

# KDDD

# BIG COUNTRY

Dumas at 95.3 / Amarillo at 96.5

**CLASSIC COUNTRY**



# THE BUZZARD

CLASSIC ROCK FOR THE HIGH PLAINS  
103.5 FM / AM 800 KDDD

# ABOUT

Big Country 95.3 in Dumas, and 96.5 in Amarillo is your home of classic country from the Legends like Merle Haggard, Alabama, Dolly Parton, Kenny Rogers, Hank Williams Sr., Reba McEntire, and many more!

PLUS news and AG news, when you need it from CBS Radio News, Texas Radio Network, and the K Triple D news, sports and weather departments. Big Country also is the home of Dumas high school sports, Texas Tech, and the Amarillo Venom.

103.5 The Buzzard is Classic Rock for the High Plains. Featuring 30 minute rock blocks every hour. No radio station on the High Plains plays more music! Led Zeppelin, Ozzy Osbourne, Pink Floyd, Guns 'n Roses, AC/DC, Van Halen, Aerosmith, and more. On air in Moore County at 103.5, on the entire High Plains at AM 800, online, using the free Radio Max app, and by asking Alexia to play 103.5 The Buzzard.

The station also established a new event called "Buddy Holiday", a recreation of 1957 concert Dumas, TX, held every June. 103.5 Te Buzzard also carries news from CBS Radio, and AG News from the Texas Farm Network. And the KC Chiefs, Texas Tech, Sunray High School sports, and the Amarillo Sod Poodles



