

The North Eastern Utah market

VERNAL, ROOSEVELT, DUCHESNE

MARKET PROFILE:

Today, **KVEL AND KLCY** serve a geographic area known as the Uintah Basin. Vernal Utah is the largest community serving as a commerce hub. Vernal is located 170 miles east of Salt Lake City, and 300 miles west of Denver. The Uintah basin is home to over **46,000 people**. Uintah County - 31,536, Duchesne County 14,948 *Source: 2010 Census.

RESIDENTS OF THE UINTAH BASIN ARE HEAVY RADIO USERS! In the Uintah Basin, Radio is the only **daily** source of local news, weather and information. According to a recent independent survey, residents of the area depend on local radio for the immediate information. More than 85% of the population listen to the radio with better than 40% listening all day long. The average time spent listening to local radio is 12.88 hours per week. KVEL AND KLCY delivers a captive listening audience.

LOCAL MEDIA

VERNAL

- KVEL AM 920 (News Talk Sports) 435-789-0920
 - Target Adults 35+ (60%/40% - Male/Female)
 - KLCY FM 105.5 (Main Stream Country) 45-789-1059
 - Target Adults 25 – 54 (60%/40% - Female/Male)
 - KXRQ FM (Contemporary Hit Radio) 435-781-1100
 - Target Persons 12 – 34 (60%/40% - Female/Male)
 - KCUA FM 92 (Classic Rock) 435-789-5101
 - Target Adults 35 – 49 (80%/20% - Male/Female)
 - VERNAL EXPRESS (Weekly) 435-789-3511
 - VERNAL EXPRESS SHOPPER (Weekly) 435-789-3511
 - BASIN NICKEL ADS (Bi-Weekly) 435-789-9740
 - VTV/ Strata Communications 435-781-1902
- *Source: ABC Radio Networks

ROOSEVELT

- KNEU AM 1250 (Traditional Country/Western) Regional emphasis Duchesne County
 - Target Adults 35 – 64 (60%/40% - Male/Female) 435-789-5101
- KIFX FM 98.5 (Adult Contemporary) 435-789-5101
 - Target Adults 25 – 54 (70%/30% - Female/Male)
- UINTAH BASIN STANDARD WEEKLY (Weekly) 435-789-3511