

KFQX-TV FOX WITH RECORD AUDIENCE



We're Letting The Cat Out Of The Bag!

Results... Is what our clients use KFQX FOX for:

FOX broadcasting since their inception has been cutting edge. Pushing the envelope to broadcasting excellence with shows that have consistently attracted upscale young professionals and consumers targeted to purchase your products....KFQX-TV (FOX) gets results!

Save Money and Increase Sales

Our goal is to maximize your audience opportunities with young affluent consumers in the mode of establishing buying habits and brand loyalty. When building brand awareness and influencing your ongoing target base, KFQX-TV (FOX) is an excellent vehicle to add to your media mix.

FOX 4 KFQX-TV continues to be the front-runner in Prime programming sports and specials.

Prime favorites like the X-Files, Ally McBeal, The Simpsons, Beverly Hills 90210, Fox Files, Guinness Book of World Records, and Party of Five and King of the Hill continued to showed strong growth in key demos while upcoming new programs, like Futurama, (a new show by Matt Groening-Simpsons creator promises to be a hot



new entry into the prime mix). Additional new shows like the PJ with Eddie Murphy, and Family Guy are assured to shake up the television environment with revolutionary new options for cutting edge professionals looking to make their own buying decisions and branding habits.

Sports... Always a Great Area!

KFQX-TV (FOX) 4 has taken the other networks by storm with their entry into traditional sports not available before NFL Football, especially with the Superbowl champion Broncos continues to be the hottest ticket in town. In addition, NHL Hockey, the playoffs and Major League Baseball are assured strong followings with local teams, The Colorado Avalanche and the Colorado Rockies gathering momentum and high hopes for an excellent season and potential championship implications of their own.

KFQX-TV (FOX) may be the new kid on the block but nationally, FOX has proven to be an excellent value. Because audience viewing is measured with diaries (a recall methodology), viewing levels are much lower than the reality would be especially if we were a metered (electronic measurement). It is also a proven fact that in metered markets FOX consistently the biggest winner and so can you.