEYS

More than 9 in 10 listen to AM/FM radio in a car during an average weekday.



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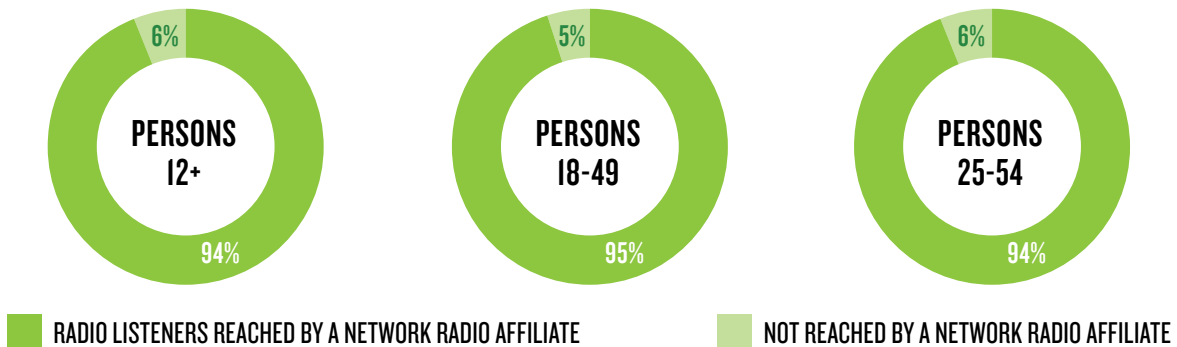


NETWORK RADIO REACHES A WIDE VARIETY OF AMERICANS

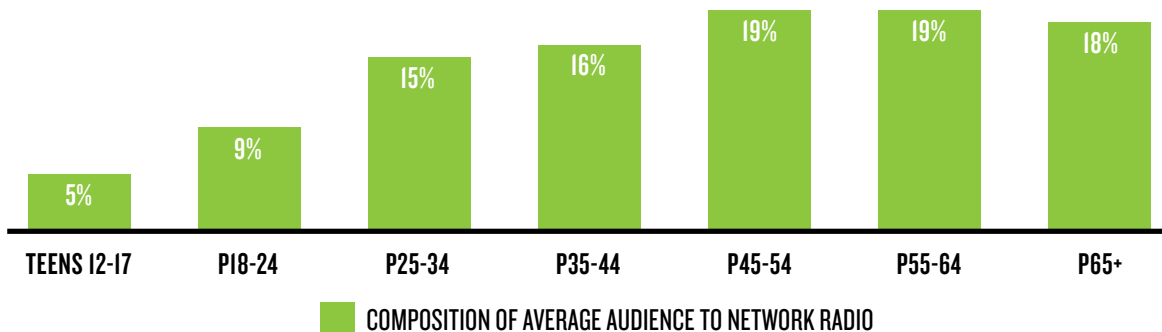
Network programming and services are radio's national currency: A large and diverse catalog of syndicated audio content, which includes everything from 24-hour music channels to sports talk and political analysis, as well as some of the biggest personalities in radio.

The list of stations and affiliates that combine to represent network radio is immense, and so is its audience.

94% OF RADIO LISTENERS TUNE TO A NETWORK-AFFILIATED STATION EVERY WEEK



BECAUSE THE MAJORITY OF RADIO LISTENERS ARE ALSO REACHED BY NETWORK AFFILIATES, THE NETWORK AUDIENCE CLOSELY MIRRORS THE TOTAL RADIO AUDIENCE.

