



The Delta's Best Country!

Good Times and Great Country For The Delta

The Delta's Best Country is now on KIX-92.1 FM. Broadcasting from Cleveland, KIX-92.1 features today's best country. KIX-92.1 also has Cleveland's most entertaining live and local morning show, Meteorologist Tom Churchill's weather forecasts twice hourly and the Delta's only daily local news broadcasts. KIX-92.1's format is designed to appeal to all ages and reaches all of Bolivar, Sunflower and Coahoma Counties in the heart of the Mississippi Delta. If you want to sell your product or service in the Delta, you should be advertising on KIX-92.1.

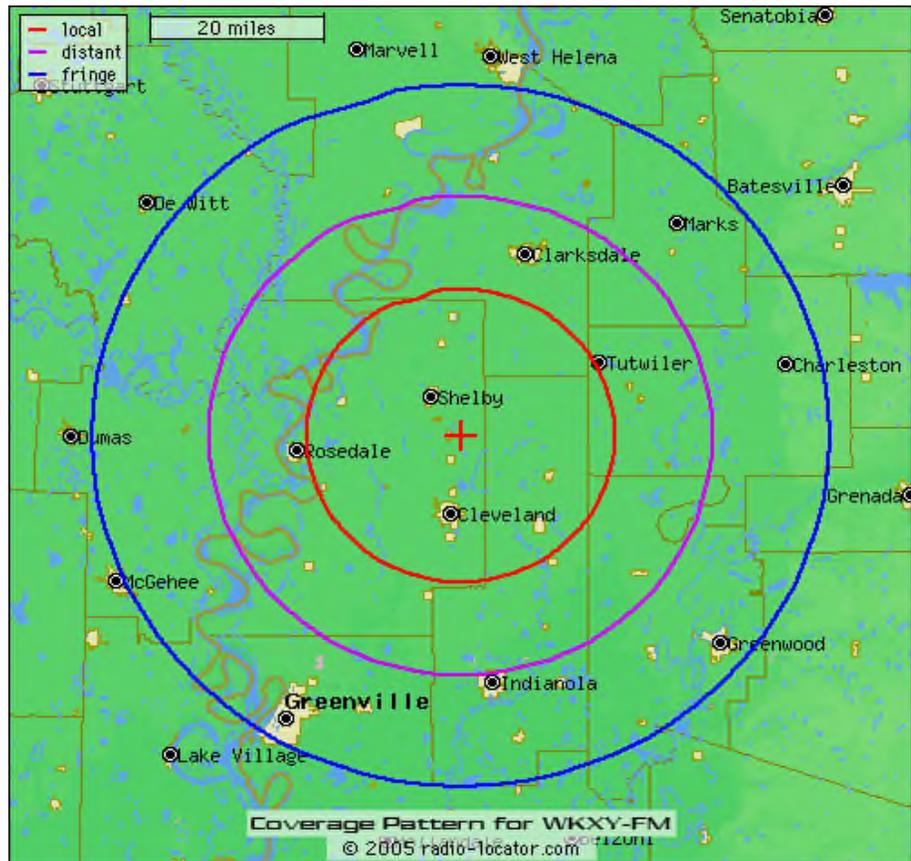
STATION FACTS:

- Frequency:** 92.1 FM Stereo
- Power:** 6,000 watts
- Schedule:** 24 Hours a Day
- Format:** Today's top country hits and all-time favorites.
- Coverage:** Bolivar, Sunflower and Coahoma Counties, the heart of the Mississippi Delta.
- Audience:** KIX-92.1's format appeals to all ages, with an emphasis on 25-54 adults.
- News:** Hourly updates from FOX News, plus daily local news broadcasts from the KIX-92.1 newsroom.
- Contact Info:** WKXY Radio, 3965 Highway 61 North
Cleveland MS 38732; Phone 662-843-3392;
Fax 662-846-9002; Online at www.kix921.com



The Delta's Best Country!

Covering The Delta With Lots of Great Country



WKXY's signal covers the heart of the Mississippi Delta - including the cities of Cleveland, Clarksdale, Indianola and Rosedale. We can be heard all over Bolivar, Sunflower and Coahoma Counties, as well as part of Washington, Leflore, Quitman and Tallahatchie Counties and even several counties in Arkansas. WKXY can also be heard worldwide online at www.kix921.com.



The Delta's Best Country!



The Talk of the Delta



Greenwood's Best Country



The Delta's Most Comprehensive Ag News



Farmers in the Delta know they can depend on KIX-92.1, KIX-92.7, 105.7 Delta Country and WNIX for the area's most comprehensive and detailed ag news programming. Each station features 6 daily ag news programs, including *the Morning Soybean Market Report*, *the Morning Cotton Market Report*, *Delta Farm News*, *the Mid-Morning Cotton Report*, *the Midday Soybean Report* and *the Closing Market Update*.



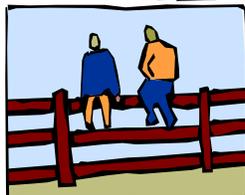
KIX-92.1, KIX-92.7, 105.7 Delta Country and WNIX also feature local news from the Delta's only radio news team. Plus, world and national news from FOX on KIX-92.1, CBS News on KIX-92.7, ABC News on 105.7 Delta Country, and CBS + FOX News on WNIX. Each station also airs twice-hourly weather forecasts from Meteorologist Tom Churchill.



Advertising on KIX-92.1, KIX-92.7, 105.7 Delta Country and WNIX is the perfect way to reach Delta farmers, many of whom listen to the radio in their trucks and on their tractors while tending to their farms. No other advertising media is as effective as radio in reaching farmers while they work.



Commercial adjacencies are available for many of our ag programs, as well as advertising campaigns that incorporate KIX-92.1 and KIX-92.7's popular country programming, 105.7 Delta Country's classic country and WNIX's exclusive News-Talk programming (including Rush Limbaugh). For more details, call Delta Radio Network at 662-394-8865, or visit us online at www.deltaradio.net.



What's The Best Way to Reach Farmers in the Delta?



Farmers are busy guys... Up before dawn to head out to the farm... Driving from place to place throughout the day... Returning home after dark for a quick dinner, then off to bed before starting all over again the next day. There's not much time for watching TV... Even less time for reading the newspaper or other publications... And they're certainly not paying attention to billboards. But they're listening to the Radio in their trucks and in the cabs of their tractors. In most cases, the local country station or the talk station.

Want to reach farmers in the Delta? There's no better choice than Radio. And only Delta Radio Network offers four great options for reaching farmers - WKXY (Mainstream Country in Cleveland); WMYQ (Mainstream Country in Greenwood); WDTL (Classic Country in Greenville-Indianola-Cleveland); and WNIX (News-Talk, featuring Rush Limbaugh, in Greenville).

Don't waste your ad dollars on passive media that isn't effective at reaching farmers. Break those old habits and call Delta Radio Network at 662-94-8865 for details on how you can target your advertising to busy, working farmers throughout the Delta. Or, visit us online at www.deltaradio.net.

Running a business without advertising is like trying to grow a crop without fertilizer



Radio is the environmentally-friendly advertising medium.
No trees are killed to create effective Radio advertising campaigns.