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**RADIO THAT
GETS RESULTS**



MEDIA KIT



ABOUT THE STATION



Station Format:

Country --- "Today's Country"

Core Artists Include:

- Luke Combs
- Jason Aldean
- Kelsea Ballerini
- Luke Bryan
- Chris Stapleton
- Thomas Rhett
- Florida Georgia Line
- Tim McGraw
- Parmalee
- Dierks Bentley
- Miranda Lambert
- Luke Bryan

CALL LETTERS:

KNCQ 97.3 FM

MARKET:

Redding, CA

OWNED BY:

Results Radio LLC

SIGNAL:

100,000 Watts

100% Ad Simulcast: TuneIn, iTunes, Android Apps



ON-AIR TALENT



Dave Tappan “Live & Local”

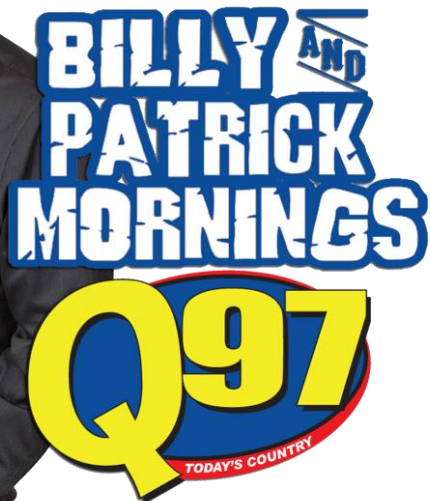
Monday-Friday: 10AM – 3PM



“Billy & Patrick Mornings”

Monday-Friday: 6-10AM

#1 Rated award-winning wake-up team with news, entertainment and live local flavor & flair.



Rick Healy “Live & Local”

Monday-Friday: 3PM – 7PM



ABOUT THE STATION



NIGHTS
WITH ELAINA



FEATURES:



Nights with Elaina!

Monday-Friday: 7PM – 12Mid



Crook & Chase Country Countdown

Sundays: 3PM – 7PM



THE
CROOK AND CHASE
COUNTDOWN



**RADIO THAT
GETS RESULTS**



MEDIA KIT



ABOUT THE STATION



CALL LETTERS:	KEWB 94.7 FM
MARKET:	Redding, CA
OWNED BY:	Results Radio LLC
SIGNAL:	50,000 Watts
100% Ad Simulcast:	TuneIn, iTunes, Android Apps

Station Format:

Contemporary Hit Radio

"Redding's #1 Hit Music Station"

Core Artists Include:

- Ariana Grande
- The Weeknd
- Justin Bieber
- Harry Styles
- Billie Eilish
- Post Malone
- Dua Lipa



ON-AIR TALENT



JohnJay & Rich

Monday-Friday: 5A-10A



Chris Rey

Mon-Fri: 10A-2P



Kelsey J "Live & Local"

Mon-Fri: 2P-7P



Cootdog

Mon-Fri: 7P-10P



ABOUT THE STATION



Cootdog & The Power Mixers

M-F 12p & 5p Sat 9p-12a



**WEEKEND
TOP 30**
WITH HOLLYWOOD
HAMILTON



FEATURES:



Mon-Fri 12 o'clock Hit Power Mixers

Mon-Fri 5 o'clock Hit Power Mixers

Sat 6a-9a Top 30 with Hollywood Hamilton

Sat 5p-9p Baka Boyz All-Star Hit Mix

Sat 9p-12a Power Hit Mixers

Sun 8p-12a Slow Jams with R Dub!