**BIG COUNTRY**

Dumas at 95.3 / Amarillo at 96.5  
**CLASSIC COUNTRY**



**THE BUZZARD**  
CLASSIC ROCK FOR THE HIGH PLAINS  
103.5 FM / AM 800 KDDD

# AUDIENCE

**650K**  
POPULATION



**2685** FOLLOWERS

**46%**  
MALE

**35-64**  
AGE

**54%**  
FEMALE



**73%**

HOME OWNERS



**\$65K**

AFFLUENCE



**17Min**

COMMUTE

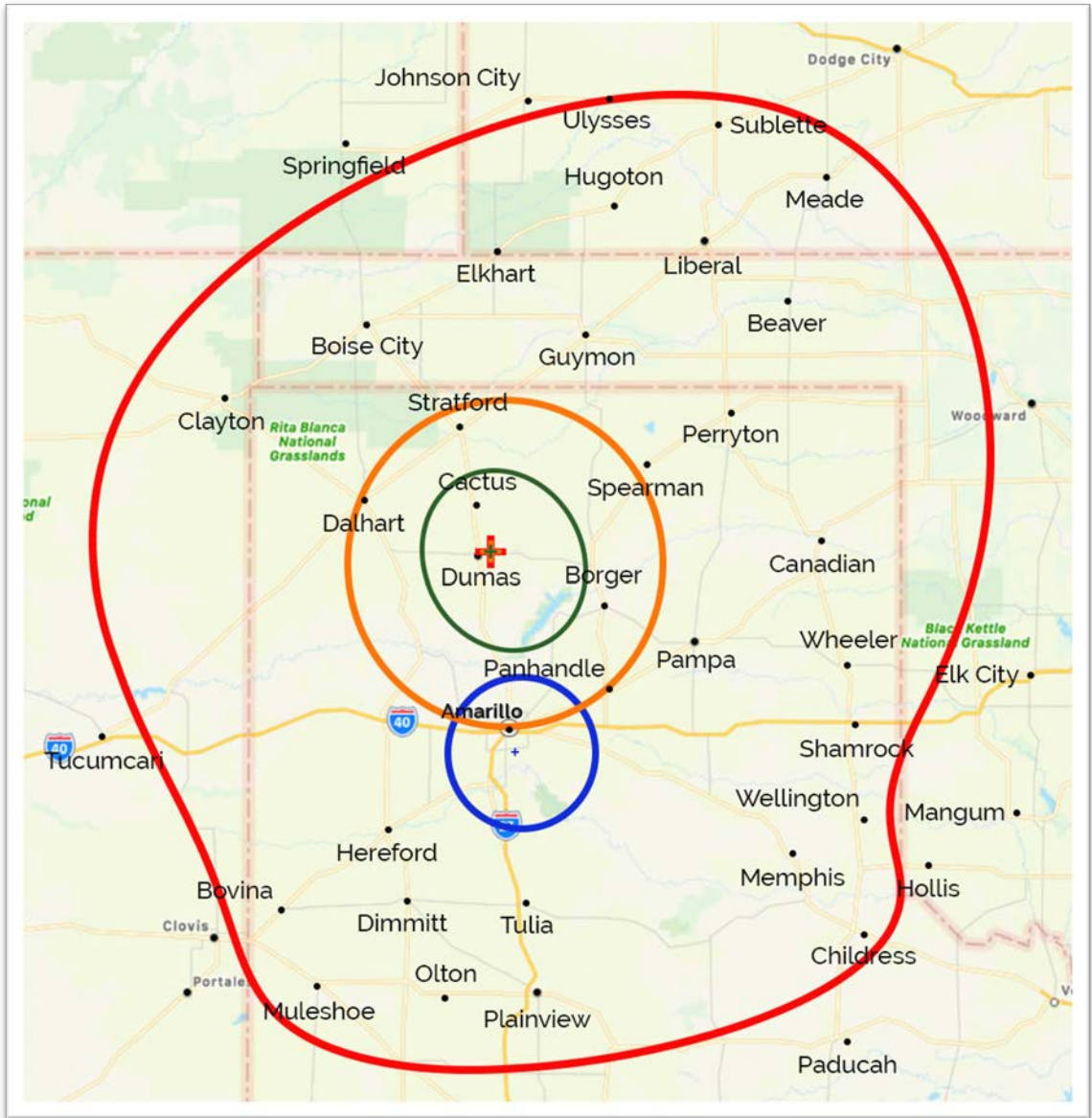
**BIG COUNTRY**

Dumas at 95.3 / Amarillo at 96.5  
CLASSIC COUNTRY



**THE BUZZARD**  
CLASSIC ROCK FOR THE HIGH PLAINS  
103.5 FM / AM 800 KDDD

# COVERAGE MAP



800 AM



95.3 FM



96.5 FM



103.5 FM

# ON AIR

**BIG COUNTRY**  
Dumas at 95.3 / Amarillo at 96.5  
CLASSIC COUNTRY



Todd Chambliss  
*Weekdays 6-9 AM*

Part of the Big Country Morning Crew 6 to 9 AM. Also hosts 9 to Noon, and on Saturdays, the nationally syndicated K Todd Classic Country, which airs on Big Country, Saturdays at noon



Gentleman Jim  
*Weekdays 6-9 AM*

A local legend in the market. Co-hosts the Big Country Morning Crew. Also the stations resident historian.



Gary Reynolds  
*Weekdays 12P – 7P*

On air afternoons noon until 7 pm. The Big Country Program Director, the man behind the music you hear.



Life with Lindsay  
*Weekdays 7P – 12A*

Evenings 7 to midnight. Lindsay shares timely information about the music, pop culture and in her life.

# ON AIR RATE

STATION	TIME	DAYPART	:60	:30
BIG COUNTRY	6a-10a	Morning Drive	\$16	\$12
	10a-3p	Mid-Day	\$16	\$12
	3p-7p	Afternoon Drive	\$16	\$12
	7p-12a	Evening	\$16	\$12
	12a-6a	Overnight	\$16	\$12
BUZZARD	6a-10a	Morning	\$10	\$6
	10a-3p	Mid-Day	\$10	\$6
	3p-7p	Afternoon	\$10	\$6
	7p-12a	Evening	\$10	\$6
	12a-6a	Overnight	\$10	\$6
COMBO	6a-10a	Mornings	\$20	\$14
	10a-3p	Mid-Day	\$20	\$14
	3p-6p	Afternoon	\$20	\$14
	6p-12a	Evenings	\$20	\$14
	12a-6a	Overnights	\$20	\$14



**THE BUZZARD**  
CLASSIC ROCK FOR THE HIGH PLAINS  
103.5 FM / AM 800 KDDD

# DIGITAL

## Digital Asset Summary & Specs:

Alexa Welcome  
Website Banner  
Banner Ad

## Digital Rates:

Alexa Welcome (recorded message) \$150 a month  
Website Banner Ad: (limit 5) \$99 a month  
Banner Ad on station app: (limit 5) \$99 a month

**BIG**   
**COUNTRY**

**Dumas at 95.3 / Amarillo at 96.5**

**CLASSIC COUNTRY**

