



MINNESOTA

97.5 

GREATEST HITS

We created our station
with the advertiser in mind.
To have the highest TSL
possible.

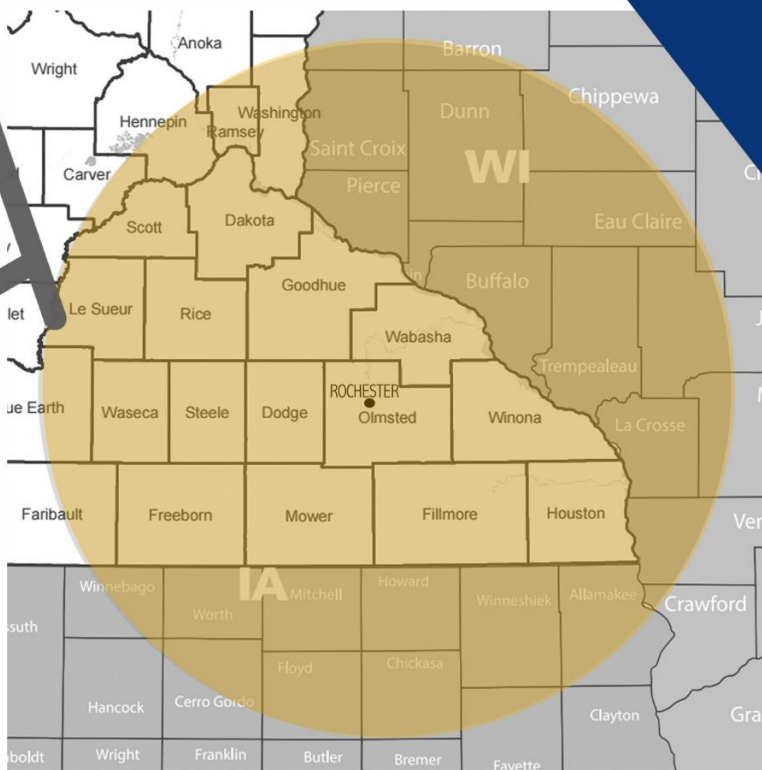
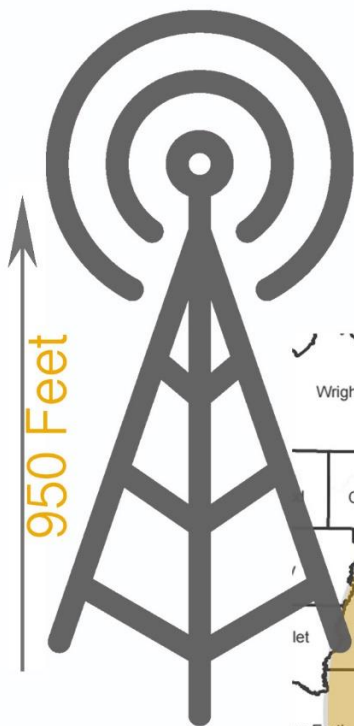


100,000
WATTS

BRANDING

- Top of Mind Awareness
- Bricks & Mortar Campaign
- Difference Maker

The only locally owned
station in Rochester.

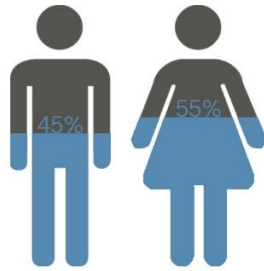


Rochester Radio Map

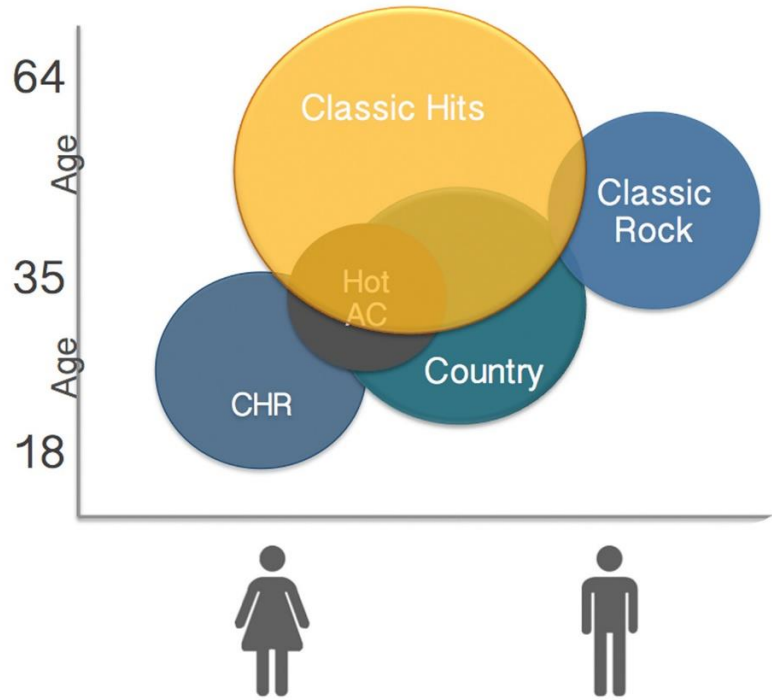
Listen online at MN975.com or on the
go with your MN975 app.



KNXR DEMO:
Age 30 - 65



Source: Keith Hill, theconsultant.com



146,600 people age 12+ listens to radio each week in the Rochester metro area.

DRIVE TIME:
16 Minutes

COMMUNITY MINDED

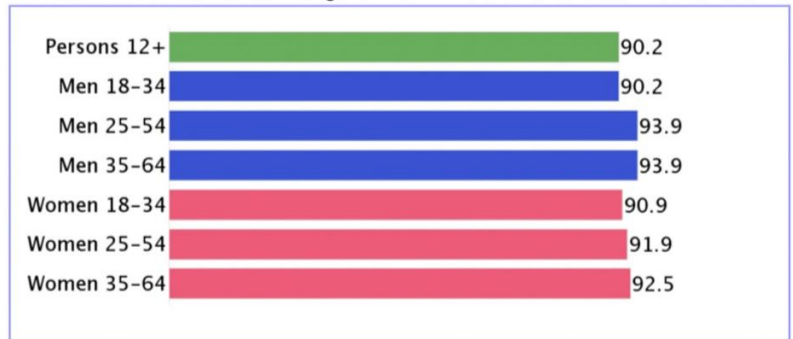
MN 97.5 Happenings

Weekly NonProfit Interviews

All 80's Request Show Donations

Radio 24-Hour Cume*

Mon-Sun MID-MID, Metro, Rating



* Based on the current survey.

CORE ARTISTS

Eagles
Bon Jovi
Billy Joel
Fleetwood Mac

Elton John
Prince
Cyndi Lauper
Journey

Graphics by Freepik



114,011

Rochester Population
2016 Census

151,436

Olmsted County Population
2016 Census

ROCHESTER DEMOGRAPHICS

35
Median
Age



4.3%

National Unemployment

2.8%

Rochester Unemployment

\$166,300

Median Home Price

\$64,554

Median Household Income

43,634

Occupied Homes
Rochester





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