

KQXR 100.3 The X

"100.3 The X Rocks"

- Active adults 18-49/25-54. Males 25-54
- Only active rock station in market, with an emphasis on alternative music from the 90's, rock from the 80's, and new rock from today
- "The Morning After with Nic & Big J" a morning staple for the last 11 years
- 2012 Radio Contraband Active Rock Station of the Year
- 2015 Radio Inc. top 10 mid-market programmer of the year
- 2016 Rock Radio top 5 mid-market rock station of the year

100.3 The X – Community Events



Show Us Your Cans. Over 2,200 pounds of food for the Idaho Food Bank





School Supply Drive





Free X Shows

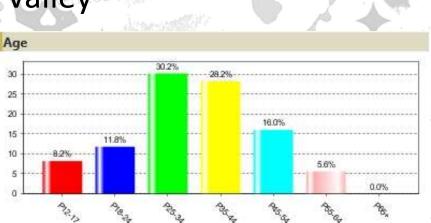


Concert and Ride for 22 Veteran
Suicide Prevention



Audience Profile

- Homeowners: 73.6%
- High Income \$50K+: 66.5%
- Educated: 63.2% attended college
- \$101+ Million monthly retail spending power in the Treasure Valley





- #1 Men 18-49
- #1 Men 25-54
- #1 Adults 18-49
- #1 Adults 25-54

*Source: Nielson Spring 2018/Fall 2017 & Scarborough Spring 2017/Spring 2016