



STATION SNAPSHOT

KHPT-FM
HOUSTON, TEXAS

www.1069thepoint.com

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| CALL LETTERS: | KHPT-FM |
| DIAL POSITION: | 106.9 FM |
| OWNERSHIP: | Cox Radio |
| BRAND: | 106.9 The Point |
| POSITIONING: | <i>"Best of the 80's and more"</i> |
| SERVICE CLASS: | C - highest and most powerful FM class authorized by the FCC |
| SIGNAL POWER: | 100,000 watts at 579 meters (1,899 feet) HAAT* |
| FORMAT: | Music intensive presentation featuring the best pop, rock, and alternative hits from the late 70's through the early 90's with a focus on the 80's. |
| CORE ARTISTS: | Aerosmith, Bon Jovi, Bryan Adams, The Cars, Def Leppard, Foreigner, Genesis, The Go Go's, John Mellancamp, Journey, Pat Benatar, Phil Collins, The Police, U2, ZZ Top. |
| FORMAT SINCE: | October 2000 |
| TARGET DEMO: | Adults 25 - 44 |
| INVENTORY: | Limited spot load - 10 units per hour all time periods. Unit priced. |
| PROMOTIONS: | Lifestyle. |
| MAIN PHONE: | (713) 963-1200 |
| FAX: | (713) 621-4398 |
| WEB ADDRESS: | www.1069thepoint.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.

106.9 THE POINT, REACHING HIGHLY EDUCATED, AFFLUENT ADULTS WHO ARE LOYAL TO THEIR MUSIC AND THE PRODUCTS THAT APPEAL TO THEIR LIFESTYLE!

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