



Jacobs Radio Programming



Jeff Jacobs
Owner



The Beat of Montana on 98.7FM is giving Missoula and Ravalli counties the music they grew up with from the 80's and early 90's. Artists like LL Cool J, Salt N Peppa, TLC, Beastie Boys, Young MC and many others! Wake up with Anna & Raven in the Morning with "Couples Court", "Can't Beat Raven" and tons of music!

DEMOGRAPHIC: The Beat targets adults 35-54 year olds (50% male/50% female) These listeners were in high school and college in the 80's and early 90's and are now the buying power!

LISTENERSHIP: This format reaches stylish, affluent and diverse adult listeners that are not being served by ANY OTHER radio station in our region and showcases the cultural music icons that have crossed the boundaries of age and race and are now the cornerstone of arena concerts and super bowl half time show.

POPULATION REACH: 165,212

STATION POWER: 100,000 WATTS!

LISTEN NOW!

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