



**RADIO THAT
GETS RESULTS**



MEDIA KIT

Agenda

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



RESULTS RADIO

ABOUT THE STATION



Station Format:

Contemporary Hit Radio

"Redding's #1 Hit Music Station"

Core Artists Include:

- Ariana Grande
- Taylor Swift
- Justin Bieber
- Calvin Harris
- Bruno Mars
- Chainsmokers
- Ed Sheeran

CALL LETTERS:

KEWB

DIAL POSITION:

94.7 FM

MARKET:

Redding, CA

OWNED BY:

Results Radio, LLC

SIGNAL:

50,000 Watts
Equivalent Power



ON-AIR TALENT



JohnJay & Rich

Monday-Friday: 5AM – 10AM



Chris Rey

Monday-Friday: 10AM-2PM



Kelsey J

Monday-Friday: 6PM-11PM



ON-AIR TALENT

POWER
94.7 FM



FEATURES:



Baka Boyz All Star Hit Mix



12 O'Clock Hit Mix With Mack Morris



Saturday Night Hit Mix 5pm-9pm



Hollywood Hamilton Top 30 Countdown
(Saturdays 6am-9am)

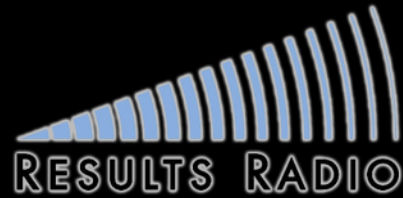


Sunday Night Slow Jams 8pm- midnight

WEEKEND
TOP 30
WITH HOLLYWOOD
HAMILTON



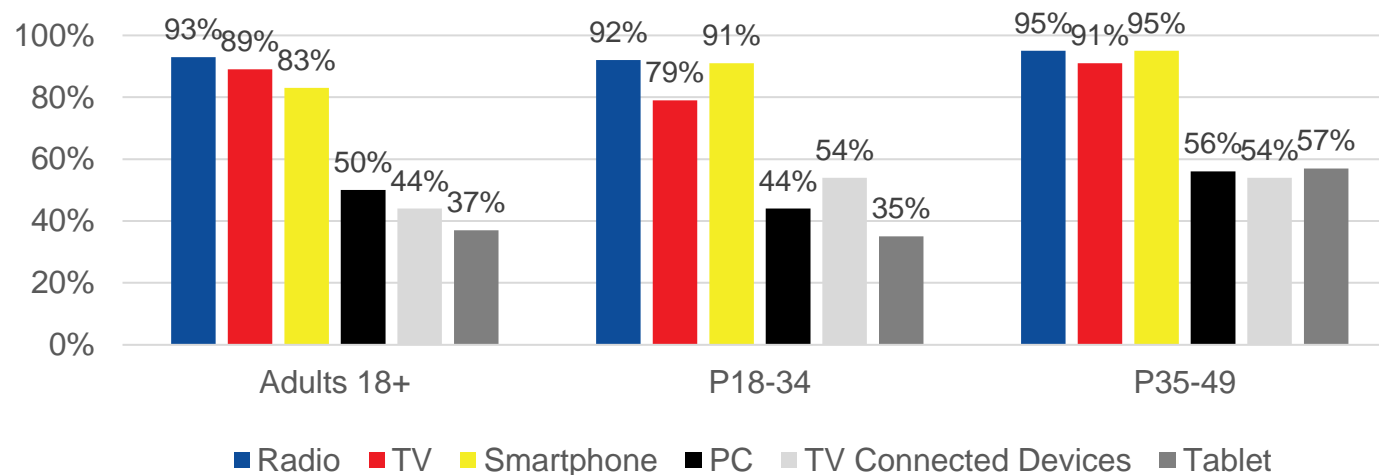
WHY RADIO?



