

SIERRA RADIO NETWORK

ACCESS A \$100 MILLION MARKET!

*Northeast California spends over \$100 million in **RENO/SPARKS** annually!*

Are you getting your share?

WE REACH THE 395 TRAFFIC STREAM HEADING YOUR WAY!

AVERAGES	VEHICLES	LISTENERS
Weekdays	9,760	22,595
Weekends	11,663	25,219

We offer the only radio stations covering this high-traffic corridor!

Target 8 of 10 consumers in Lassen, Plumas and Sierra Counties!

WE'LL DRIVE RESULTS TO YOUR DOOR!

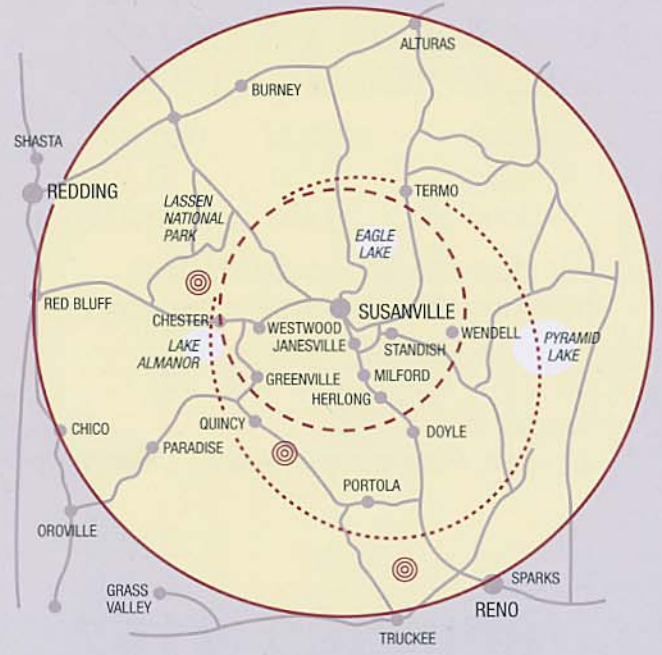
800-366-9162

Email RadiInfo@TheRadioNetwork.com



From Lassen to Plumas to Sierra Counties – We deliver Northeastern California with proven results!

- Access to a **\$700,000,000** Northeast California retail marketplace
- **Eight out of 10 consumers** in our primary target market
- Domination of the **Highway 395 corridor** – where 82% of adult drivers listen to the radio
- The **top three radio formats**: Country, News-Talk and Adult Contemporary
- **Agency-quality radio advertising** production at no additional charge!



We've got Northeast California covered!

- - - - - KSUE AM ······· Q 92 FM
 ——— JDX 93 FM ⊙ JDX TRANSLOCATORS