**RADIO THAT
GETS RESULTS**



MEDIA KIT



ABOUT THE STATION



CALL LETTERS: KHRD 103.1 FM
MARKET: Redding, CA
OWNED BY: Results Radio LLC
SIGNAL: 50,000 Watts
100% Ad Simulcast: TuneIn, iTunes, Android Apps

Station Format:

Classic Rock

“Redding’s Classic Rock”

Core Artists Include:

- Van Halen
- Eagles
- Bon Jovi
- Tom Petty
- Queen
- Journey
- Def Leppard



ON-AIR TALENT



Nor Cal Local Personalities



Dave Tappan

Monday-Friday: 6A – 10A



Ron Woodward

Monday-Friday: 10A – 12P



Ryan O'Brien

Monday-Friday: 12P – 5P



Tim Buc Moore

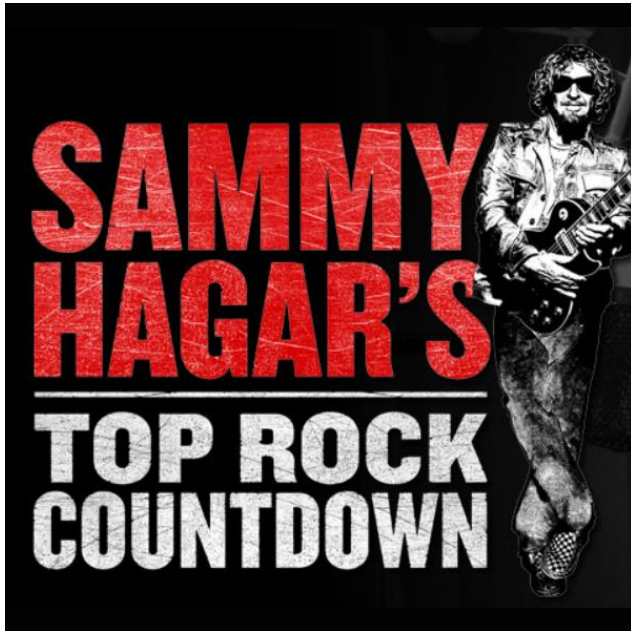
Monday-Friday: 5P – 9P



ABOUT THE STATION



FEATURES:



Dave Tappan's Non-Stop Morning Drive

Mon-Fri 7A

Red's Classic Rock Artist of the Week

Mon-Fri 8A & 2P

Ryan's Red Rock Trivia

Mon-Fri 12P

Red's Classic Rock Block Party Weekend

Fri-Sun

Sammy Hagar's Top Rock Countdown

Sat 6A-8A and Sun 3P-5P



**BOB
FMSM
107.1**

**RADIO THAT
GETS RESULTS**

MEDIA KIT


RESULTS RADIO

ABOUT THE STATION



Station Format:

Adult Hits

"80's, 90's, Whatever!"

Core Artists Include:

- Bon Jovi
- The Cars
- Hall & Oates
- John C Mellencamp
- Duran Duran
- Fleetwood Mac
- Elton John
- Madonna

CALL LETTERS:

KESR 107.1 FM

MARKET:

Redding, CA

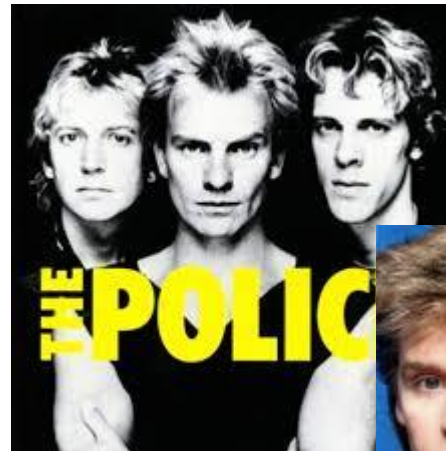
OWNED BY:

Results Radio LLC

SIGNAL:

25,000 Watts

100% Ad Simulcast: TuneIn, iTunes, Android Apps



ABOUT THE STATION



FEATURES:

BOB's Music Hour Sponsors

Monday-Sundays

BOB's Mega-Music BOB-athon Sponsors

Monday-Sundays

BOB Sponsor Product Sampling & Ticket Contests

Mondays-Sundays



KKXS SPORTS **96.1 FM**

RADIO THAT GETS RESULTS



MEDIA KIT



ABOUT THE STATION

KKXS SPORTS
96.1 FM

CALL LETTERS: KKXS 96.1 FM
MARKET: Redding, CA
OWNED BY: Results Radio LLC
SIGNAL: 25,000 Watts

