



Tejas

BROADCASTING

The Radio Leader in Corpus Christi



FROM RECUERDO
TO
HOT AC
WE HAVE THE
LISTENERS
THAT YOU
NEED!!!



Media Kit

2010

Our New Home! Tejas Broadcasting
1733 South Brownlee Boulevard
Corpus Christi Texas 78404
(361) 883 1600

Juan Montenegro, General Manager
Debbie Reid, Business Manager
Russell Vaughan, Engineer

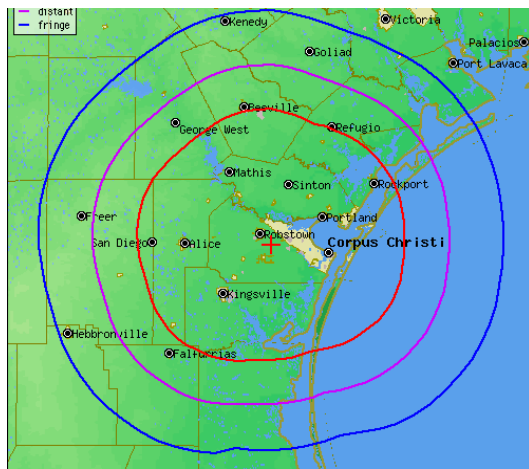
Tejas

BROADCASTING

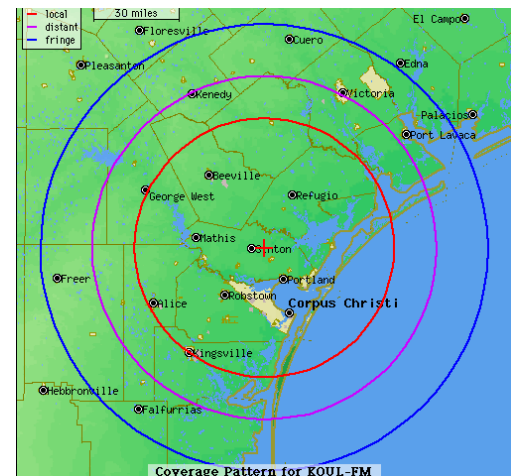
Has South Texas Covered



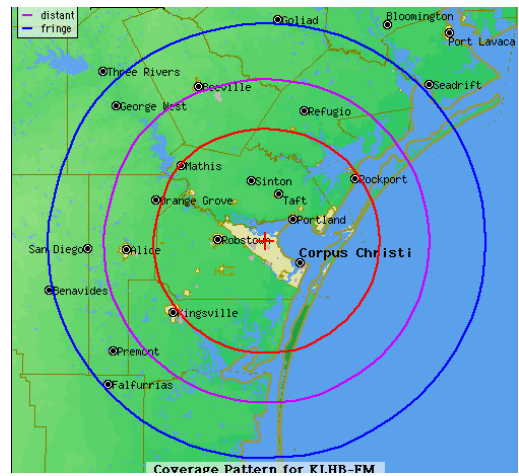
KLTG-FM 96.5



KOUL-FM 103.7



KMJR-FM 98.3



KLHB-FM 105.5



KOUL –103.7FM

Country since 1976

Corpus Christi's Heritage Station

"Country for the Coastal Bend"

FREE
CONCERTS

Facility/Coverage: 100,000 Watts with an effective broadcast radius of 75 miles

Format: Country

Artists: Faith Hill, Tim McGraw, George Strait, Garth Brooks and many more

Target Audience: Women 25-49

Special Features: Teacher of the week

Live Personality Line-up:

KOUL is a fully automated country station serving the Corpus Christi Metropolitan area





KLTG - 96.5FM

Established in - 1999 The Beach, 96.5

The Best Variety of the 90's and Now



Facility/Coverage: 100,000 Watts with an effective broadcast radius of 75 miles

Format: Hot Adult Contemporary

Artists: Cold Play, Maroon 5, U2, Green Day, Dave Mathews Band, 311, No Doubt and more.

Target Audience: Women 18-49

Special Features: Creature Feature

Live Personality Line-up:

Bil and Angela – Weekdays, 6am-10:00am



The pair relocated from Harrisburg, PA. to Corpus Christi in September of 2006, when Angela joined the morning show, and Bil resumed responsibilities as the Production Director for Tejas Broadcasting. As of Spring 2008 Bil joined Angela in the morning. The show is filled with marital humor and sarcasm just what the listeners need to get their mornings started.

Megan McClain – Weekdays, 10:00am-3:00pm



Megan returns to Corpus Christi after working in Abilene where she did afternoons for three years. Her experience and ability to interact with listeners is a welcome addition to our team.

