



Nevada's #1
Station for News and Talk

*Nevada's # 1 Station for News
and Talk!*

The Power of the News/Talk Format

In an ever changing, fast-paced world, the power of News/Talk Radio has become more identifiable. With instant access to news, politics, breaking stories, entertainment and more, listeners want their information immediately. With it not always possible to log on to a computer or smart phone, listeners receive their instant gratification from talk radio. Hence, the strength of News/Talk radio continues to grow. In fact, the News/Talk format in the top 10 radio markets dominate the ratings and the overall market revenues.

Attributes that continue to make the News/Talk format a winner:

- Engaging
- Topical
- Foreground not background content
- Ability to cover multiple topics and areas of interest
- In-depth content that cannot be easily conveyed in a traditional news program



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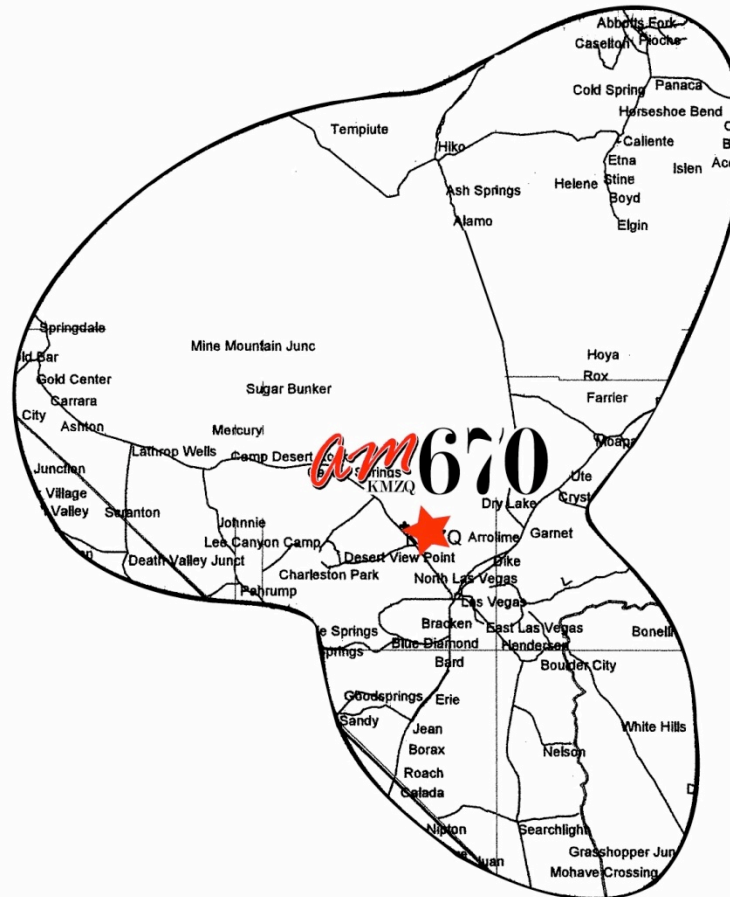
As an advocate for your business, as well as for your client's business, you can use the power of News/Talk radio to work in your favor. By capturing a vigorous, engaged listener who is *actively* listening versus passively listening, you can put your advertising message in the foreground, thus making your message easily recognizable and distinguishable to the News/Talk listener.

At KMZQ 670 AM, we have put in place a line up of some of the most known, and syndicated talk show hosts in the country. Adding the day to day elements of America's Morning News and America's News Network to our line up, we are providing national, regional and local news content that is constantly updated, and engaging to our listeners.

am 670
KMZQ

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Coverage



POPULATION SERVED: 1.8 MILLION PERSONS

America's Morning News



Monday-Friday 3:00 a.m.-9:00 a.m.



America's Morning News is a national morning-drive radio news show, which is syndicated by Talk Radio Network Entertainment and in partnership with the Washington Times. America's Morning News has proven to be an innovative new format aimed at showcasing investigative reporting, accountable journalism and live reporting. America's Morning News synergetic co-host, John McCaslin provides the leading source for breaking news coverage in radio. America's Morning News has the largest group of investigative journalists ever assembled for a nationally syndicated radio program.

