



KBUX Radio 94.3 FM

Playing your favorite "Classic Hits"

"Advertising Media Kit"

We at KBUX Radio 94.3 FM are proud to be the first locally-owned and operated music station in Quartzsite, Arizona. This coming year (2008) will mark KBUX's 20th Anniversary. Our strong emphasis on "The Classics" caters to the majority of our local population as well as most of our visitors... the baby boomers. We've all heard it many times: the baby boomers, those born between 1946 and 1964, are like a basketball moving through a garden hose creating a huge presence felt by everyone in front and behind it. KBUX is uniquely positioned in a baby boomer haven, which represents a continuous marketing and population growth trend as the boomers age. The boomers, it has been said, control approximately 65% of the money in the U.S. (*2007 Up-Statistics Corp.).

The bottom line: KBUX's listening audience is an expanding marketplace possessing a good deal of disposable income. Our format, "Classic Hits" from the 60's, 70's and 80's, positions our station to be the first choice of baby boomers in Quartzsite well into the future.

Quartzsite is intersected by Interstate 10, which connects Los Angeles with Phoenix, and US Highway 95 connecting Yuma with Bullhead City, Laughlin, and Las Vegas. Quartzsite is 36.3 miles squared, has a Mohave Desert like setting and is just 17 miles east of the Colorado River.

KBUX made a study of traffic flow in Quartzsite from January to June 1988 and discovered that an average of 11,881 vehicles per day (356,412 per month) pass through Quartzsite on the I-10 freeway. A more recent 2006, Arizona Department of Transportation (ADOT) traffic study, recorded the average daily traffic to be 19,300... **THAT'S 587,846 VEHICLES EVERY MONTH!!!** We are seeing very consistent growth patterns throughout the area not to mention the ever-expanding winter shows success.



Our town, Quartzsite, AZ, is renown worldwide for it's unique annual winter events with massive numbers of baby boomer visitors. . October each year marks the beginning of the busy winter season. Many believe January to be the peak of the season when Quartzsite hosts the [25th Annual Quartzsite Sports, Vacation & RV Show](#), [11th Annual Quartzsite Hobby, Craft & Gem Show](#), and [10th Annual Quartzsite Rock & Roll Classic Car Show](#).



From October to March each year our local population explodes to an unbelievable proportion, to between one-half and three-quarter million people, estimated by our town officials, the Quartzsite Police, and the Arizona Highway Patrol. This is in addition to the average daily traffic (ADOT ADT 2006) passing through on the I-10. Left: Arial photo during peak of season January 2006 with the Quartzsite Shows 14th Annual Quartzsite Sports, Vacation, & RV Show in the gigantic white tent.

Principal Economic Activities: Tourism is at the heart of Quartzsite's economy with nine large gem and mineral shows along with 15 general swap meet type shows which are all popular tourist attractions, drawing some 1.5 million people to Quartzsite annually.

Major employers are: Arizona Department of Transportation (ADOT), Pilot Truck Center, McDonalds, Quartzsite Post Office, Bull Pen Restaurant, Town of Quartzsite, Park Place Truck Stop/Exxon, Love's Auto/Truck Center, Burger King, Dairy Queen, and Vanguard Development (The Arroyos).

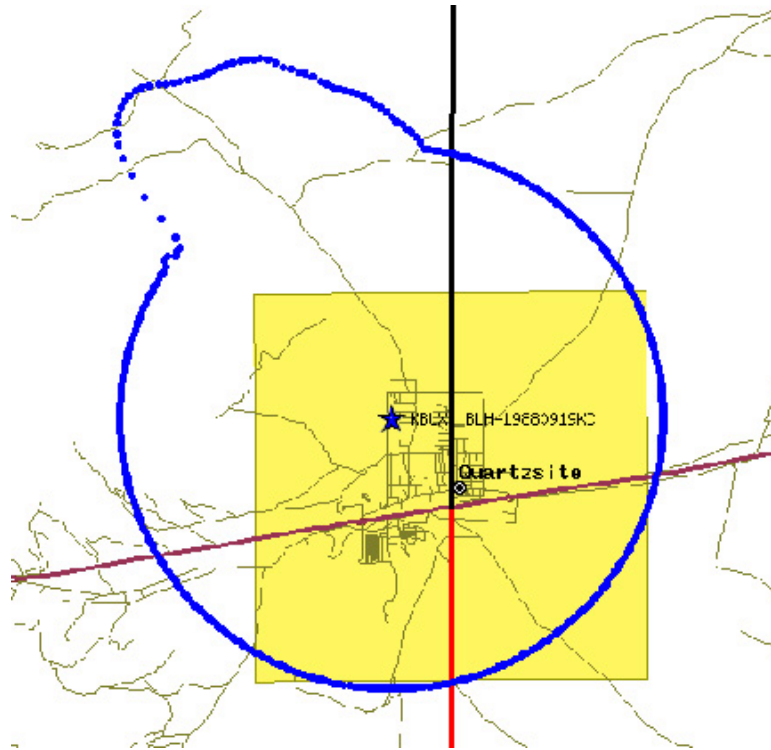
Growth Indicators:	<u>1990</u>	<u>2000</u>	<u>2005</u>	<u>2006</u>
New Bldg. Permits:	92	95	216	176
Taxable Sales (\$)	15.9 million	29.2 million	45.4 million	51.8 million
Net Assessed Value (\$)	7.7 million	14.2 million	16.8 million	18.2 million

Sources: AZ Tax Research Foundation, Arizona State University, wikipedia.org, Arizona Department of Commerce, Town of Quartzsite, Quartzsite Business Chamber of Commerce, Quartzsite Chamber of Commerce & the Arizona Department of Revenue.

At present our station reaches out more than 16 miles. In the winter we are a very large station, reaching between one-half and three-quarter million listeners temporarily living within our coverage area in mobile homes, RVs, or trailers. The future plans of KBUX include: (1) maximizing the stations Class A License, (2) strategically relocating the transmitter and antennas to best service our audience, our customers, and the community as a whole, and to (3) relocate our office and studios to a high visibility office space in the downtown area.

Quartzsite is growing and KBUX Radio 94.3 FM is growing right alongside with her.

Technical Info:



Federal Trade Commission's (FCC) KBUX service contour map

Station Status	Licensed Class A <input type="checkbox"/> FM Station
Area of Coverage	View Coverage Map
Effective Radiated Power	205 Watts
Height above Avg. Terrain	-49 meters (-160 feet)
Height above Ground Level	18 meters (59 feet)
Height above Sea Level	280 meters (919 feet)
Transmitter Location	33° 40' 58" N, 114° 13' 59" W
License Granted	November 30 1988
License Expires	October 01 2013
Last FCC Update	September 26 2005

*Whether from their car, or truck passing through on the I-10 (19,300 per day, ADOT 2006 ADT), the 4,000+ permanent residence, or among the up to 1.5 million cumulative winter visitors in RVs, trailers and mobile homes, our audience **WANTS TO KNOW** about the product(s) and/or service(s) you have to make their lives easier and better.*

*Give us a call and get your **NAME RECOGNITION** in this **lucrative area**.*

KBUX Radio FM 94.3 - 24 Hrs - In Stereo - Since 1988
1010 Camel Dr., PO Box 40, Quartzsite, AZ 85346
Station: (928) 927-5111