



Eye on the Outdoors

KFNS 590 the Fan, 100.7 FM

“Eye On the Outdoors”, a radio program targeted specifically to the outdoor audience, fishing, shooting, hunting, floating, camping, hiking, anyone that enjoys the great outdoors. We reach your target audience where they spend a lot of their time, in their vehicles, at work, home and the lake.

“Eye On The Outdoors” high energy, entertaining and the most listened to outdoor radio show in the St. Louis and Illinois market. “

Eye on the Outdoors” a huge success in terms of building a large listing audience for KFNS and the success of advertisers, generating sales and awareness in a positive manner.

“Eye On the Outdoors” sponsors and advertisers benefit from a unique relationship not necessarily limited to traditional time constraints of: 30-second commercials.

“Eye on the Outdoors” will promote your company, product or special interest in a way that allows you to fully “tell your story”. Weekly product reviews, company interviews, field-testing, on air product giveaways and live discussions about product use.

Interesting things have happened to radio in the last twenty years, radio fragmentation to target specific audiences. Two thirds of all Americans get their morning news from radio.

Twice that many people listen to radio between 5:30-9:00a.m. than at any other time.

The best news is that comparatively, radio gets much better ratings on the weekends than television.

We build an advertising program specifically designed to meet your needs, and more than happy to discuss how **“Eye on outdoors”** will help your company reach a new, loyal audience of outdoor enthusiasts

Sincerely,

Ray Eye
Host and Executive Producer
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