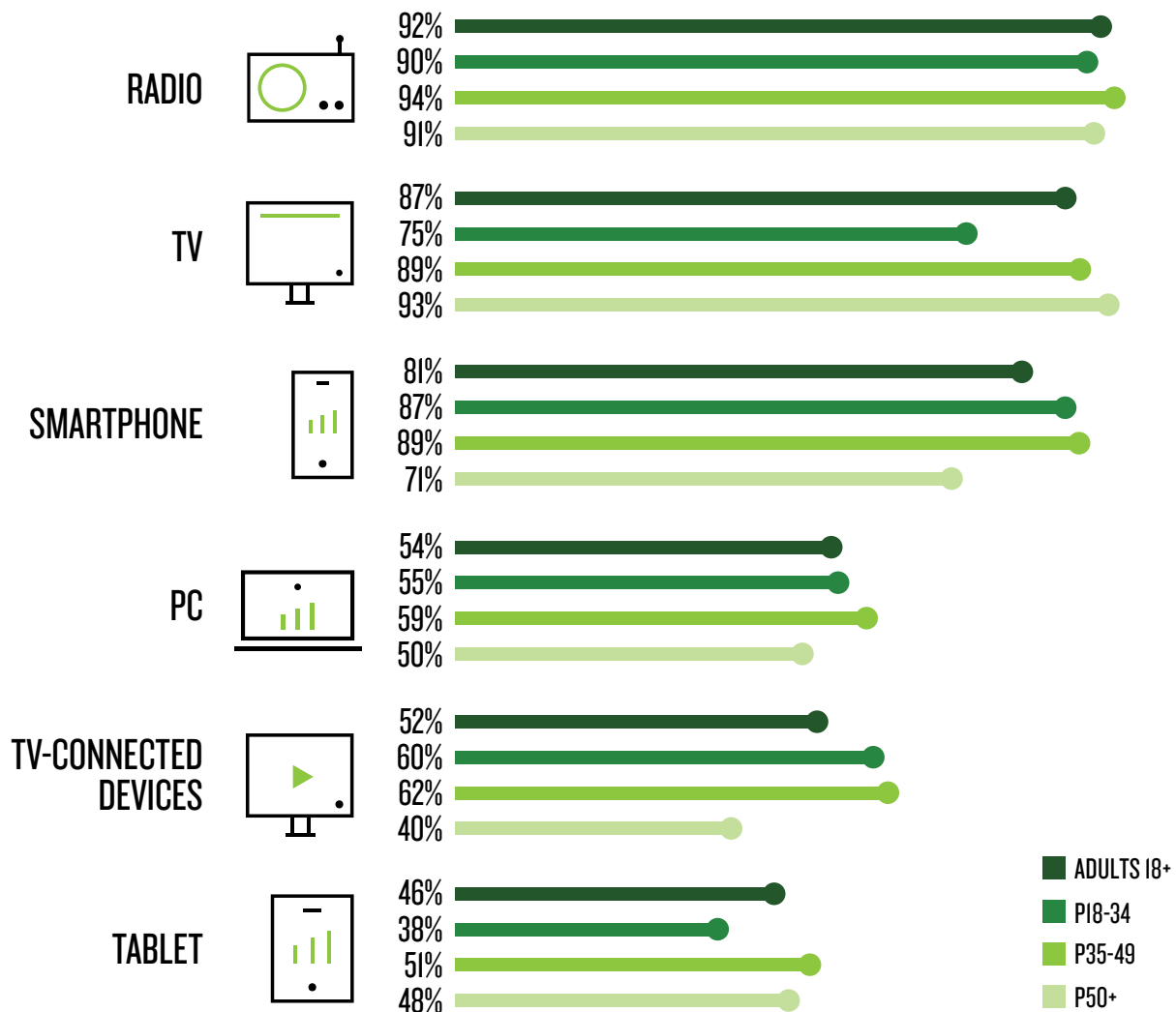


Source: Nielsen Audio National Regional Database, Fall 2018, Mon-Sun 5am-12mid, Weekly Cume and Average Audience, NRRC Affiliate Lists dated August/September 2018

COMPARING WEEKLY REACH

RADIO REACHES MORE AMERICANS EACH WEEK THAN ANY OTHER PLATFORM.

