

Agenda

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



RESULTS RADIO



**RADIO THAT
GETS RESULTS**



MEDIA KIT

ABOUT THE STATION



Station Format:

Active Rock --- "The Noize of Nor Cal"

Core Artists Include:

- Five Finger Death Punch
- Disturbed
- Shinedown
- Pearl Jam
- KORN
- Nirvana
- Bad Wolves
- Metallica
- Godsmack
- The Offspring
- Three Days Grace
- Papa Roach

CALL LETTERS: KRQR

DIAL POSITION: 106.7 FM

MARKET: Chico, CA

OWNED BY: Results Radio, LLC

SIGNAL: 50,000 Watts
Equivalent Power



ON-AIR TALENT



“Tim Buc Moore Mornings”
Monday-Friday:
6AM–10AM



Boris

Monday-Friday:
10AM–2PM



Frost

Monday-Friday:
2PM–6PM



cootdog

Monday-Friday:
6PM–10PM



ON-AIR TALENT



 **Skratch-N-Sniff**
Saturday 10PM-12A



FEATURES:



Morning WOULD You Rather
Tim Buc Moore Mornings



90s @Noon
Monday-Friday 12PM-1PM



420 Smoke Break
Monday-Friday 4:20PM



Beer:30
Monday-Friday 5:30PM





POWER
102.1^{FM}

**RADIO THAT
GETS RESULTS**

MEDIA KIT

ABOUT THE STATION



Station Format:

Contemporary Hit Radio

"Chico's #1 Hit Music Station"

Core Artists Include:

- Ariana Grande
- Taylor Swift
- Justin Bieber
- Ava Max
- Harry Styles
- Billie Eilish
- The Weeknd
- Dua Lipa

CALL LETTERS: KCEZ

DIAL POSITION: 102.1 FM

MARKET: Chico, CA

OWNED BY: Results Radio, LLC

SIGNAL: 25,000 Watts
Equivalent Power



ON-AIR TALENT



JohnJay & Rich

M-F: 5AM-10AM



DJ Jigga Julee

M-F: 10AM-2PM



cootdog

M-F: 2PM-7PM



Chris Rey

M-F: 7PM-12M



SPECIALTY SHOWS

POWER
102.1 FM



SPECIALTY SHOWS:

-  12 O'Clock Hit Mix
-  5 O'Clock Hit Mix
-  Weekend Throwdown With Jagger Sat
-  Saturday Night Hit Mix 5pm-9pm
-  Baka Boyz All Star Hit Mix Sat 9pm-Midnight
-  Sunday Morning Hollywood Hamilton's Weekend Top 30
-  Sunday Night Slow Jams

WEEKEND
TOP 30
WITH HOLLYWOOD
HAMILTON

SUNDAY NIGHT
slowjams

FEATURES



 **Power 102.1 Most Wanted Countdown with cootdog**



 **Nerd News with Dj Jigga Julee**



 **Throwback Year in your Ear with Chris Rey**





**RADIO THAT
GETS RESULTS**



MEDIA KIT

ABOUT THE STATION



Station Format:

Classic Rock

Core Artists Include:

- Van Halen
- AC/DC
- Aerosmith
- The Who
- Rolling Stones
- Led Zeppelin
- ZZ Top
- The Beatles
- Eagles
- Journey
- Tom Petty

CALL LETTERS: KTHU

DIAL POSITION: 100.7 FM

MARKET: Chico, CA

OWNED BY: Results Radio, LLC

SIGNAL: 50,000 Watts
Equivalent Power



ON-AIR TALENT



Monday-Friday: 5AM-10AM



**THE
BOB & TOM
SHOW**



Big Papa Beau Reyes

Monday-Friday: 10AM-2PM
Saturdays: 10AM-2PM
Sundays: 2PM-6PM



Ron Woodward

Monday-Friday: 2PM-6PM
Saturdays 2PM-6PM



Nick at Night

Monday-Friday: 6PM-10PM
Sunday 10AM-2PM





FEATURES:

