



DayWeather Radio Network

The Number One Source for AG WEATHER INFORMATION
in the Rocky Mountains and High Plains!

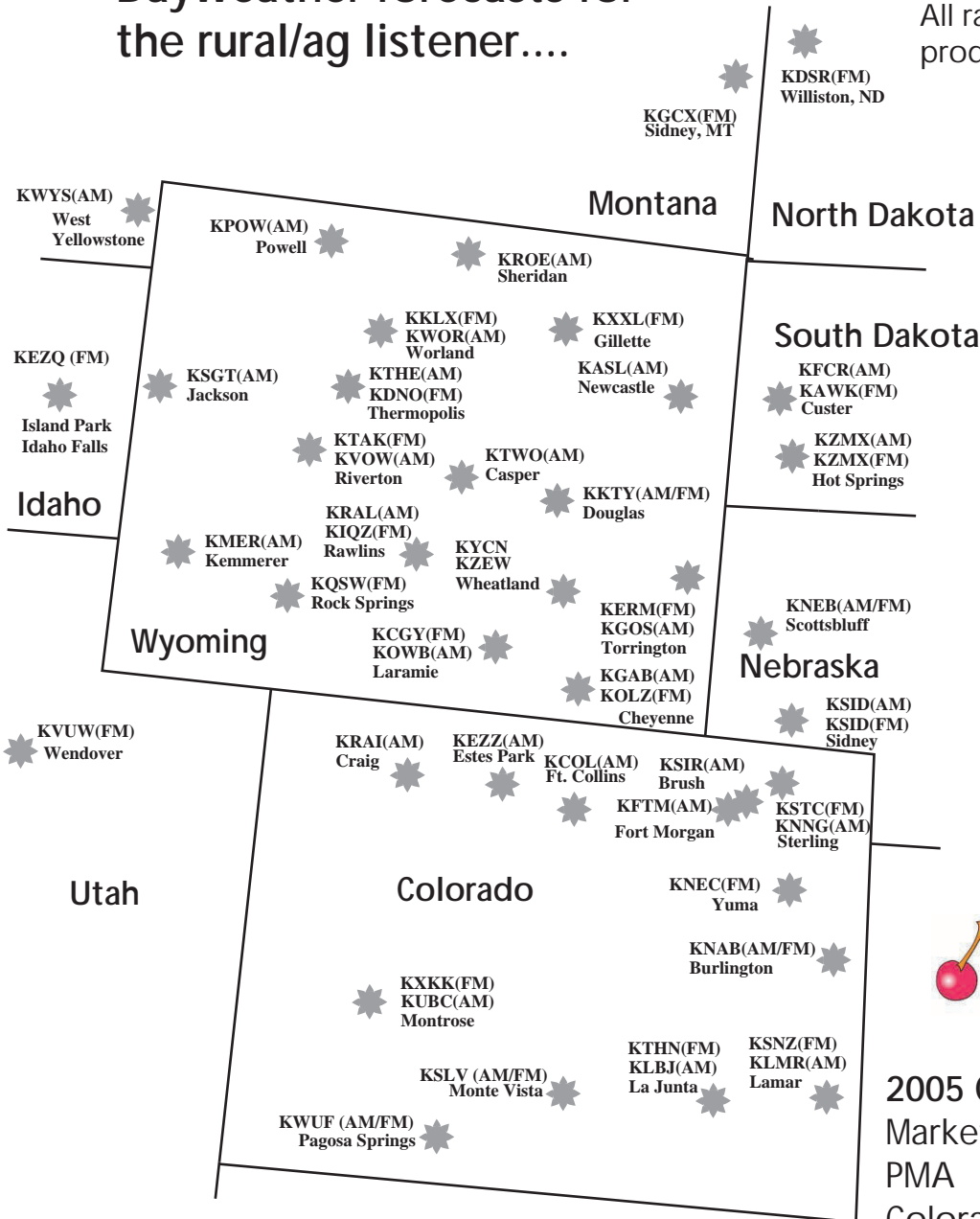
72.4 Cume Rating- PMA

82.2 Cume Rating- Wyoming

67.3 Cume Rating- Colorado

DayWeather forecasts for
the rural/ag listener....

Number One network in the region in
All ratings categories, time periods and
producer groups in the 2005 AMR*_R.



DayWeather Network
is NUMBER ONE with
Agri-business advertisers
because it DELIVERS:

- The highest producer listening numbers
- Eight states
- 38 Markets
- 56 Stations
- 74 Key ag counties

72.4%*
Cume Rating

The ability to
"cherry pick" only the
markets you NEED!



2005 Cumes	Key Airtimes	
Market	5A-8A	11A-1P
PMA	43.7	37.2
Colorado	43.0	15.7
Wyoming	47.3	42.4

Call Now for Media Kit Information - 1 800-584-9331

Internet: dayweather.com
Email: sales@dayweather.com
FAX: (307) 637-4883

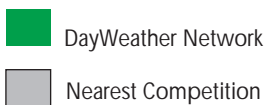
Since 1992

*(c) 2005 AMR Ag
Media Research

Compare the Numbers!

The 2005 AMR Survey shows that, The DayWeather Network is Number one with all producer groups, regardless of time period or rating category in its PRIMARY MARKET AREA!

This wide margin of Producer preference over our nearest competition is ALSO evident in "Subsets" of the PRIMARY MARKET AREA. Your client can select ONLY those markets required. For example, the 2005 AMR confirms DayWeather Network is NUMBER ONE in eastern Colorado and western Nebraska for CORN PRODUCERS, as well as Wyoming, Colorado and western Nebraska for CATTLE PRODUCERS.



2005 AMR SURVEY

The information contained on this page was prepared by Ag Media Research, 401 E. 8th St., Sioux Falls, SD 57103, 1-800-456-3261.

Producers surveyed:

Active producer with gross sales over \$40,000, decision maker to Farm/Ranch buying decisions. Survey based on 478 surveys making a projection of 8,278 producers for these areas. SUGAR BEETS
 Compilations are based on different statistical weights in each state-county.



DayWeather[®]
Radio Network