WEEKLY U.S. REACH (PERCENT OF POPULATION)



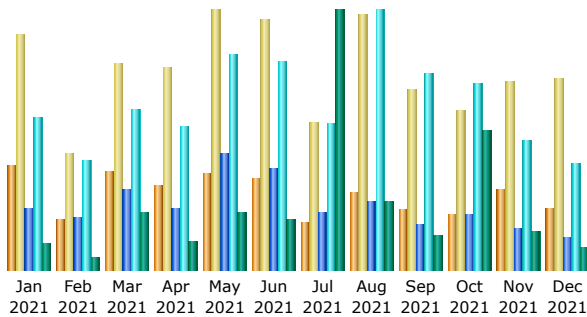
Source: Nielsen Total Audience Report Q4 2018
 TV = Live + DVR/Timeshifted TV
 TV Connected Devices = DVD, Game console, Multimedia Device, VCR

RADIO GETS RESULTS!

- **Radio is the leading reach platform: 93% of us listen to AM/FM radio over the airways. TV viewership (85%), PC use (50%), smartphone use (74%) , and tablet use (28%)**
- **265 million Americans 6+ listen to the radio each week;**
- **66 million Millennials use radio each week;**
- **Audio consumers are listening for more than 12 hours each week;**
- **The majority of radio usage comes from employed listeners; nearly three quarters of Generation X listeners work full-time.**

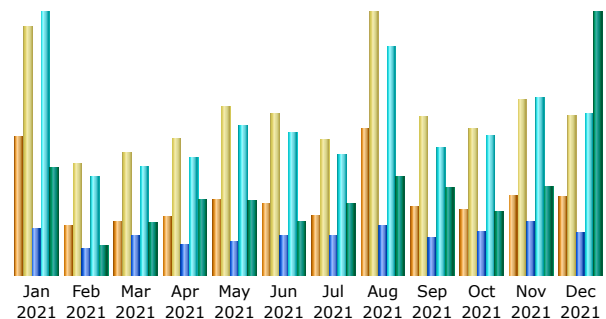
Source: Radio Advertising Bureau

**Web Analytics for
www.935rocks.com**



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2021	3,480	7,850	27,914	68,815	6.08 GB
Feb 2021	1,655	3,859	23,998	49,198	2.81 GB
Mar 2021	3,285	6,884	36,427	73,149	13.42 GB
Apr 2021	2,800	6,708	27,755	65,146	6.39 GB
May 2021	3,182	8,621	52,369	98,069	13.14 GB
Jun 2021	3,025	8,324	46,443	94,562	11.72 GB
Jul 2021	1,555	4,894	25,869	66,398	60.42 GB
Aug 2021	2,548	8,524	30,760	117,774	15.98 GB
Sep 2021	2,006	5,989	20,408	89,450	7.86 GB
Oct 2021	1,861	5,273	25,235	84,659	32.45 GB
Nov 2021	2,658	6,234	18,670	58,684	8.79 GB
Dec 2021	2,027	6,366	14,638	48,339	5.23 GB
Total	30,082	79,526	350,486	914,243	184.30 GB

**Web Analytics for
www.KRMSradio.com**



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2021	130,425	234,887	2,004,211	11,281,478	820.53 GB
Feb 2021	46,386	104,845	1,116,474	4,219,782	215.06 GB
Mar 2021	49,741	114,797	1,634,453	4,649,597	389.00 GB
Apr 2021	54,043	128,432	1,281,811	5,029,085	575.85 GB
May 2021	70,343	158,653	1,427,783	6,400,316	559.71 GB
Jun 2021	67,242	151,650	1,675,608	6,102,087	400.24 GB
Jul 2021	56,057	128,084	1,661,256	5,143,266	541.50 GB
Aug 2021	139,125	248,053	2,104,933	9,795,026	752.91 GB
Sep 2021	63,536	149,608	1,597,256	5,512,721	661.13 GB
Oct 2021	60,652	138,893	1,856,204	5,987,630	480.31 GB
Nov 2021	75,550	166,349	2,298,509	7,631,991	668.10 GB
Dec 2021	73,146	150,314	1,771,918	6,937,405	1.95 TB
Total	886,246	1,874,565	20,430,416	78,690,384	7.87 TB