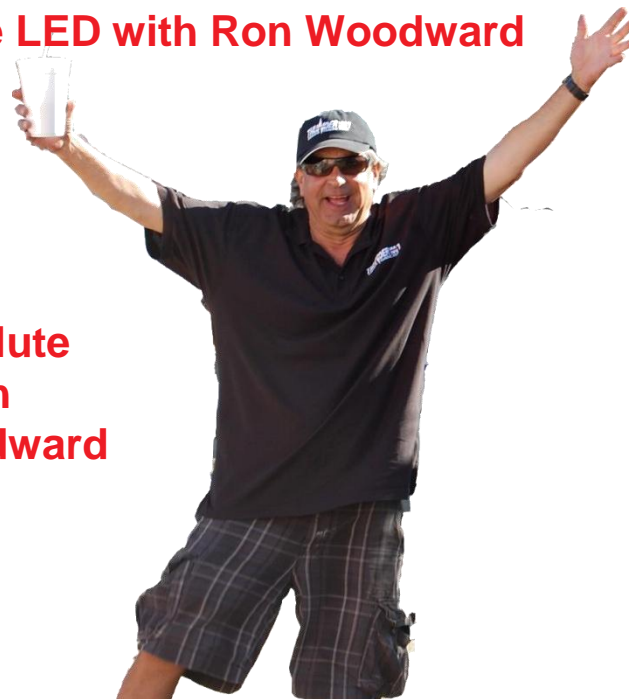
Home of the 49ers Football



Thunder Lunch Box Time Machine
with Big Papa



Loving the LED with Ron Woodward



530 Salute
With
Ron Wodward

Artist of the Week





**RADIO THAT
GETS RESULTS**

MEDIA KIT

ABOUT THE STATION



Station Format:

The widest variety of music from the 80's, 90's and whatever.

Rolling Stones, R.E.M., Elton John,
Aerosmith, Huey Lewis & the News, Maroon 5...
Bob Plays Anything!

CALL LETTERS:

KBQB

DIAL POSITION:

92.7 FM

MARKET:

Chico, CA

OWNED BY:

Results Radio, LLC

SIGNAL:

15,000 Watts

Equivalent Power



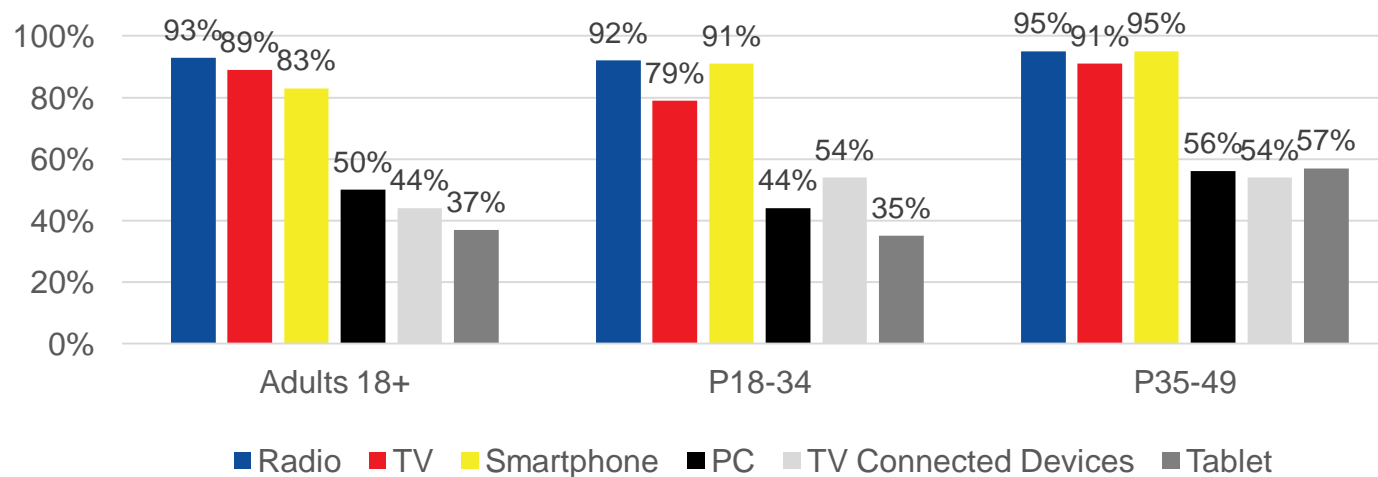
WHY RADIO?