Station Format:

Sports Talk

CBS Sports Radio Affiliate
San Francisco Giants MLB Affiliate
San Francisco 49ers NFL Affiliate

(Except for Game Blackouts): TuneIn, iTunes, Android Apps



ON-AIR TALENT

KKXS SPORTS

96.1 FM



24/7 Live Sports Headlines & Fan Reaction

Redding's Exclusive CBS Radio Sports Affiliate

The DA Show

Mon-Fri: 5A-7A

Bill Reiter

Mon-Fri: 7A-9A

Jim Rome

Mon-Fri: 9A-12P

Tiki & Tierney

Mon-Fri: 12P-3P

Zach Gelb

Mon-Fri: 3P-7P

JRSportBrief

Mon-Fri: 7P-11P

Amy Lawrence

Mon-Fri: 11P-12A



ABOUT THE STATION

KKXS SPORTS
96.1 FM



FEATURES:

Dave Andrade's Redding Sports Xtra 6x Daily M-F

San Francisco Giants Baseball Play-by-Play

San Francisco 49ers Football Play-by-Play

Westwood One Games of the Week: NFL NBA MLB College

Redding's Exclusive NFL Superbowl Play-by-Play



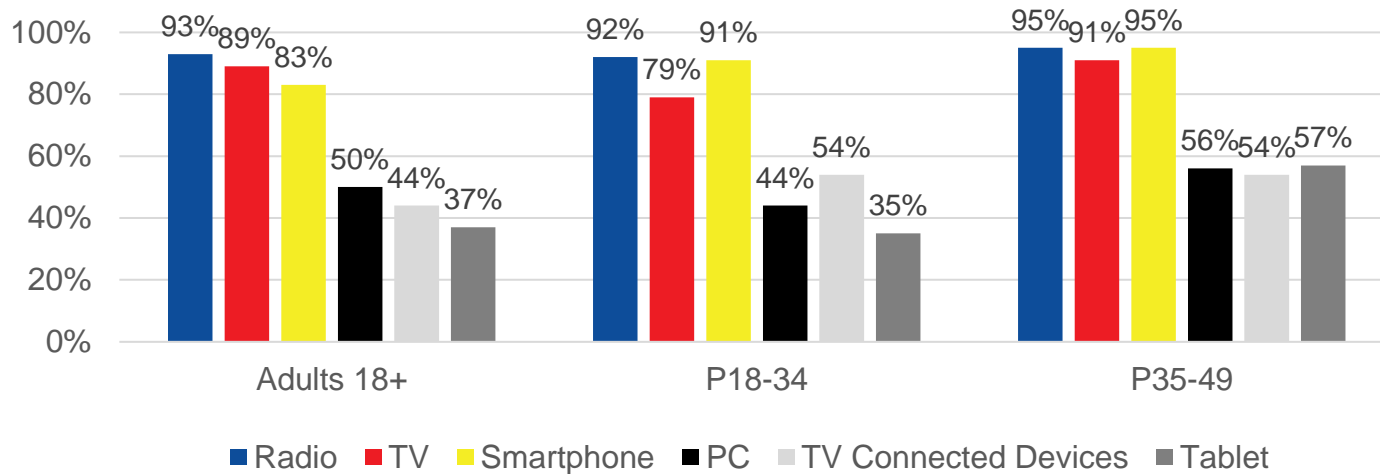
WHY RADIO?