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Viper Broadcast Group

KRMS TV 32

Lake Ozark

OVER THE AIR CHANNEL LINEUP

Some full time networks you can watch for FREE are:

- | | |
|--|---|
| 32.1 COZITV | TV shows from the past 3 decades |
| 32.2 Real America's Voice | Conservative news & talk shows |
| 32.3 OAN | One America News Network |
| 32.4 Get TV | Classic movies & TV Shows |
| 32.5 Buzzer | The Game Show Channel |
| 32.6 Fun Roads | Travel Show |
| 32.7 NOST (The Nostalgia Network) | Family friendly classic movies from the 1940's to early 1980's |
| 32.8 Daystar | Religion |
| 32.9 Weather Nation | Continuous Weather |
| 32.10 The Country Network | Music Videos & Shows |
| 32.11 Local Information Channel | |

We sell commercials on Channels 1, 2, 6, 10 & 11

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Viper Broadcast Group

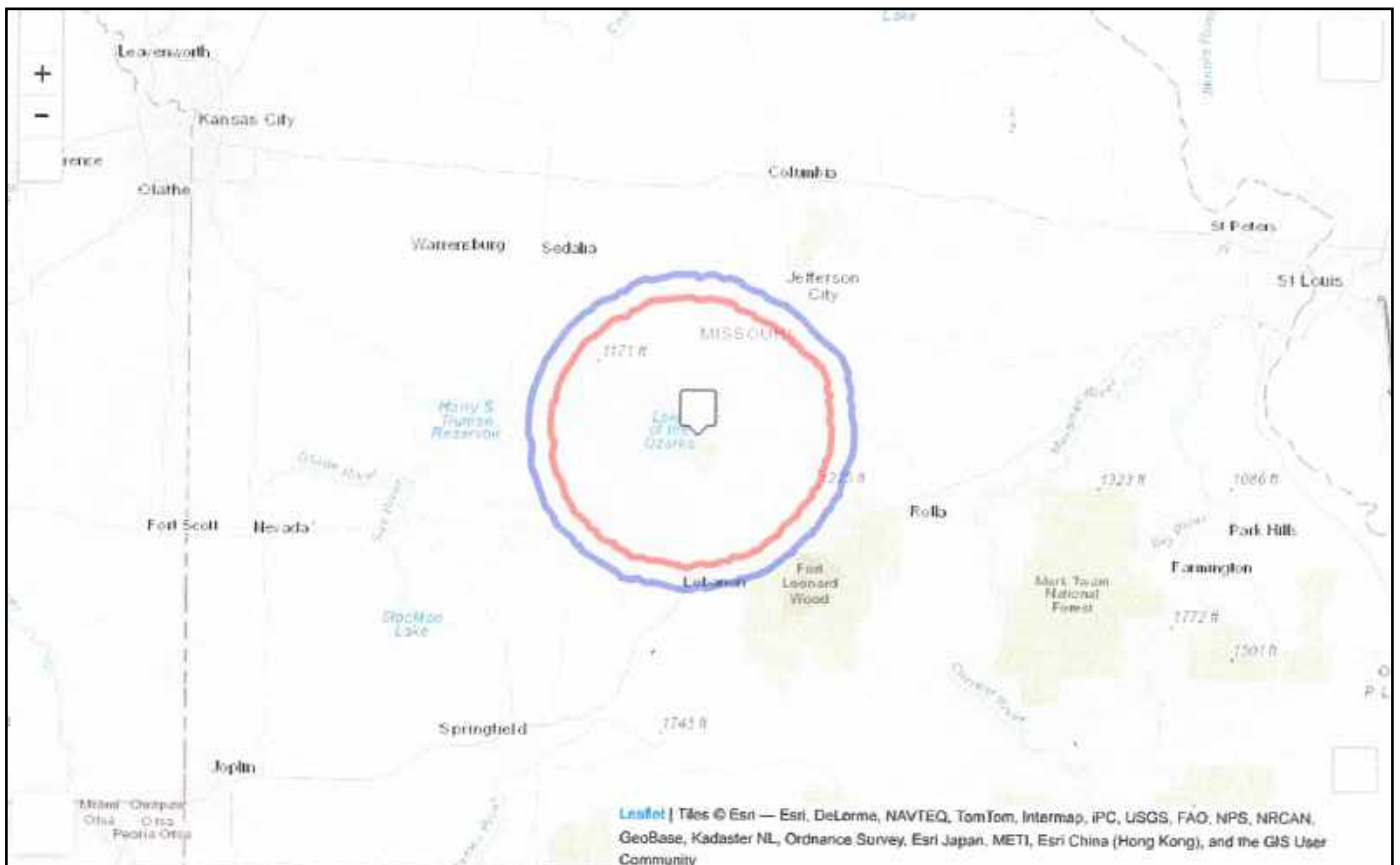
KRMS TV 32

Lake Ozark

34.1 mile contour/3657.5 square mile area
Estimated population 165,238

Coverage Maps

[KRMS-LD](#) (32-1) 000018105




KRMSTV32.com

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 Viper Broadcast Group

KRMS TV 32

Lake Ozark

BENEFITS & DEMOGRAPHICS OF OVER THE AIR TV

BENEFITS:

Over The Air TV has quite a few benefits over traditional cable and satellite. The biggest perk is that it's free. You can still watch all your shows but without any monthly charges to watch your favorite shows. Viewers also appreciate that there are no contracts to sign.

