

A black and white photograph of a young woman with long, wavy hair, wearing a striped tank top and large headphones. She is smiling broadly with her eyes closed, her hands resting on the sides of her head. The background is a light-colored brick wall. The image is semi-transparent, allowing text to be overlaid on it.

**SUMMIT**  
MEDIA

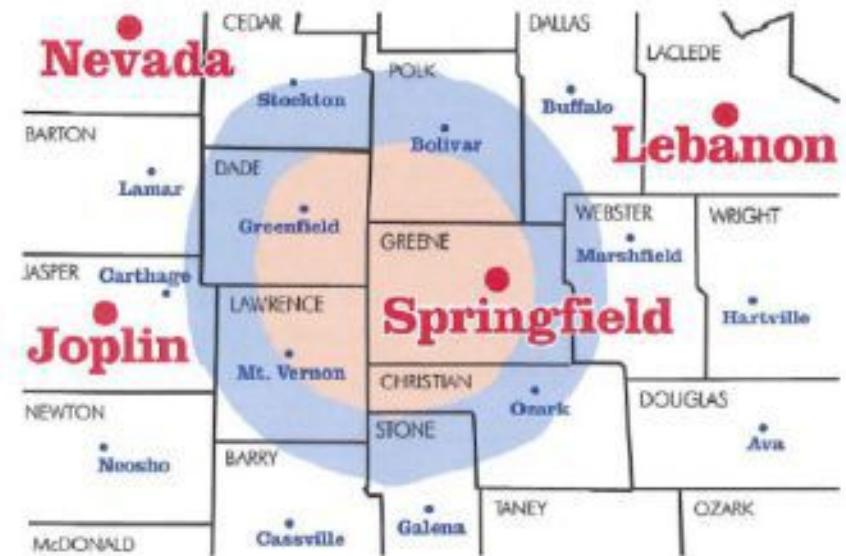
**SummitMedia**  
**Springfield**

# THE 106.7 RIVER

## FORMAT

106.7 The River is Springfield's variety station. It's fun, surprising, upbeat, interactive, and LOCAL. It's all about the music! A random selection of all the best hits of the past four decades. With the largest library, we have Ozarks listeners wondering... what will they play next?

Listeners enjoy the largest music library – thousands of titles – from the 80's, 90's, and beyond – 106.7 The River plays all the biggest mainstream pop and rock hits of all time! The station is always an always changing, fresh presentation that could include back-to-back performances by artists like Bon Jovi, Michael Jackson, U2, Green Day, and P!nk.



Based on calculations by Data World. Shaded area subject to non-rated interference.

## LISTENER PROFILE

### GENDER

53.2% Female



46.8% Male



### AGE



Ages 25-44

### INCOME



Household Income \$75K-\$100K 49%

# SummitMedia Radio Stations



Call Letters	KTTS	KSPW	KSGF	KRVI
Format	Country	Top 40	News Talk	Adult Contemporary
Frequency	94.7 FM	96.5 FM	104.1 FM/1260 AM	106.7 FM
Station	Country Best 94.7 KTTS	Power 96.5	Springfield's Talk 104.1	106.7 The River
DJs	<b>6a-10a</b> Nancy & Rick <b>10a-3p</b> Chelsea <b>3p-7p</b> Commander Tom <b>Weekends</b> Steve Smith	6a-1-a Fotsch and Friends 10a-3p Tamo 3p-6p The Ginge 6p-1p Katie Kozlova	6a-9a Mornings with Nick Reed Sarah Myers Syndicated Line Up: Glenn Beck Dana Loesch Sean Hannity Mark Levin Ben Shapiro	The River is ALL about the music.  It is fun, upbeat, interactive and LOCAL. The ever changing playlist reaches a wide variety of adults and boasts the largest music library with thousands of titles
Website	ktts.com	power965.com	ksgf.com	1067theriver.com
Core Listeners	A 25-49	W 18-34	M 35-64	A 25-44
Weekly Cume	56,000+	41,600+	20,800+	27,500+
Core Artists	Tim McGraw, Luke Combs, Miranda Lambert, Garth Brooks, Carrie Underwood, Blake Shelton, Jason Aldean, Luke Bryan	Post Malone, Taylor Swift, Justin Bieber, Shawn Mendes, Camilla Cabello, Maroon 5	News Talk	ABBA, P!nk, Madonna, Aerosmith, Michael Jackson, Bon Jovi, Rolling Stones, Def Leppard, Phil Collins, Cyndi Lauper