****

**Easttexasradio.com is this area’s #1 source for news, weather and sports with an average reach of 436,000 unique visitors per month.**

****

**East Texas Broadcasting, Inc. owns and operates eight radio stations located in Northeastern Texas:**

* **KALK-FM** (K-LAKE) serves the Mount Pleasant, Mount Vernon and Sulphur Springs markets. The station broadcasts an Adult Hits format from 97.7 MHz.
* **KIMP-AM** serves the Mount Pleasant, Mount Vernon, and Pittsburg Markets. The station broadcasts a regional Mexican format from 960 KHz on AM and 104.4 MHz on FM.
* **KSCN-FM** serves the Mount Pleasant, Mount Vernon, Pittsburg, Winnsboro and Daingerfield markets. The station broadcasts a Country format from 96.9 MHz.
* **KSCH-FM** serves the Sulphur Springs and Commerce markets. The station broadcasts a Country format from 95.9 MHz.
* **KBUS-FM** is licensed to Paris, Texas and serves the Texas counties of Lamar, Fannin, Delta, Red River and Franklin along with the Oklahoma counties of McCurtain and Choctaw. The station programs a Classic Rock format from 101.9 MHz.
* **KOYN-FM** is licensed to Paris and serves the same market area as KBUS. The station broadcasts a country format from 93.9 MHz.
* **KPLT-AM** is licensed to Paris and serves the Paris market. The station broadcasts a Classic Country format 1490 KHz on AM and from 96.3 MHz on FM.
* **KPLT-FM** is licensed to Paris and serves the same market area as KBUS/KOYN. The station broadcasts an Adult Contemporary format from 107.7 MHz.

**www.easttexasradio.com**

  
**- Our Locations -**

* 930 Gilmer St. Sulphur Springs, TX 75482
* 1798 US Hwy 67 W. Mt Pleasant, TX 75455
* 2810 Pine Mill Rd. Paris, TX 75460THE POWER OF 10

Effectively Reaching Northeast Texas

**EAST TEXAS BROADCASTING, INC.**

***KALK-FM, KBUS-FM, KIMP-AM & FM, KOYN-FM,***

***KPLT-AM & FM, KSCH-FM, KSCN-FM***

CoverageMap.tif

*The Largest Media Outlet in Northeast Texas*

*Coverage of* ***15*** *Counties*

*Reaching Over* ***400,000*** *Customers*

*Our east Texas radio stations primary market areas reach an affluent population of over* ***400,000 people*** *with over* ***5 billion dollars in retail sales*** *per year.*

Northeast Texas, Southeast Oklahoma EconomyEast Texas Broadcasting Inc. Market Area

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| ***COUNTY*** | ***POP*** | ***2019 RETAIL*** |  | ***2020 RETAIL*** | ***County Seat*** |
|  |  |  |  |  |  |
| Camp | 13,094 | 110,083,487 |  | 121,104,756 | Pittsburg |
|  |  |  |  |  |  |
| Franklin | 10,725 | 111,402,507 |  | 109,279,360 | Mount Vernon |
|  |  |  |  |  |  |
| Hopkins | 37,084 | 625,224,556 |  | 632,933,308 | Sulphur Springs |
|  |  |  |  |  |  |
| Hunt | 98,594 | 1,514,460,558 |  | 1,550,355,394 | Greenville |
|  |  |  |  |  |  |
| Morris | 12,388 | 97,169,473 |  | 98,628,526 | Daingerfield |
|  |  |  |  |  |  |
| Rains | 12,514 | 98,507,382 |  | 110,520,875 | Emory |
|  |  |  |  |  |  |
| Titus | 32,750 | 873,339,133 |  | 861,305,538 | Mount Pleasant |
|  |  |  |  |  |  |
| Upshur | 41,753 | 249,030,841 |  | 294,717,018 | Gilmer |
|  |  |  |  |  |  |
| Wood | 45,539 | 463,354,598 |  | 553,227,433 | Quitman |
|  |  |  |  |  |  |
| \* Choctaw | 14,672 | 118,812,000 |  | 118,812,000 | Hugo |
|  |  |  |  |  |  |
| Delta | 5,331 | 56,742,729 |  | 57,583,027 | Cooper |
|  |  |  |  |  |  |
| Fannin | 35,514 | 363,395,518 |  | 355,967,365 | Bonham |
|  |  |  |  |  |  |
| Lamar | 49,859 | 748,692,665 |  | 808,949,035 | Paris |
|  |  |  |  |  |  |
| \* McCurtain | 32,832 | 275,215,000 |  | 275,215,000 | Idabel |
|  |  |  |  |  |  |
| Red River | 12,023 | 49,416,901 |  | 54,039,790 | Clarksville |

**Total Population in Market Area: 454,672  
Total Retail Sales for 2020:**

**$6,002,638,425.00**

**Over 6 Billion Dollars**

All populations for Texas found at Texas Department of State Health Services. Projected Texas Population by County, 2020. Texas Counties gross sales from Glenn Hegar, Texas Comptroller of Public Accounts.   
All populations for Oklahoma found at [www.okcommerce.gov/DATA-AND-RESEARCH](http://www.okcommerce.gov/DATA-AND-RESEARCH) \* Choctaw and McCurtain Counties retail sales numbers are from 2020 Census.