OTA uses simple equipment as well. There are no complicated boxes to break, nothing to install. There's no need to have a technician come out to your house and no need to replace any expensive equipment if you discover that something isn't working.

Instead, you install the antenna yourself and scan periodically for the channels you can receive. This is a simple step and allows you to get television almost immediately.

DEMOGRAPHICS:


Even though streaming has boomed over the last few years, and rapidly accelerated by the Covid-19 pandemic, the potentially disrupting role of over-the-air (OTA) access to and viewing of TV content has been somewhat understated and the ongoing sector is equally as fast-growing says a study from Horowitz Research.

According to the State of OTA 2020 study, two-fifths of US TV content viewers over 18 report owning an OTA antenna, up from 29% compared with the same time a year ago. With Nielsen estimating that there are 121 million TV households for the 2020-2021 TV season, Horowitz said that this translates to approximately 48.4 million households with an antenna. Demographically, the data show large increases in antenna penetration among black households (year-on-year 27% to 39%), among white, non-Hispanic households (25% to 43%), and importantly, among 18-34 year-olds (20% to 42%), a 110% increase year over year.

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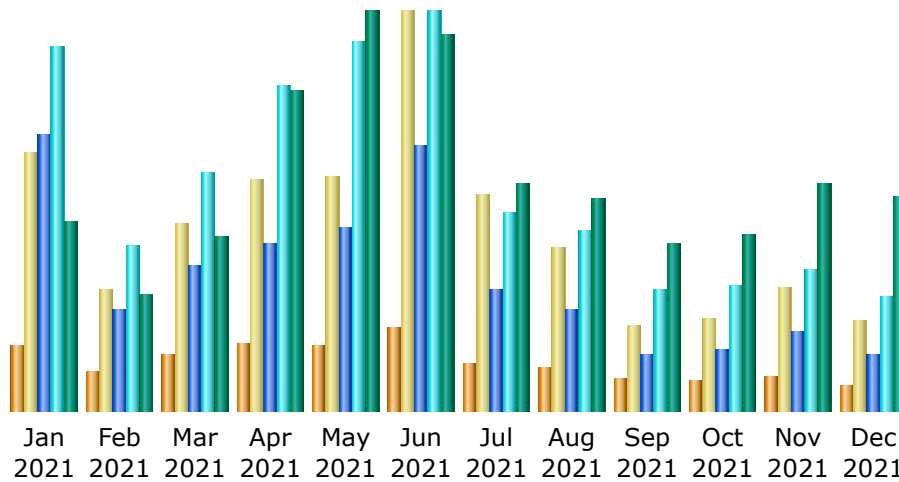
5715 Osage Beach Parkway, Osage Beach, MO 65065

