

STATION

105.9

JACKfm

PROFILE

playing what we want



Format:

105.9 Jack FM serves up variety with attitude. Listeners never know what genre of music will be coming up next, not to mention what song. Whether it's pop or rock, the 1980's or recent, Jack is playing adult hits without worrying what category they may fall into.

Audience:

Jack's listeners have become fiercely loyal to the station with a broad appeal among adults 25-54, slightly stronger with men. Listeners appreciate Jack's fewer interruptions and more music. And, Jack's self-deprecating attitude often pokes fun at itself and the many "radio-isms" that DJ's frequently use.

Features:

- Hear a variety of music including Classic Rock, Pop Alternative, and Adult Contemporary hits.
- Less talk means your message will stand out and be heard.
- Reach an audience in their peak earning and spending years

MONTANA **RADIO** COMPANY