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:

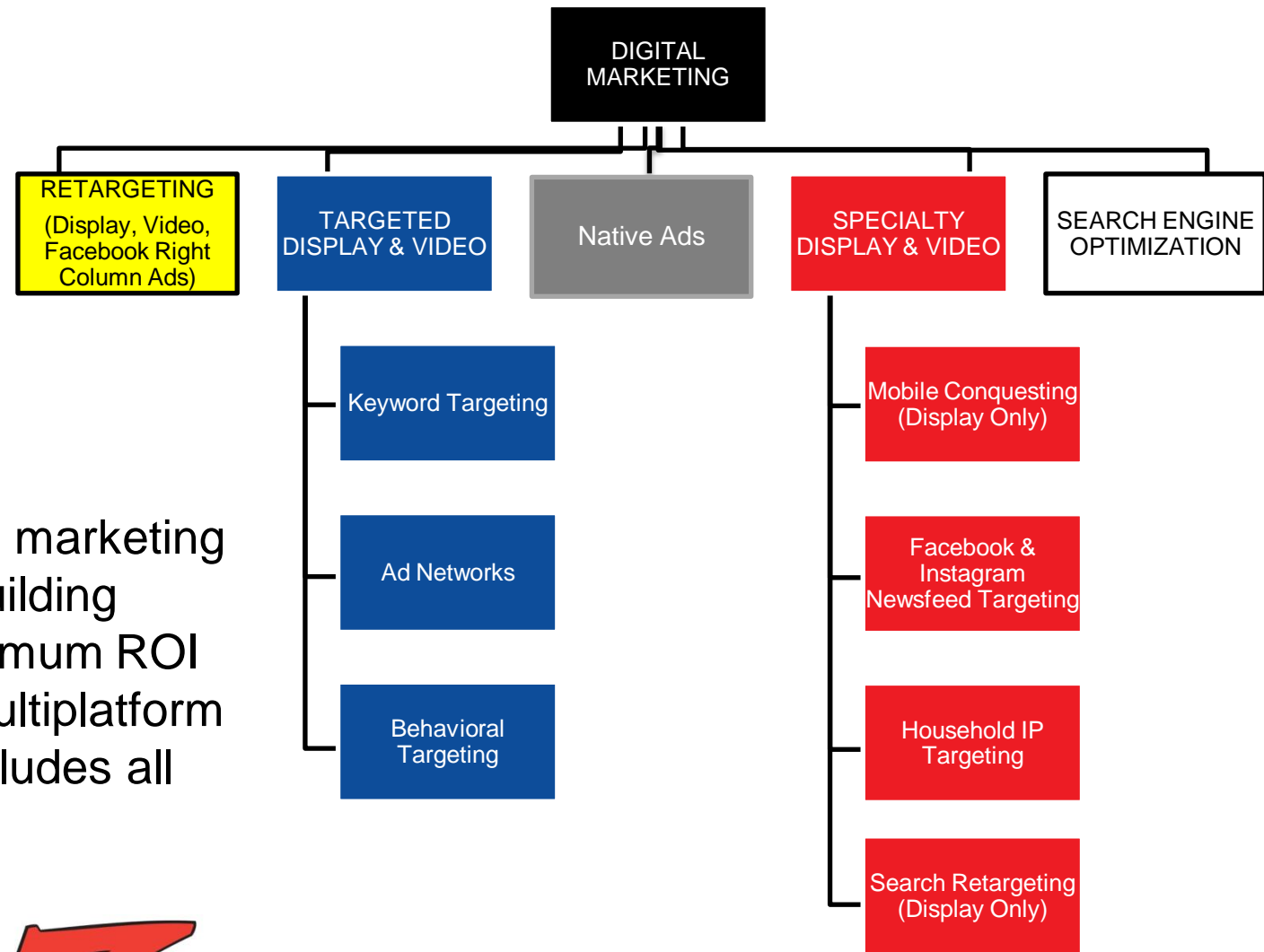
Source Perception vs. Reality by Westwood One courtesy of Radio Advertising Bureau | Edison Research. "Share of Ear," Q3, Q4 2015 Q1, Q2 2016. Persons 18-34- In Car Listening.