Laura Ingraham

Monday-Friday, 9:00 a.m.-12:00 noon



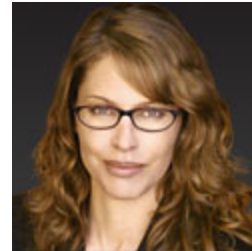
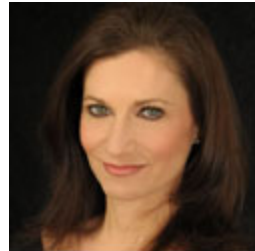
Always articulate and entertaining, “The Laura Ingraham Radio Program” has been attracting legions of listeners since her launch into national syndication in 2001. Smart, funny, as well as ahead of the curve in politics and the culture, Laura’s busting down the door of the “boys only” radio club. Her show takes listeners on a wild ride through the colliding worlds of politics, the news media, and Hollywood. Her legal, political, journalistic, and television background distinguishes Laura in a field of increasingly homogeneous radio syndication. Whether she’s on the watch for evidence of media bias, political hypocrisy or Hollywood inanity, Laura infuses her program with a level of energy and commitment to conservative principles that grabs hold and won’t let go.



America's News Network

Monday-Friday, 12:00 noon – 1:00 p.m.

Monday – Friday, 4:00 p.m. – 6:00 p.m.



America's Radio News airs weekdays between 12:00 noon and 1 p.m., and again from 4:00 p.m. to 6:00 p.m. providing the latest in live news coverage from across the nation. America's Radio News co-anchors are nationally known and work in some of the most news worthy and top media markets in the country, including Washington DC, Los Angeles, and Dallas. America's News Network co-anchors include major players Ernie Brown, Jay Alan, Lori Lundin, Molly Paige and Chris Salcedo.

Neal Boortz

Monday-Friday, 1:00 p.m. – 4:00 p.m.



Full of irresistible wisecracks and irrefutable libertarian wisdom, Neal Boortz dominates in his markets with consistent growth and killer shares.

Boortz is an unpredictable talent with a fresh perspective on world events. He is a frequent guest on CNN, FOX, and MSNBC, and has yet to be caught short of opinions.

Neal Boortz has been a Talk Show Host in Atlanta, Georgia since 1969. He is now in his 41st year of talk radio. Since early 1999, Boortz has been syndicated on radio stations across the country, ranging from Maine to California and up to Alaska. How many listeners does Neal Boortz reach? The latest count is about six million listeners nationwide listening to Neal on over 230 radio stations.

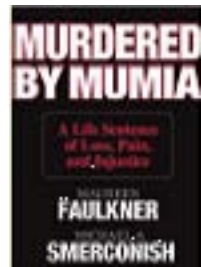
Michael Smerconish

Monday-Friday, 6:00 p.m. – 9:00 p.m.



Introducing The Michael Smerconish Program !

At the dawn of a new era in American politics rises a nationally known talker with major market ratings who knows exactly where listeners are in the new year. Smerconish is an independent thinker who speaks the bald truth from just right of center. Once a republican Presidential Appointee under George Bush Senior, he broke for Barack Obama in the 2008 general election after careful deliberation. More than just politics, Smerconish covers everything from government to pop Culture; all-things-Obama, dating, marriage, kids, wine....and a little more politics of course!



The Lars Larson Show

Monday-Friday, 9:00 p.m. – 12:00 a.m.

Lars got his start in radio at age 16 spinning records and reading news, sports and weather on "the Voice of Tillamook County" 1590 KTIL from a little cinderblock building on the edge of a cow pasture on the Oregon coast. 33 years later he's only moved 75 miles to the East (Portland) and light years to the "Right."

Along the way, Lars has worked for radio stations in Eugene, Spokane and currently NewsRadio 750 KXL in Portland, where he double dares station management to pry him loose. Despite friends who tell him he "has a face made for radio" Lars spent 20 years working in television as an anchor, reporter and producer of a weekly news magazine.

Lars has picked up more than 75 journalism awards, including a television Emmy and a Peabody.





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Educational & Entertaining

All week long every week

**Blending the best of the news and talk worlds,
AM 670 KMZQ is the radio station for varying tastes.**

**Not just political but topical; it's hosts were selected with the needs
and wants of the everyday Las Vegas in mind.**

**Reaching today's consumer is no easy task, but it has become easier
when choosing AM 670.**

When you want to reach these consumers, reach them with AM 670.



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Contact

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