



**RADIO THAT  
GETS RESULTS**



**MEDIA KIT**

# Agenda

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



# ABOUT THE STATION



## Station Format:

Classic Rock

### Core Artists Include:

- Van Halen
- AC/DC
- Aerosmith
- The Who
- Boston
- Led Zeppelin
- ZZ Top

**CALL LETTERS:** KHRD

**DIAL POSITION:** 103.1 FM

**MARKET:** Redding, CA

**OWNED BY:** Results Radio, LLC

**SIGNAL:** 50,000 Watts  
Equivalent Power



# ON-AIR TALENT



**Dave Tappan**

Monday-Friday: 6AM – 10AM



**Ron Woodward**

Monday-Friday: 10AM – 12PM



**Ryan O'Brien**

Monday-Friday: 12PM – 5PM



**Tim Buc Moore**

Monday-Friday: 5PM – 9PM



**Sammy Hagar's Top Rock Count Down**

Saturdays: 10AM – 12PM & Sundays: 3PM – 5PM

## FEATURES:

Useless Trivia

A-Z Specialty Weekends

Double Shot Specialty Weekends

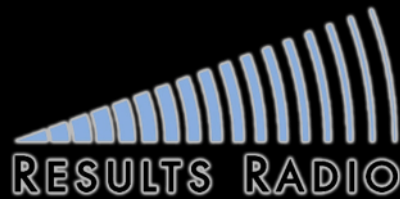
Dave Tappan's- What's for Dinner Tonight

Top 500 Countdown Specialty Weekends

103 Minutes Commercial Free 2pm Weekdays



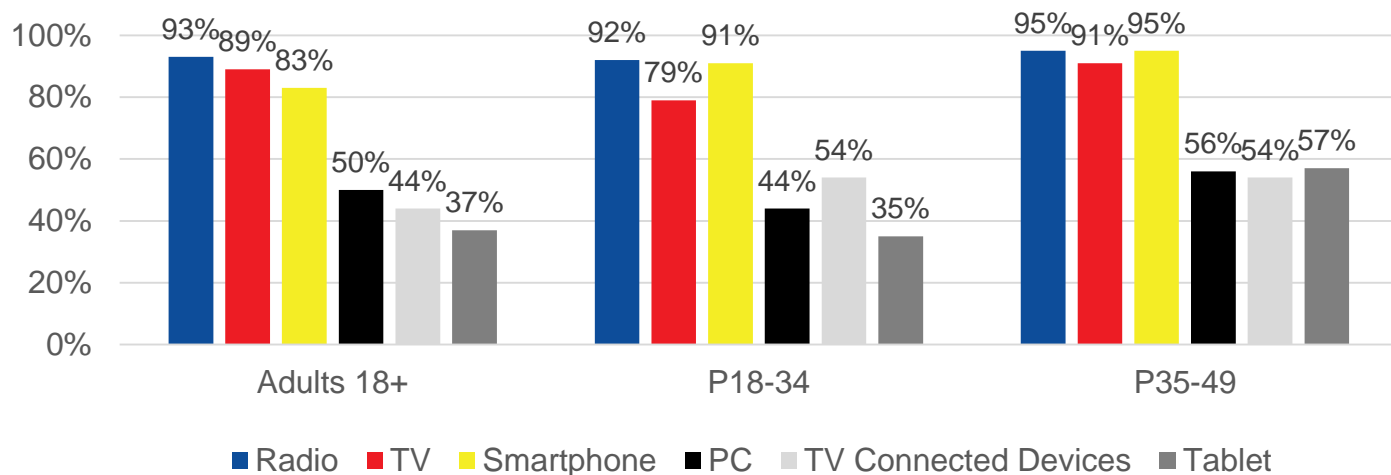
# WHY RADIO?



