



STATION SNAPSHOT

KHTC-FM
HOUSTON, TEXAS

www.1075khits.com

CALL LETTERS:	KHTC-FM
DIAL POSITION:	107.5 FM
OWNERSHIP:	Cox Radio
BRAND:	107.5 The New K-Hits
POSITIONING:	<i>"Greatest Hits of the 60's and 70's"</i>
SERVICE CLASS:	C - highest and most powerful FM class authorized by the FCC
SIGNAL POWER:	98,000 watts at 601 meters (1,971 feet) HAAT*
FORMAT:	Classic Hits. Music focused between 1965 and 1978 recalls the era's great Top 40 radio hits.
CORE ARTISTS:	The Beatles, Simon & Garfunkel, Elton John, Carole King, Chicago, The Rolling Stones, Fleetwood Mac, Stevie Wonder, The Eagles.
FORMAT SINCE:	1989 evolved to Classic Hits July 2006
TARGET DEMOS:	Adults 25 – 54, Adults 35 - 64
INVENTORY:	Limited spot load - 10 units (:60 or :30) per hour outside of AM Drive (M-F 5a-9a). Unit priced.
PROMOTIONS:	Promotions and marketing reflect a commitment to a positive, family-friendly lifestyle.
MAIN PHONE:	(713) 963-1200
FAX:	(713) 622-8593
WEB ADDRESS:	www.1075khits.com
NATIONAL REP:	Christal Radio

*HAAT: Height Above Average Terrain, refers to the altitude of the station's antenna on the tower at the transmitter site.

HOUSTON'S EXCLUSIVE STATION PLAYING THE GREATEST HITS OF THE 60'S AND 70'S, REACHING THE ACTIVE, AFFLUENT BABY BOOMER!

Cox Radio Houston ~ KHPT • KHTC • KKQB • KTHT ~ 1990 Post Oak Blvd, #2300 ~ Houston, Texas 77056 ~ (713) 963-1200