

The Hype WZKX FM HD-3  
 Format: Throwback Hip-Hop  
 Audience: 18-49  
[www.thehypehdr.com](http://www.thehypehdr.com)

South Mississippi's first HD Throwback station! The best sound quality to enjoy jams from the late 90s and early 2000s!

**Created by Millennials,  
 with Millennials in mind!**

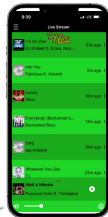
The HD market is previously untapped locally, giving advertisers an advantage to be on the starting line!



On Air



Online



**STREAMING  
 LIVE NOW!**



**Listener's Potential  
 Purchasing Power:**

**\$567 Million+**

= (TOTAL POPULATION / PERSONS PER HOUSEHOLD)  
 \* (MEDIAN HOUSEHOLD INCOME \* (% ESTIMATED  
 DISPOSABLE INCOME)) / 12 MONTHS)