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BENEFITS OF LAKEJOB.COM



Lakejob.com is a leading resource for businesses and home owners to advertise their needs online. It receives an average of over 26 thousand hits per day. What other reason do you need to advertise on such a powerful community resource?

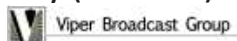


Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2021	26,557	106,714	617,079	814,528	11.61 GB
Feb 2021	15,832	49,922	225,749	367,667	7.04 GB
Mar 2021	22,971	77,348	327,008	533,454	10.60 GB
Apr 2021	28,014	95,725	373,901	727,187	19.62 GB
May 2021	26,795	96,503	407,545	823,690	24.36 GB
Jun 2021	34,663	164,492	592,430	892,412	22.92 GB
Jul 2021	19,526	89,429	271,713	442,494	13.82 GB
Aug 2021	17,454	67,481	223,500	403,583	12.91 GB
Sep 2021	12,954	34,921	126,131	268,278	10.17 GB
Oct 2021	12,674	37,516	137,058	281,594	10.72 GB
Nov 2021	14,620	50,612	177,439	313,487	13.86 GB
Dec 2021	10,379	36,908	125,034	255,273	13.02 GB
Total	242,439	907,571	3,604,587	6,123,647	170.62 GB

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5715 Osage Beach Parkway (Po Box 225) Osage Beach, Mo. 65065

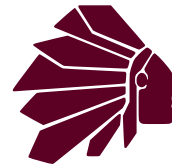


PROMOTION AND SPONSORSHIP
OPPORTUNITIES

Includes Programming Coverage of:



**KANSAS CITY
CHIEFS**



**SCHOOL OF THE OSAGE
INDIANS**

Christmas on the Lake

Cruising on the Celebration Boat viewing decks, docks & homes decorated for Christmas benefiting local charities.

Ft. Myers Beach/Lake of the Ozarks Party

Meet your friends in Florida for this annual party the second Tuesday in January as we broadcast live!

Annual Beat the Winter Blues Trips

We've taken over 3,000 people to tropical locations. Find out how you can be a part of this networking extravaganza.

Networking Socials

Enjoy complimentary appetizers & the Lake's best networking at our socials three times per month & there are NO dues to pay!

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Viper Broadcast Group

Camden/Miller/Benton 2023 County Coverage

M-SU 6A-12M

Persons 12+ --- Population:77,700

Stations Ranked by: AVERAGE RATING

STATIONS	AVERAGE PERSONS	AVG RTG	AVG SHR	CUME PERSONS	CUME RTG	TURN OVER	AVG COMP	WEEKLY TSL
1 KRMS A/F	900	1.1%	10.7%	16,500	21.3%	19.3	100.0%	6:33
2 KRMS-FM	600	0.8%	7.8%	13,800	17.8%	22.2	100.0%	5:41
tie KAYQ-FM	600	0.8%	7.6%	6,300	8.1%	10.3	100.0%	12:13
4 KCMQ-FM	500	0.7%	6.8%	12,900	16.7%	23.7	100.0%	5:20
5 KZWV-FM	500	0.6%	6.2%	12,800	16.4%	25.8	100.0%	4:53
6 KPOW-FM	300	0.4%	3.5%	3,200	4.1%	11.5	100.0%	11:00
tie KWTO-FM	300	0.4%	3.9%	2,700	3.4%	8.5	100.0%	14:54
COUNTY LEVELS:	8,000	10.3%		65,600	84.4%	8.2	100.0%	15:20

Note: KRMS A/F is KRMS-AM, KRMS-FM. County Coverage data from these counties: BENTON, CAMDEN, MILLER.

