

SPEAK TO
WACO'S
 BEST AUDIENCE.
KWBU LISTENERS
 ARE:

PLENTIFUL

KWBU'S BROADCAST SIGNAL REACHES ABOUT 246,000 PEOPLE IN THE McCOMBS COUNTY AREA.*

SUCCESSFUL

82% OF LISTENERS OWN A HOUSEHOLD INCOME OF \$300,000 OR MORE ANNUALLY

EDUCATED

89% OF MEMBERS HAVE A BACHELOR'S DEGREE OR HIGHER

MATURE

TYPICAL AGE RANGE: 35-55 AND UP

LEADERS

WACO'S BUSINESS OWNERS & EDUCATION LEADERS SERVE ON KWBU'S BOARD OF DIRECTORS & COMMUNITY ADVISORY COUNCIL*

CIVIC MINDED

62% OF LISTENERS BELIEVE IN WORKING FOR THE SOCIAL GOOD OF OUR COMMUNITY

LOYAL

86% OF LISTENERS PREFER BUYING FROM BUSINESSES THAT SUPPORT PUBLIC GOOD

SPEAK TO THE MOST VALUABLE AUDIENCE IN GREATER WACO.

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MORE INFORMATION AT 254.710.3472 OR KWBU.ORG

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