

Results Radio

- Yuba City, CA
- About the Stations
- On-Air Talent
- Why Radio?
- Digital Marketing
- Station Coverage





**RADIO THAT
GETS RESULTS**



MEDIA KIT

ABOUT THE STATION



CALL LETTERS: KUBA
DIAL POSITION: 1600 AM / 98.1 FM
MARKET: Yuba Sutter, CA
OWNED BY: Results Radio, LLC
MARKET COVERAGE: Yuba, Sutter & Colusa

Station Format:

Classic Hits of the 70's & 80's

Core Artists Include:

- Eagles
- Madonna
- Prince
- Elton John

kubaradio.com

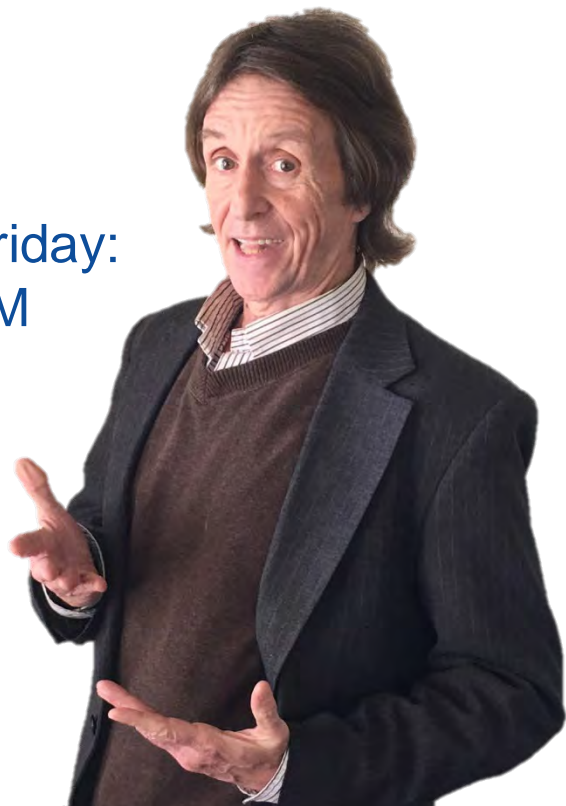


ON-AIR TALENT



Willie B.

Monday-Friday:
5AM – 9AM



Jay Coffey

Monday-Friday:
9AM – 12PM



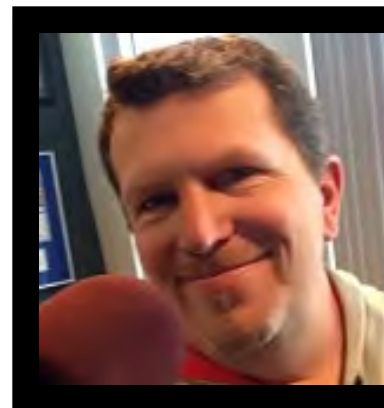
John Summers

Monday-Friday:
12PM – 5PM



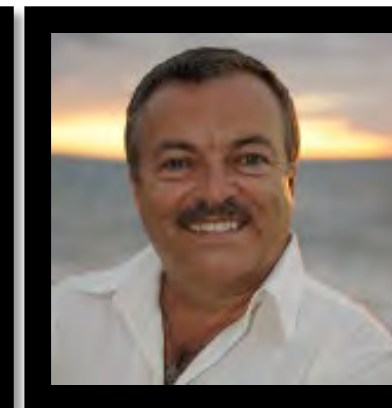
Joyce Jefferson

Monday-Friday:
5PM – 11PM



Keith Stephens

Monday-Friday:
11PM – 3AM



Jay Fox

Monday-Friday:
3AM – 5AM



**NorCal
BIG**
DEALS

Nor Cal Big Deals

Saturday:
10AM – 12PM

The background of the image is a radio broadcast booth with soundproofing. In the foreground, there is a wooden desk with a computer monitor, keyboard, and mouse. Two professional microphones on boom arms are positioned in front of the desk. A large blue circle is overlaid on the image, containing the logo and text. A smaller blue circle highlights a yellow dot on one of the microphones.

