



KKXS SPORTS **96.1 FM**

**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

KKXS SPORTS
96.1 FM

CALL LETTERS:

KKXS

DIAL POSITION:

96.1 FM

MARKET:

Redding, CA



FEATURES:

San Francisco Giants Baseball

Pre-Season through Playoffs

San Francisco 49ers Football

San Jose Sharks Hockey

MLB Baseball

NFL Football

NBA Basketball



OWNED BY:

Results Radio, LLC

SIGNAL:

25,000 Watts
Equivalent Power

Station Format:

Sports Talk from the Biggest Names
in the Game from CBS



ON-AIR TALENT

KKXS SPORTS

96.1 FM



Amy Lawrence

Monday-Friday: 12AM – 3AM



Gio & Jones

Monday-Friday: 3AM – 6AM



The Da Show

Monday-Friday: 6AM – 9AM



The Jim Rome Show

Monday-Friday: 9AM – 12PM



Tiki & Tierney

Monday-Friday: 12PM – 4PM



Reiter Than You

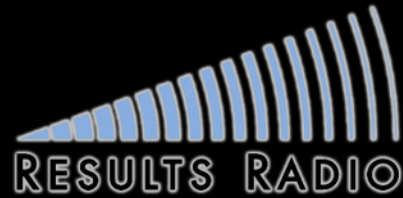
Monday-Friday: 4PM – 7PM



Ferrall on the Bench

Monday-Friday: 7PM – 11PM

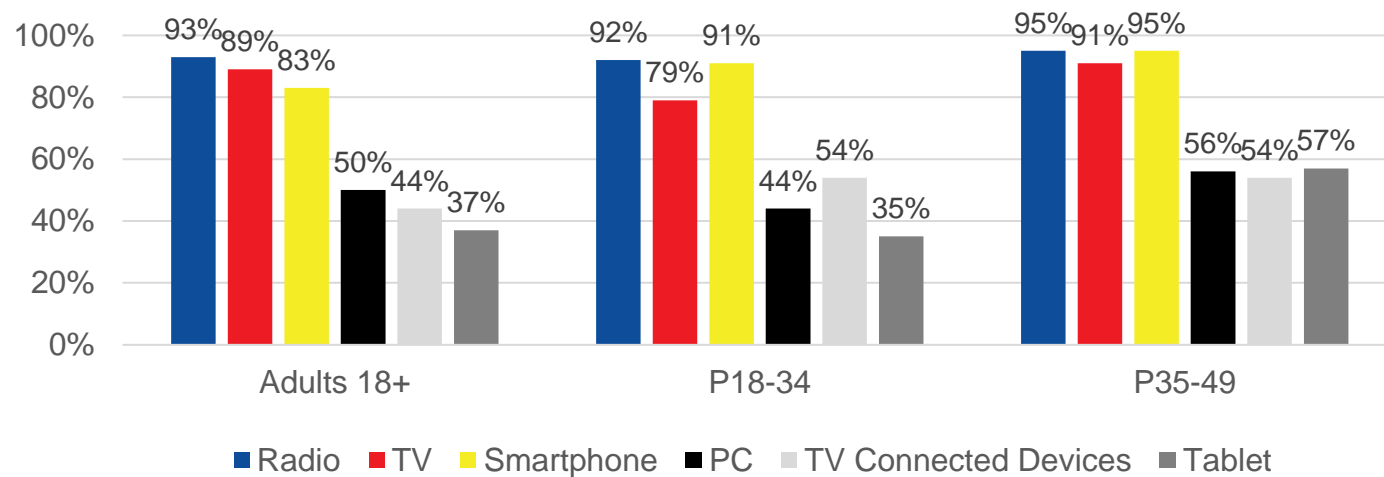
WHY RADIO?