Radio Advertising Bureau, 2016 | The Nielsen Comparable Metrics Q4 2016

DIGITAL MARKETING



Results Radio is a full-service local digital marketing service in Chico. 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

KRQR

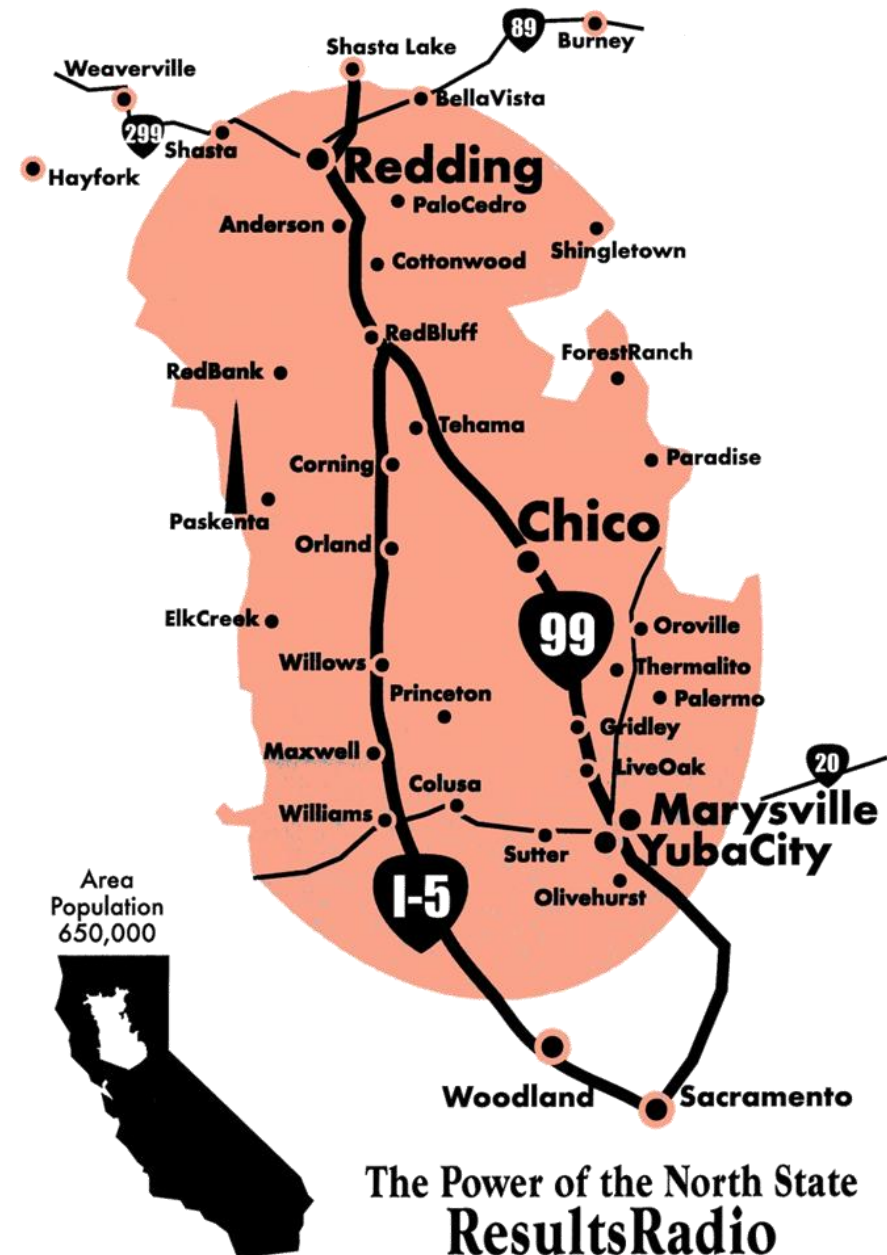
106.7 FM

Area Population: 377,000

Number of Cities Reached: 25+



<http://zrockfm.com/>



STATION COVERAGE