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

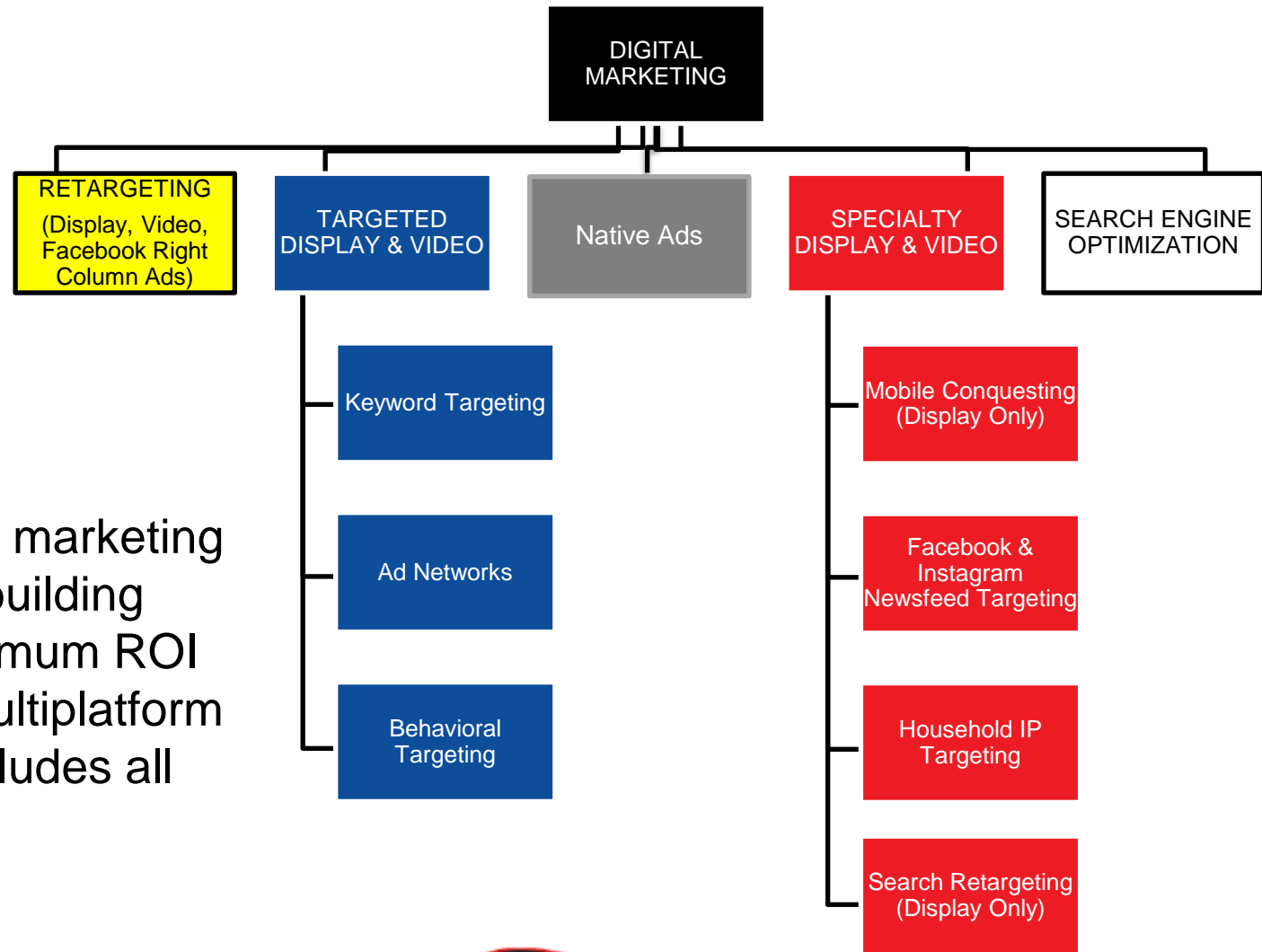
EVENT MARKETING



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.