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



Billy & Patrick Big Sale



Redding Rodeo



Redding Beer & Wine Festival



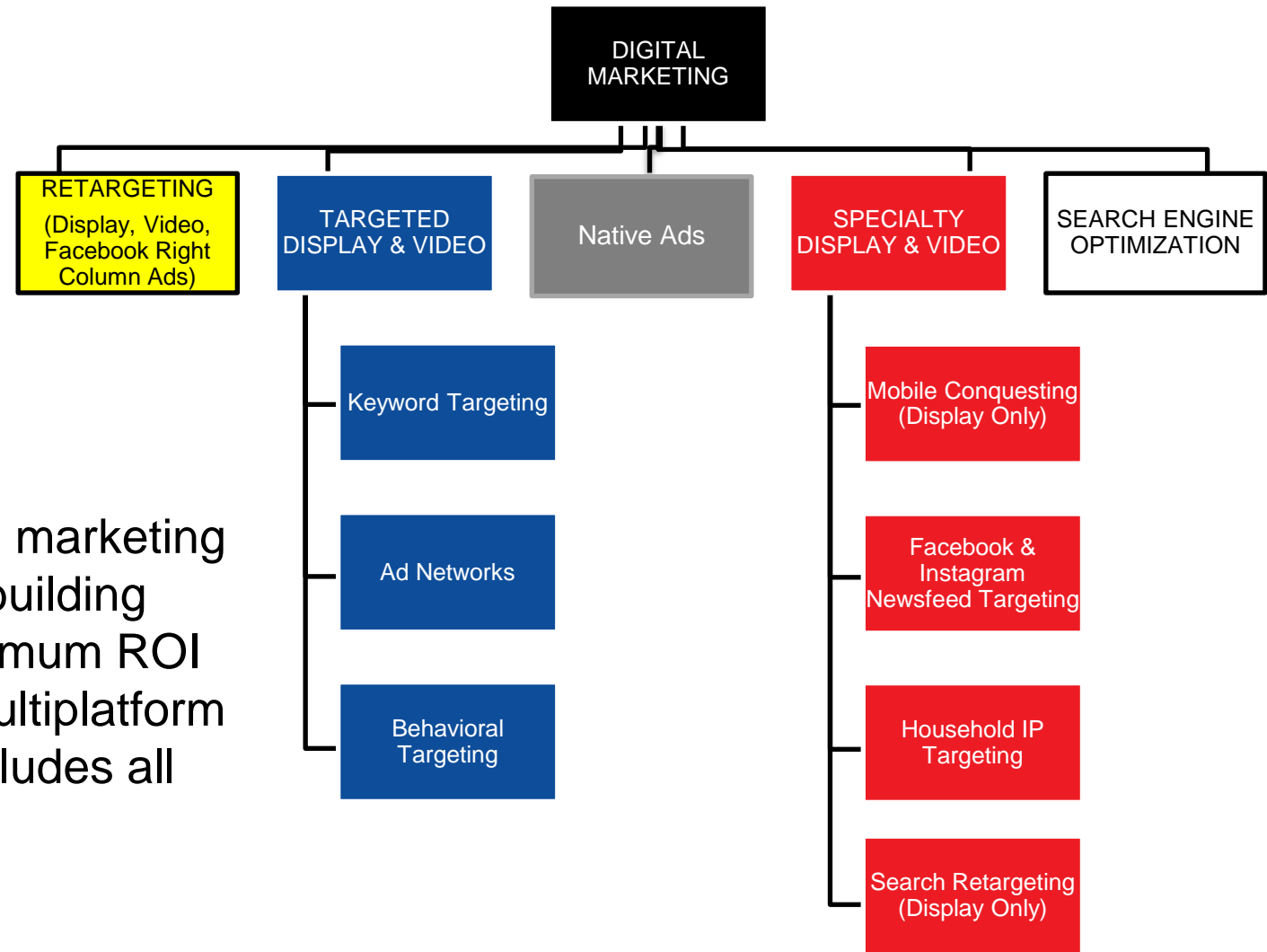
Firecracker 5k



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

KKXS

96.1 FM

Area Population: 150,000

Number of Cities Reached: 10+

KKXS SPORTS
96.1 FM

<http://xs961.com/>