Tommy - Weekdays, 3pm-7pm

Tommy comes to us with years of radio experience doing mornings from afternoons right here in Corpus Christi. Tommy has lived in Corpus Christi for 20 years and has been active within the community.



ADVANTAGES FOR ADVERTISING

WITH KLTG!!!

All Live DJ's

At Work Station

KLTG has the ability to reach people effectively at home, all day at work and in the car over an extremely wide radius. Everything heard on this station is appropriate for work and play, for the young and more mature.

Large Coverage Area

KLTG can reach potential clients all over the Coastal Bend, including Corpus Christi, Beeville, Victoria and Kingsville.

"Wake up on The Beach" with Bil and Ang

Everyone that listens to the radio is looking for a morning show that gives them the energy to start their day. Thousands of enthusiastic listeners start theirs with Bil and Angela!

"Head to Toe Women's Expo"

This classy—but free women's event is held in April and October. Over 2,000 women browse up to 40 different tables featuring items and businesses catering to women from boutiques to banks, legal and healthcare services, salons to spas, and more!





*Want to reach
Hispanic listeners?*

#1 Listeners in the Hispanic Market!





ADVANTAGES FOR ADVERTISING

WITH KMJR!!!



Promotionally Driven

KMJR is consistent in providing promotions that make listeners want to listen longer and frequently.

Diez y Seis/Cinco De Mayo

These are two signature events that are always a big success each year.

Number one rated Hispanic Concert in Corpus Christi.

Listeners are influenced

KMJR listeners believe what their on air personalities say because they trust them like a family member.

Listeners are active

KMJR listeners are more likely to attend remotes and radio station events.

Hour of Memories/Romance Hour

A feature during the noon hour that is highly listened to.





KMJR - 98.3FM

Established in 2001

THE ONLY
REGIONAL
MEXICAN
FM STATION IN
MARKET

Facility/Coverage: 50,000 Watts with an effective broadcast radius of 75 miles

Format: Regional Mexican

Artists: Vincente Fernandez, Ramon Ayala, Los Tigres del Norte, Montez de Durango

Target Audience: Persons 18-44

Special Features: Hour of Memories/Romance Hour

Live Personality Line-up:

Javier Salgado– Weekdays, 6am-10am



Javier is the newest member to join La Mejor. Javier started in Spanish radio 21 years ago in Chicago, Illinois where he was the Music Director and morning show host. Since then, Javier has continued to excel in every market he has worked in. As the Program Director, he is always willing to do what he can to give the people what they want—and of course, that means great music!

Chivo– Weekdays, 10am-3pm



Chivo started his radio career in San Luis Potosi Mexico. He then was offered a morning show position in Austin Texas where he gained popularity for his original style. A very personable jock, Chivo truly cares for his listeners and it shows! Chivo features, “Hora de Recuerdo,” a romantic hour featuring oldies, movie trivia, contesting, jokes and of course great programming of Regional Mexican favorites.

Nena Nenieux– Evenings, 3pm-7pm



Another favorite, Nena never fails to come through for her listeners. Extremely involved in contesting and promotions, Nena will go out of her way to award listeners with prizes and giveaways.





KLHB – 105.5FM

Adult Hits



Facility/Coverage: 12,000 Watts with an effective broadcast radius of 30 miles

Format: Adult Hits from the 70's,80's and 90's plus WORLD CUP SOCCER!

Artists: Los Bukis, Vicente Fernandez, Conjunto Primavera, Juan Gabriel, Los Temerarios, Joan Sebastian

Target Audience: Persons 18-49

Personality Line-up:

Buenos Dias Recuerdo – Weekdays, 6am-10:00am



Jaime and Ricardo bring impressive broadcast talents to Recuerdo with their Extensive background in radio, television and the entertainment industry. Their winning Programming Philosophy is quite simple: Heavy on music, light on talk. When the mic is on you will hear lively, funny and upbeat conversation that audiences of all ages will enjoy!



Amalia Gonzalez – Weekdays, 10:00am-4:00pm



One of the most respected women in radio, Amalia González has more than 26 years of broadcast experience. Through out her career as a radio personality, Amalia has been involved with the Latino community and has received numerous awards.

Edgar Recinos – Weekdays, 4pm-7pm



Edgar Recinos with his many years of radio experience brings the best music, traffic reports, contests and makes the P.M. drive very dynamic for its listeners.

Alfredo Najera- Weekdays 7p-Midnight



Tackling the sometimes-touchy subjects of couples, romance and intimacy with intelligence, humor and sensitivity, Alfredo Nájera combines Recuerdo-style music with calls from listeners, creating a positive environment for open dialogue on relationships of all kinds.





Station Website Opportunities

Our websites have banner and link opportunities.

www.thebeach965online.com

www.koul1037.com

www.lamejor983envivo.com