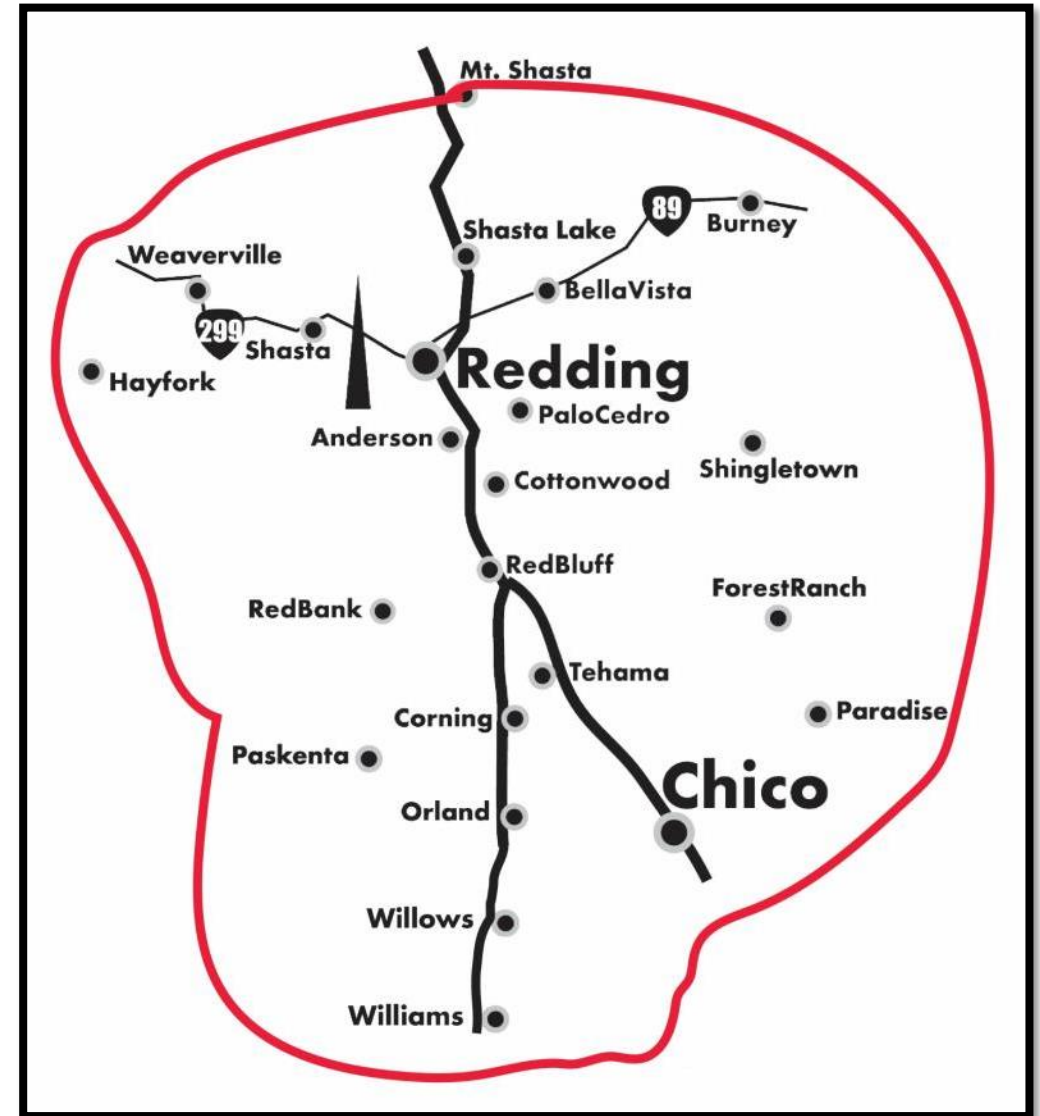
STATION COVERAGE

KNCQ

97.3 FM

Area Population: 420,000

Number of Cities Reached: 25+



100% Ad Simulcast on Q97Country.com, TuneIn, Apple & Android Aps

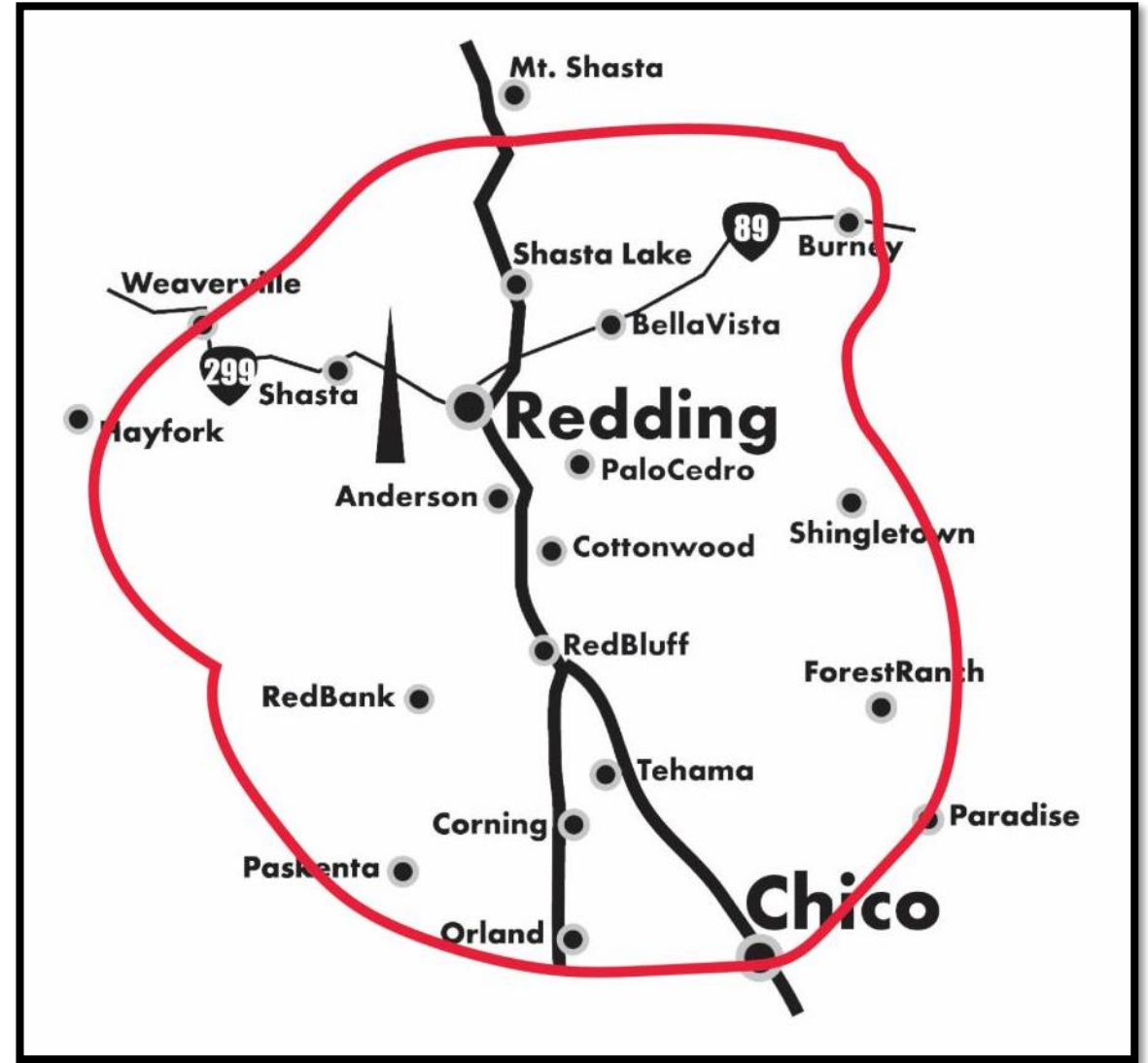
STATION COVERAGE

