

Reaching an educated audience shouldn't involve an educated guess.



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Arbitron TAPSCAN Report DALLAS - FORT WORTH

Oct 08-Dec 08 6+ PPM

METRO Survey Area

M-F 6A-10A

ADULTS 35+

Population/Sample: 3,033,900/2,580

Stations Ranked by: AVERAGE PERSONS

	STATIONS	AVG RTG
1	KLUV-FM	1.0%
2	KSCS-FM	0.8%
3	KHKS-FM	0.8%
tie	KPLX-FM	0.8%
5	WBAP	0.7%
6	KLNO-FM	0.7%
7	KVIL-FM	0.6%
8	KTCK	0.5%
9	KERA-FM	0.5%
10	KRLD	0.5%

KERA 90.1 has good news – the National Public Radio affiliate for North Texas is now (finally!) listed along with commercial radio stations in the Arbitron ratings eBooks for Dallas/Fort Worth. Media buyers and planners now have access to KERA's ratings along with all of the commercial stations.

When DFW listeners want news/talk radio that's intelligent, independent and insightful, they tune to KERA for programming that connects them to the issues of the day and the people of the world.

Check out the ratings and rankings for **KERA 90.1**, and take the guesswork out of reaching what we call "the smartest audience in North Texas!"

For more information, contact Debbie Diaz at 214-740-9289 or ddiaz@kera.org.