## 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



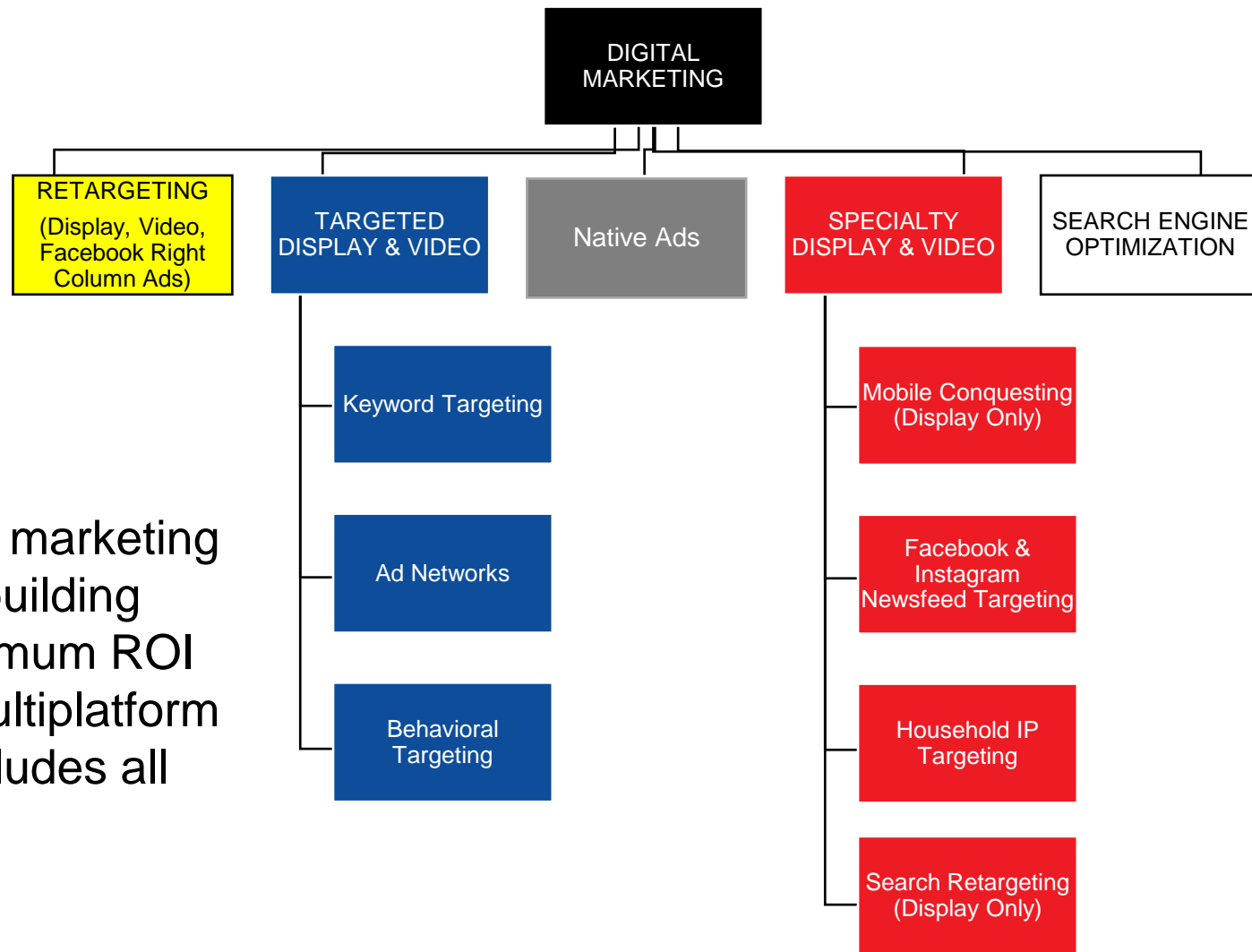
Firecracker 5k



# 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

**KHRD**

**103.1 FM**

Area Population: 300,000

Number of Cities Reached: 10+



<http://red1031.com/>