KEWB

94.7 FM

Area Population: 250,000

Number of Cities Reached: 15+



100% Ad Simulcast on Power94Radio.com, TuneIn, Apple & Android Aps

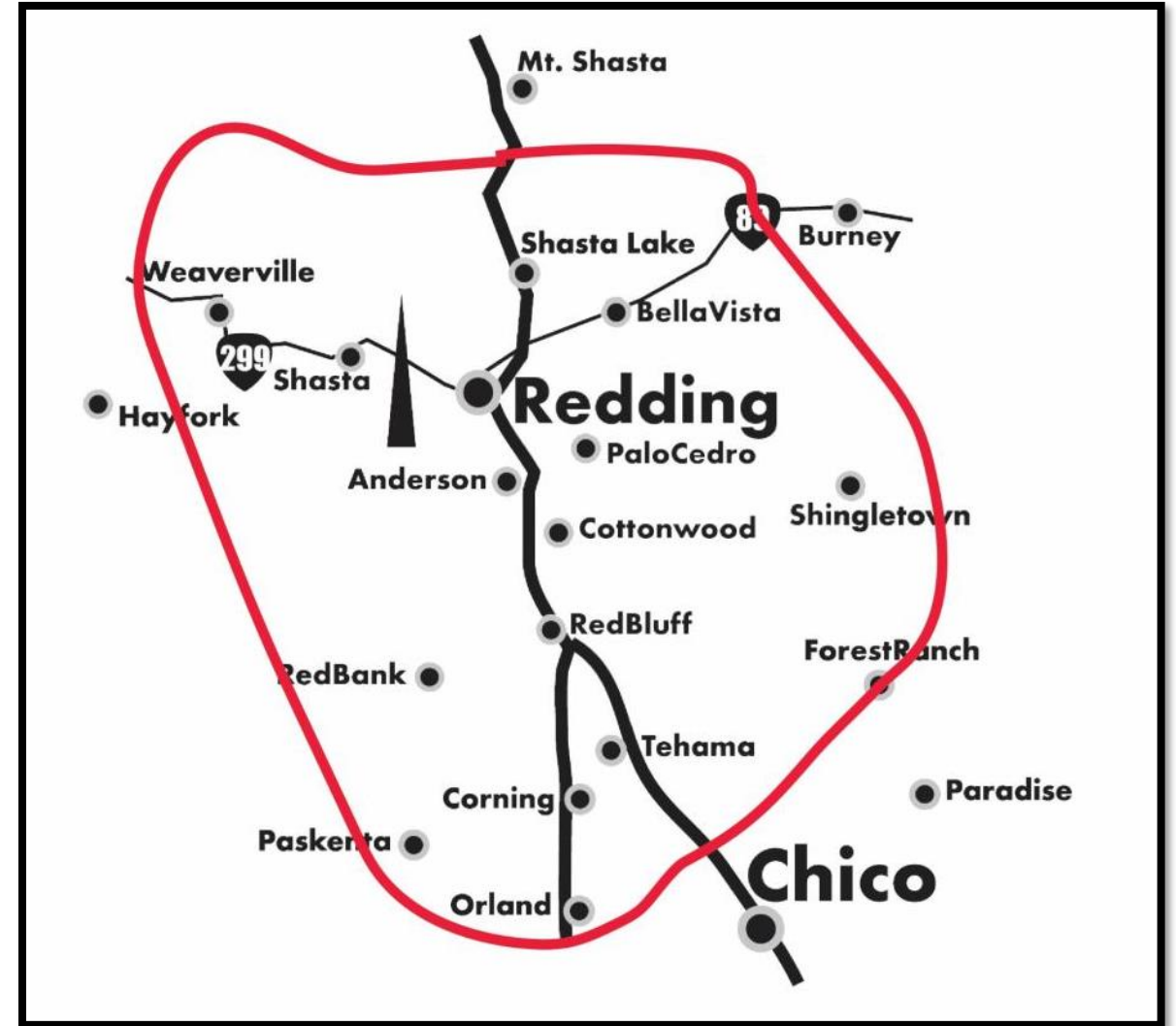
STATION COVERAGE

KHRD

103.1 FM

Area Population: 300,000