KRMS-FM, AM.....93.5, 1150AM, 97.5 & 103.3 FM
 KAYQ 97.1
 KCMQ 96.7

KZWV 101.9
 KPOW..... 97.7
 KWTO 93.3

2023 Radio County Coverage based on fieldwork from 2022

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This service is not part of a regular syndicated rating service accredited by the MRC and Arbitron Inc. has not requested accreditation.

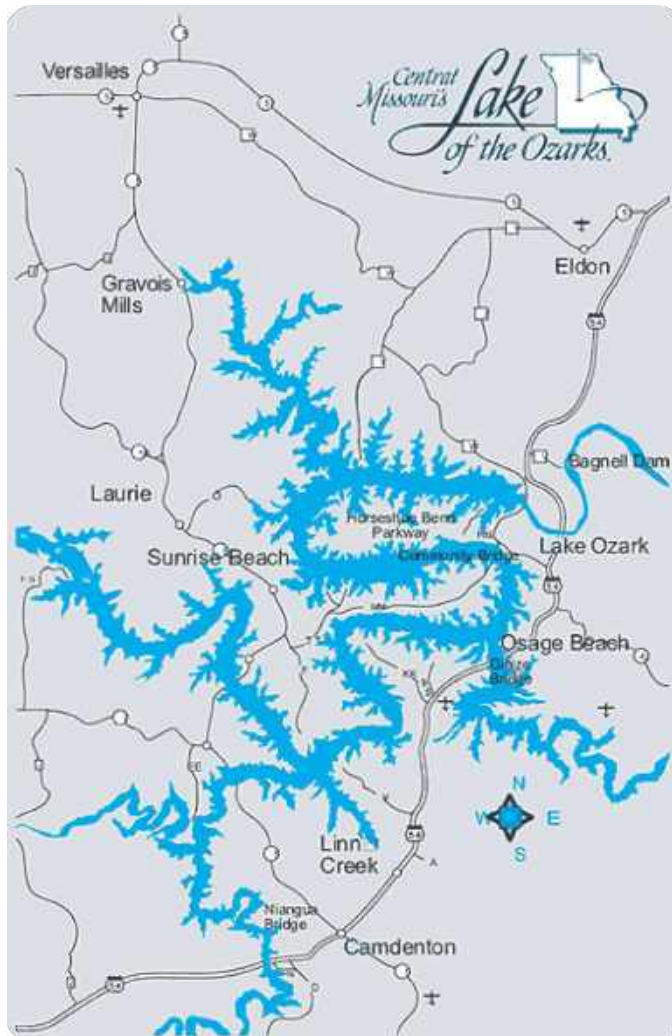
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WHAT IS THE LAKE OF THE OZARKS?

Geography:

- The Lake of the Ozarks is one of the fastest growing regions in Missouri
- KRMS is the only news/talk station in 5 surrounding counties and it covers all of Central Missouri
- 93.5 ROCKS is the most powerful station on the Lake of the Ozarks



During the months of March through September, millions visit the lake, making it the third largest region in Missouri!

- The lake runs 92 miles end to end, consists of 1150 miles of shoreline, and 65,000 second family lakefront homes where weekend visitors come and spend their money.

Population:

- The estimated full-time population of the Lake of the Ozarks region is 125,000
- Our April - Oct. weekend population Averages nearly 300,000

Entertainment:

- The Lake of the Ozarks serves as one of Missouri's most popular family vacation destinations
- The lake offers Fishing, Boating, Shopping, Golfing, Baseball Parks and State Parks
- 15 golf courses open to the public making the lake one of Central Missouri's premier golf destinations
- 100 marinas and marine service facilities
- Over 40 water-accessible restaurants

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