

The background of the image is a radio broadcast studio. It features several professional microphones on boom arms, a computer monitor, a keyboard, and a mouse on a wooden desk. The walls are covered in acoustic foam. A large blue circle is overlaid on the image, framing the central text and logo. The logo itself is a red square with white text.

**BOB
FMSM
107.1**

**RADIO THAT
GETS RESULTS**

A small yellow circle icon is positioned to the left of the red button.

MEDIA KIT

Agenda

- Introduction
- About the Station
- On-Air Talent
- Why Radio?
- Event Marketing
- Digital Marketing
- Station Coverage
- Contact



ABOUT THE STATION



Station Format:

The widest variety of music from the 80's, 90's and whatever. Taylor Swift, Matchbox 20, Elton John, Bon Jovi, Fleetwood Mac, Adele...

We Play Anything!

CALL LETTERS:

KESR

DIAL POSITION:

107.1 FM

MARKET:

Redding, CA

OWNED BY:

Results Radio, LLC

SIGNAL:

25,000 Watts
Equivalent Power



ON-AIR TALENT



FEATURES:

No Repeat Workdays

Monday- Friday: 9AM – 5PM

Megamusic Bobathons

Monday-Friday: 2:55PM – 3:45PM

**Saturday 7PM-12am: Bob's Saturday Night
Throwback Party with DJ Unruly**



Cagle

Monday-Friday: 9AM – 4PM

Saturday's 9AM – 2PM



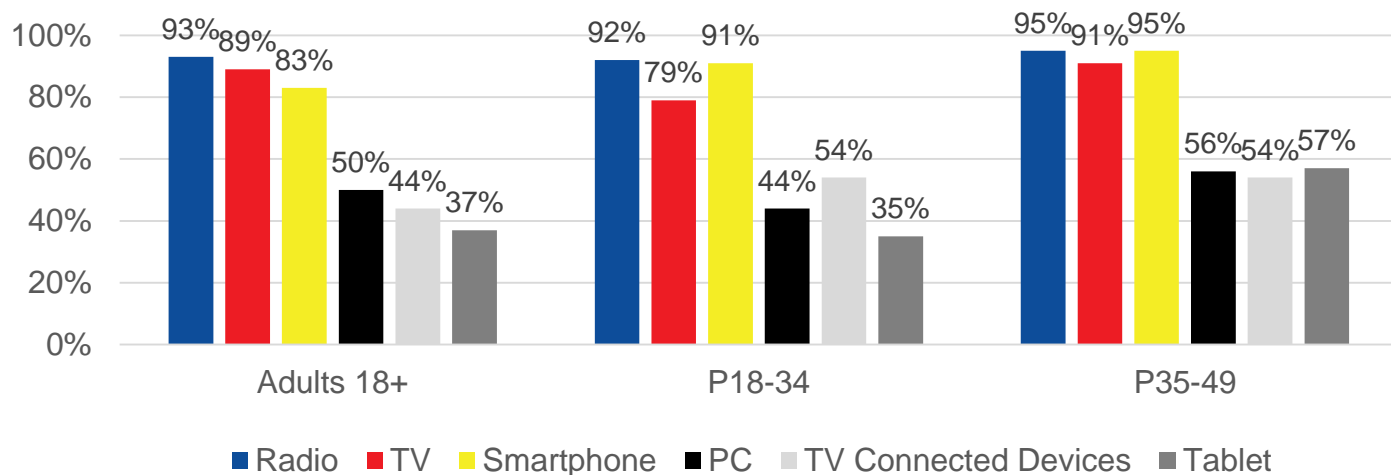
WHY RADIO?



RADIO RULES! RADIO IS A TOP REACH MEDIUM FOR ADULTS OF ALL AGES. HIGHEST AMONG ALL MEDIA OPTIONS.

When an advertiser is looking to generate ROI – Radio Matters. When disaster strikes – Radio Matters. When it comes to serving the community – Radio Matters.

Weekly Reach (% of Population)



- 93% of all Americans are reached by radio each week.
- Among Millennials radio dominates TV.
- 67% of time in the car is spent listening to AM/FM Radio.
- Radio increases brand awareness, drives traffic and increases sales.
- Radio is cost effective. Businesses of all sizes and in a wide range of category see results from radio campaigns, with an average return on investment of \$6 for every \$1 spent.