Number of Cities Reached: 10+



100% Ad Simulcast on Red1031.com, TuneIn, Apple & Android Apps

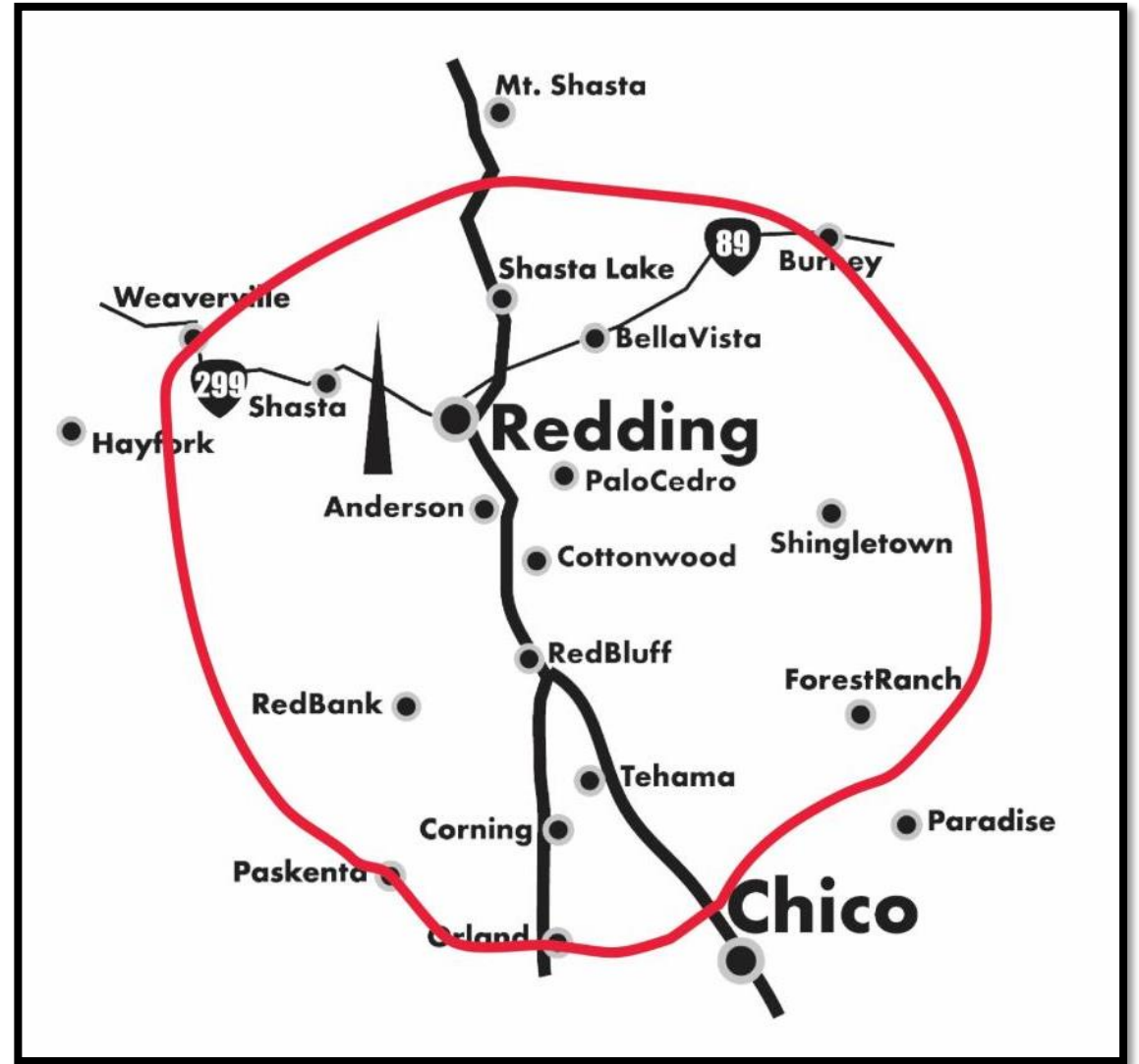
STATION COVERAGE

KESR

107.1 FM

Area Population: 250,000

Number of Cities Reached: 20+



100% Ad Simulcast on Power94Radio.com, TuneIn, Apple & Android Aps

STATION COVERAGE

KKXS

96.1 FM

Area Population: 150,000

Number of Cities Reached: 10+

KKXS SPORTS
96.1 FM



Except for Play-by-Play Blackouts, 100% Ad Simulcast on XS961.com,
TuneIn, Apple & Android Aps