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

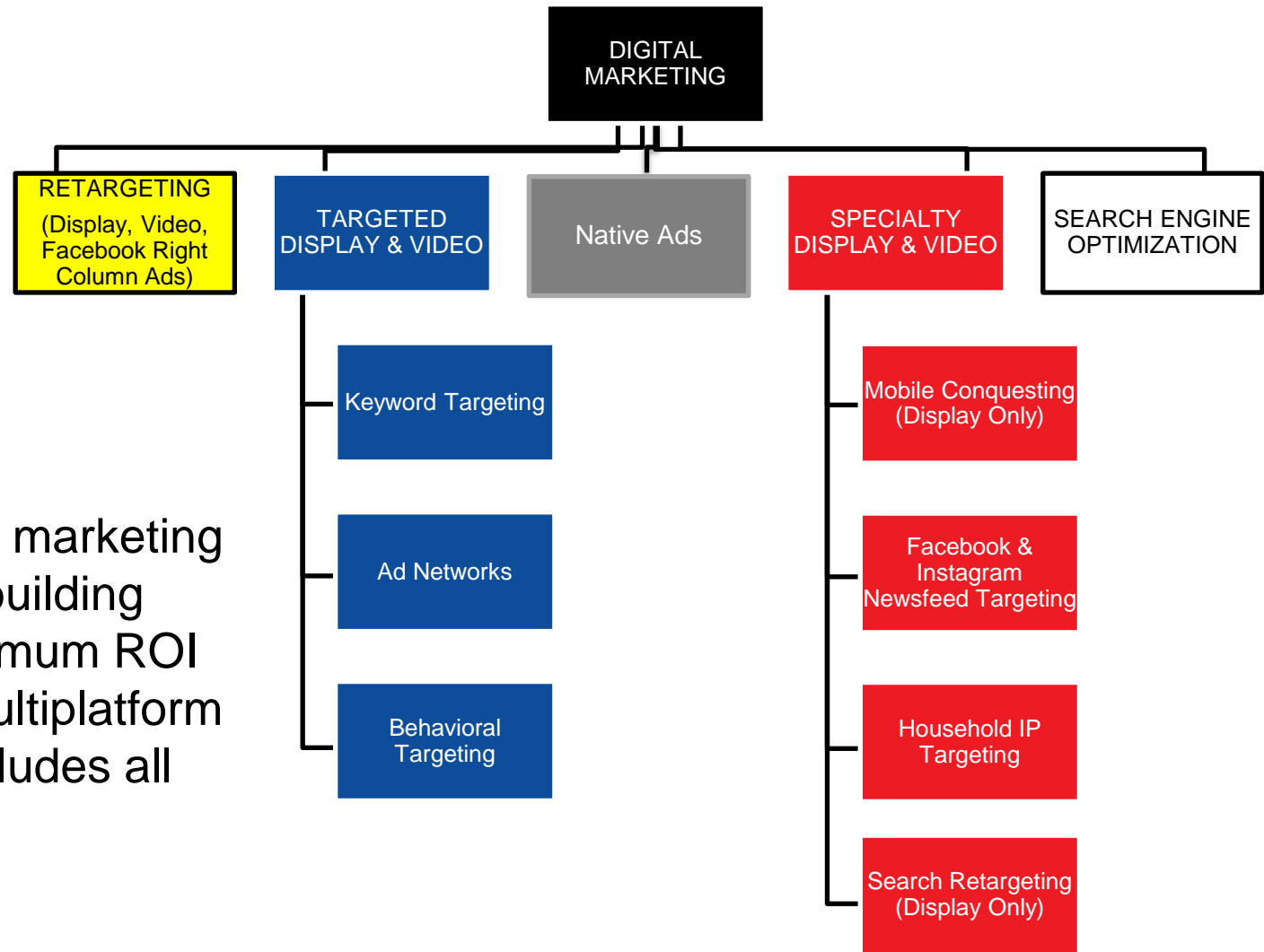
EVENT MARKETING



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

KEWB

94.7 FM

Area Population: 250,000

Number of Cities Reached: 15+



<http://power94radio.com/>