KCEZ

102.1 FM

Area Population: 377,000

Number of Cities Reached: 20+



<http://power1021.com/>



STATION COVERAGE

KTHU

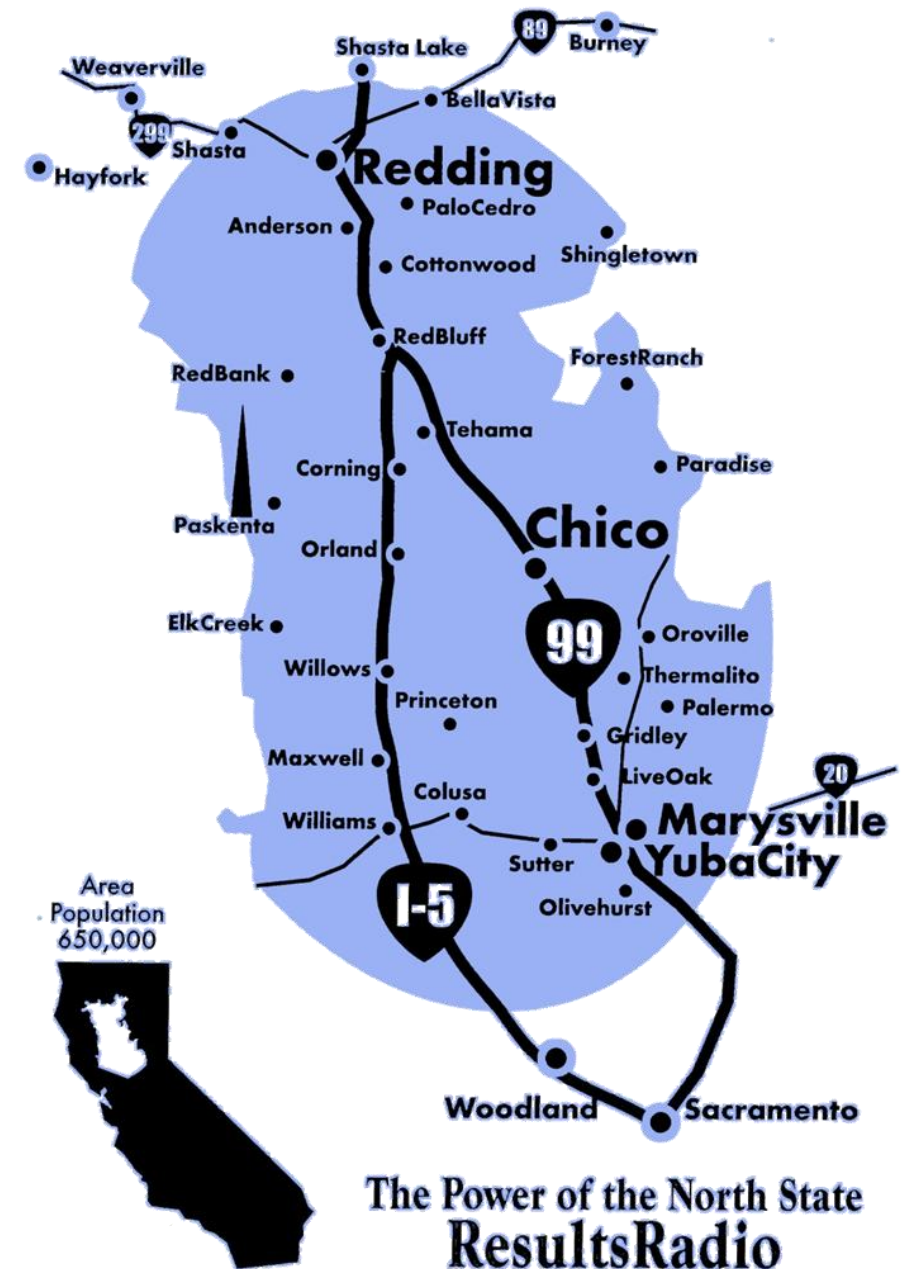
100.7 FM

Area Population: 377,000

Number of Cities Reached: 25+



<http://thunderheads.com.com/>



STATION COVERAGE

KBQB

92.7 FM

Area Population: 250,000

Number of Cities Reached: 15+



<http://927bobfm.com/>

