



**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

FEATURES:

Red's Classic Rock Artist of the Week

Red's Classic Rock Block Party Weekend

Non-stop Morning Drive 7am Weekdays

Ryan's Red Rock Trivia 12pm Weekdays



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

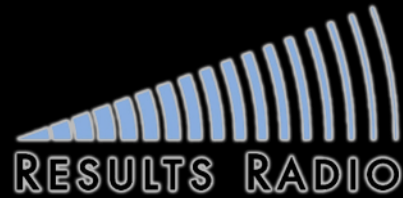


Sammy Hagar's Top Rock Count Down

Saturdays: 6AM-8AM & Sundays: 3PM – 5PM



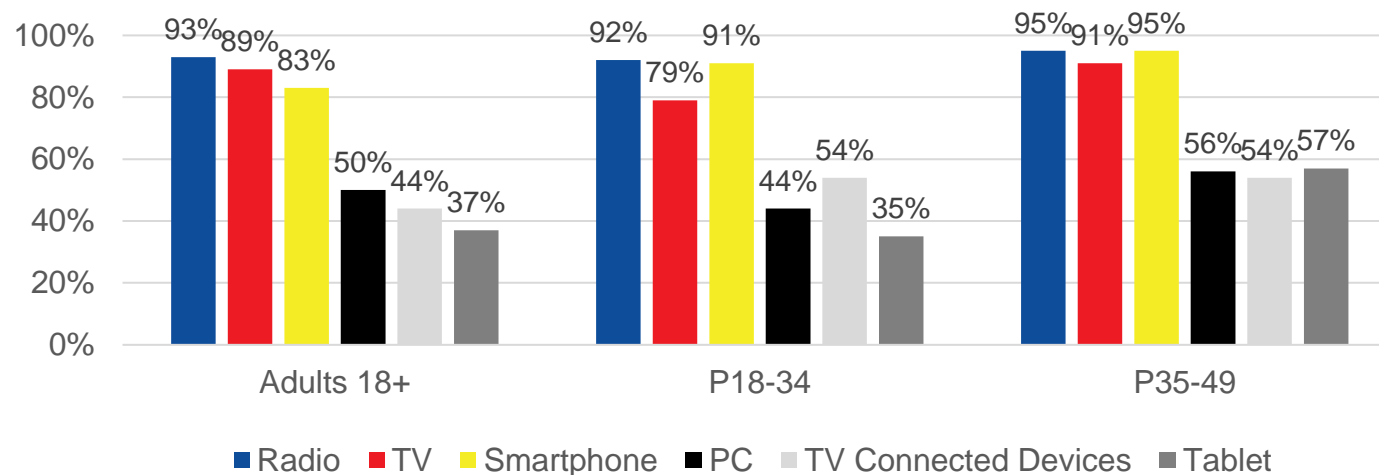
WHY RADIO?



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

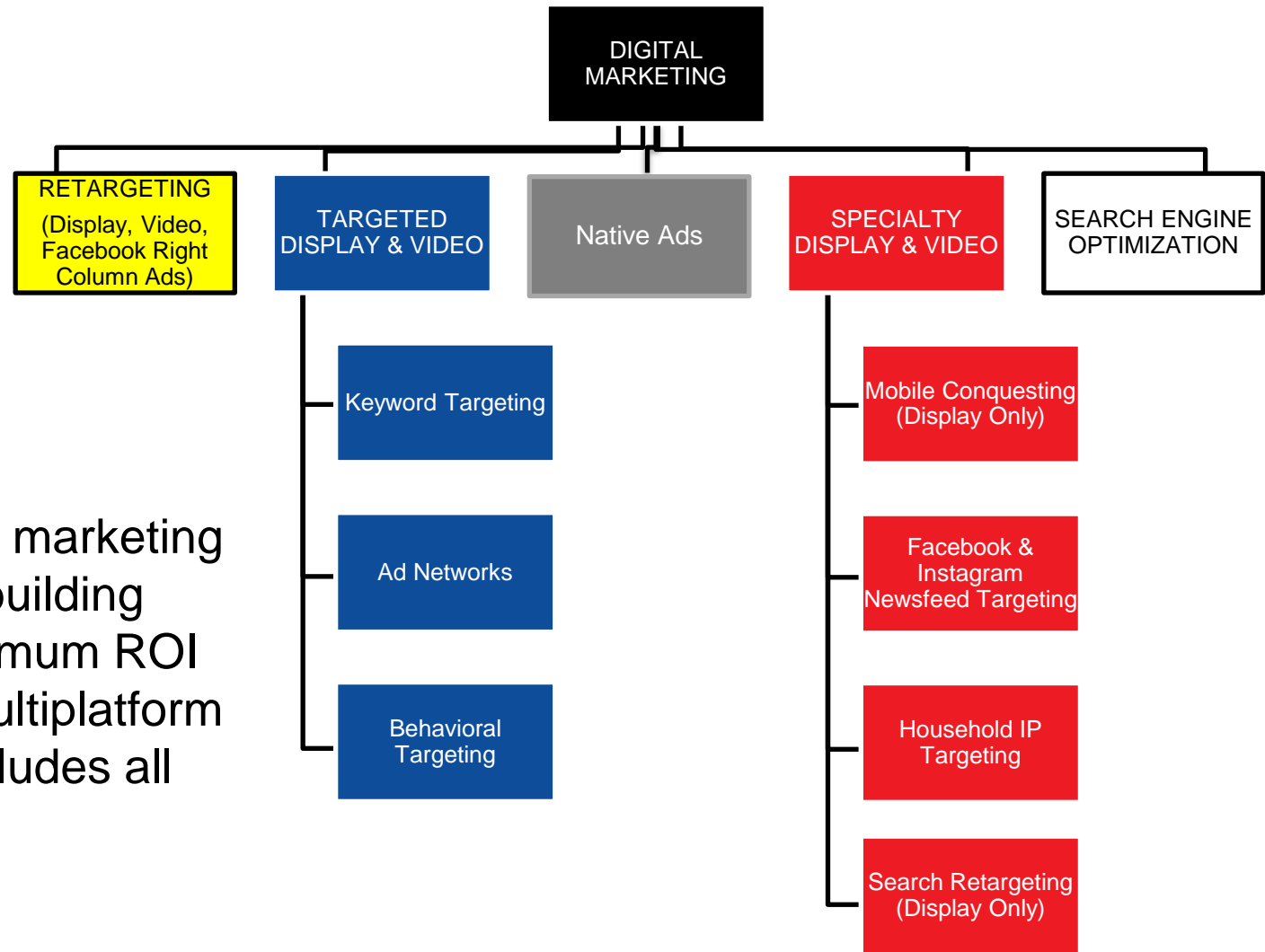
EVENT MARKETING



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

KHRD

103.1 FM

Area Population: 300,000

Number of Cities Reached: 10+



<http://red1031.com/>

