



# THE PULSE 1075 FM

**Station:** The Pulse, 107.5 FM

**Format:** Hot Contemporary

**Audience:** Adults, 18-44

**Audience Breakout:** 60% Female & 40% Male

**Population Served:** 220,000

**Primary Listening Area:** Southeast Missouri, Northeast Arkansas, Western TN

## Features:

- Young active audience
- Loyal listeners
- Fox News in morning drive
- On-air promotional opportunities
- An audience on the up swing of the consumer buying curve





# PROGRAMMING

Rihanna  
Green Day  
Black Eyed Peas  
Fergie  
Plain White T's  
Taylor Swift  
Gavin deGraw  
Jordin Sparks  
Daughtry  
Finger Eleven  
Bruno Mars  
Katy Perry  
Lady GaGa  
Nickelback  
The Fray  
Natasha Bedingfield  
Carrie Underwood  
Cee-Lo Green  
One Republic  
Pink  
Colbie Caillat  
LMFAO

