



## KSYV – FM 96.7

**Lompoc • Santa Maria • Five Cities • Santa Ynez Valley**

### Format:

Adult Contemporary, Soft Rock

### Core Artists:

Elton John • Rod Stewart • Michael Bolton • Billy Joel • Whitney Houston • Celine Dion • Mariah Carey • Richard Marx • Gloria Estefan • Eric Clapton • Lionel Richie • Vanessa Williams • Fleetwood Mac

### Target Demos:

Adults 25-54, Women 25-54

### Coverage Area:

Mix 96.7 has the largest coverage area of any Adult Contemporary station on the Central Coast with its Dual-County coverage, you can hear Mix 96.7 from San Marcos Pass all the way to Pismo Beach and the Five Cities.

### Listener Profile: Mix 96.7

is the Central Coast's premiere Soft Rock station ~ reaching a dynamic audience of upscale adults, concentrated in the 25-54 year old category. For more than two decades Mix 96.7 has been heard playing non-stop in many stores, homes and cars throughout the Central Coast. Mix 96.7 has some of the longest *time spent listening* of any station on the Central Coast, making it easy to create a dynamic impact and top-of- mind awareness with these prime consumers.