Stats & Data Credits:

Source Perception vs. Reality by Westwood One courtesy of Radio Advertising Bureau | Edison Research. "Share of Ear," Q3, Q4 2015 Q1, Q2 2016. Persons 18-34- In Car Listening. Radio Advertising Bureau, 2016 | The Nielsen Comparable Metrics Q4 2016

EVENT MARKETING



Make - A - Wish Radiothon



Redding Beer & Wine Festival



Billy & Patrick Big Sale



Redding Rodeo



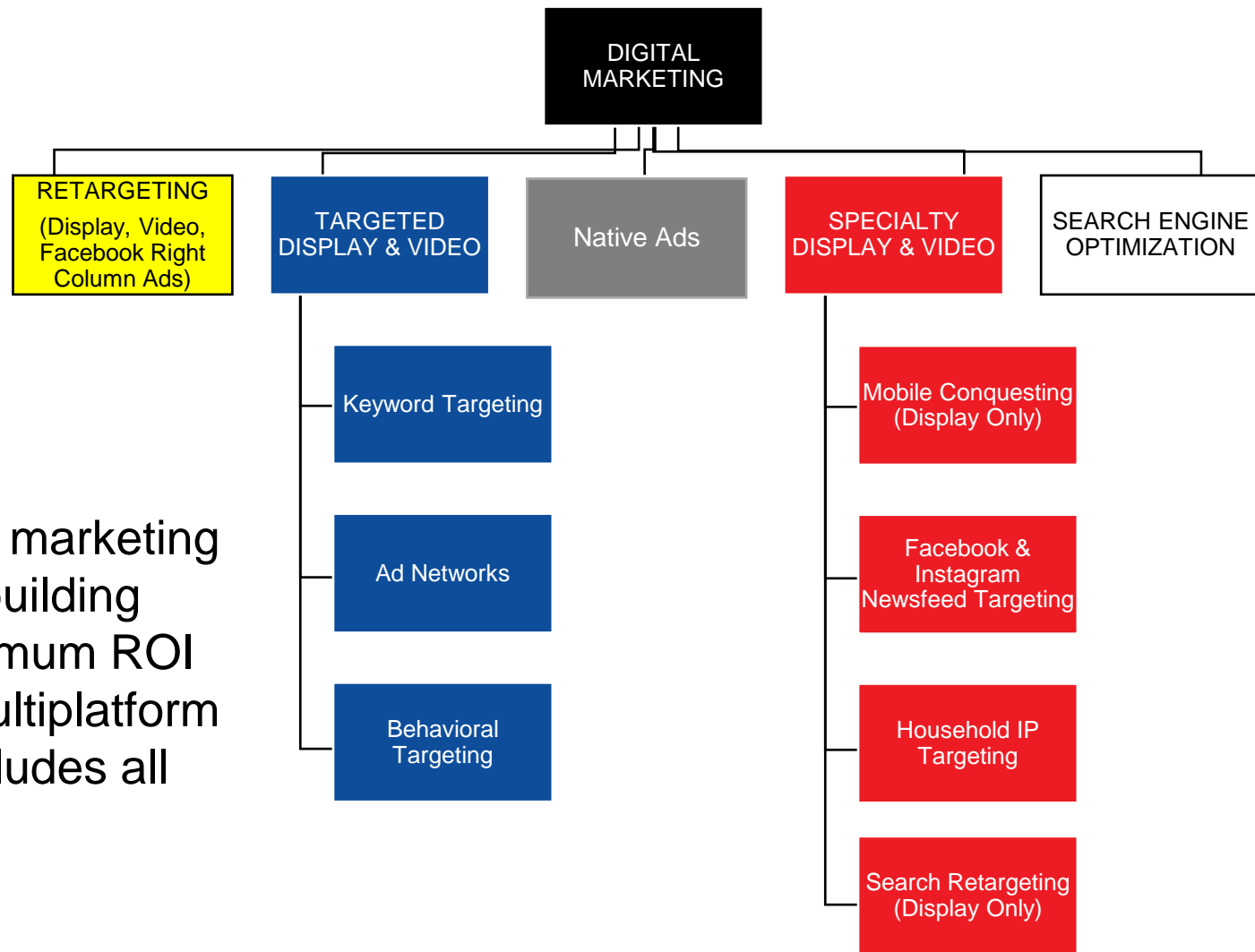
Firecracker 5k



DIGITAL MARKETING



Results Radio is a full-service local digital marketing service in Redding. We specialize in building on-air and online campaigns to get maximum ROI for our clients. We do this by utilizing a multiplatform approach to digital marketing which includes all formats listed in the chart.



STATION COVERAGE

KESR

107.1 FM

Area Population: 250,000

Number of Cities Reached: 20+



<http://1071bobfm.com/>