POWER
95.5 FM

**RADIO THAT
GETS RESULTS**

MEDIA KIT

ABOUT THE STATION



Station Format:

Contemporary Hit Radio

"Yuba Sutter's #1 Hit Music Station"

Core Artists Include:

- Olivia Rodrigo
- Taylor Swift
- Justin Bieber
- Billie Eilish
- Ariana Grande
- Weeknd

power955.com

CALL LETTERS:

KKCY-HD2

DIAL POSITION:

95.5 FM

MARKET:

Yuba Sutter, CA

OWNED BY:

Results Radio, LLC

MARKET COVERAGE: Yuba, Sutter & Colusa



ON-AIR TALENT



JohnJay & Rich

M-F: 5AM – 10AM



Chris Rey

M-F: 3PM-7PM



ON-AIR TALENT



SPECIALTY SHOWS:



Saturday Night Hit Mix 8pm-12mid



American Top 40 with Ryan Seacrest





COUNTRY
FM
KKCY
103.1 ★

**RADIO THAT
GETS RESULTS**



MEDIA KIT

ABOUT THE STATION



CALL LETTERS:

KKCY

DIAL POSITION:

103.1 FM

MARKET:

Yuba Sutter, CA

OWNED BY:

Results Radio, LLC

MARKET COVERAGE: Yuba, Sutter & Colusa

Station Format:

Country

Core Artists Include:

- Jason Aldean
- Thomas Rhett
- Luke Bryan
- Luke Combs
- Carrie Underwood

kkcy.com



ON-AIR TALENT



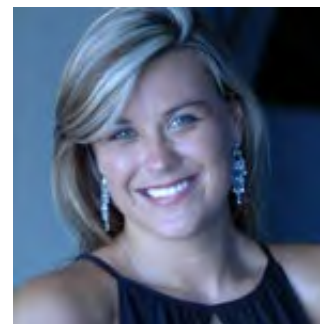
Dave & Briggs

Monday-Friday:
5AM – 9AM

COUNTRY
FM
KKCY
★ ★ ★
103.1 ★

COUNTRY
FM
KKCY
★ ★ ★
103.1 ★

COUNTRY
FM
KKCY
★ ★ ★
103.1 ★



Kim Stewart

Monday-Friday: 9AM – 12PM

Terry King

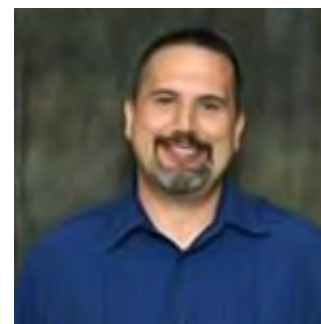


Monday-Friday: 12PM – 5PM



Steve Edwards

Monday-Friday: 5PM – 10PM



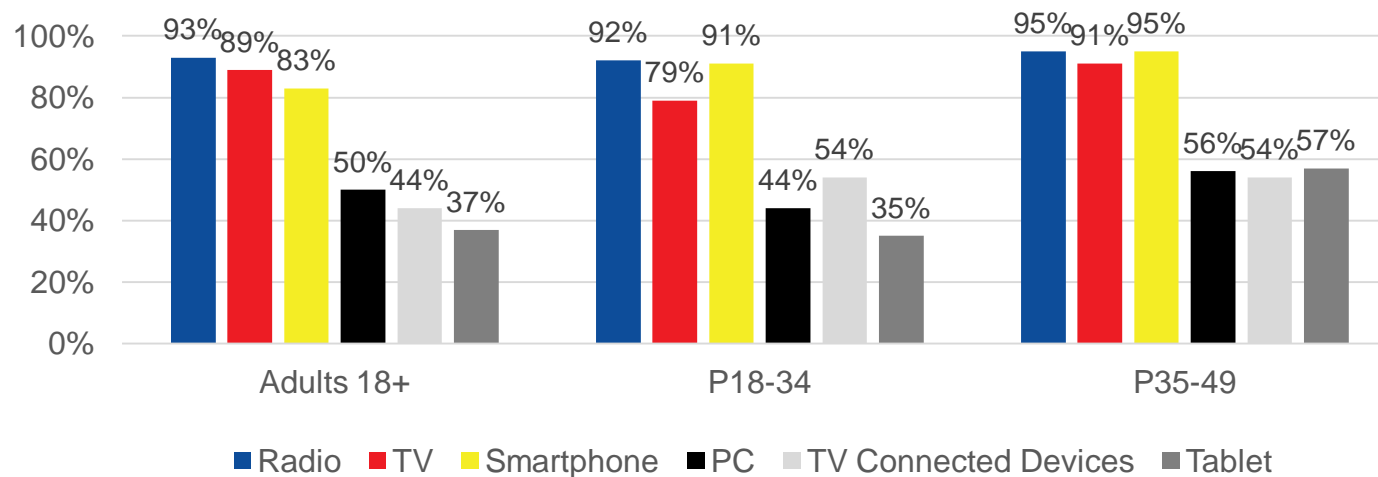
WHY RADIO?



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.

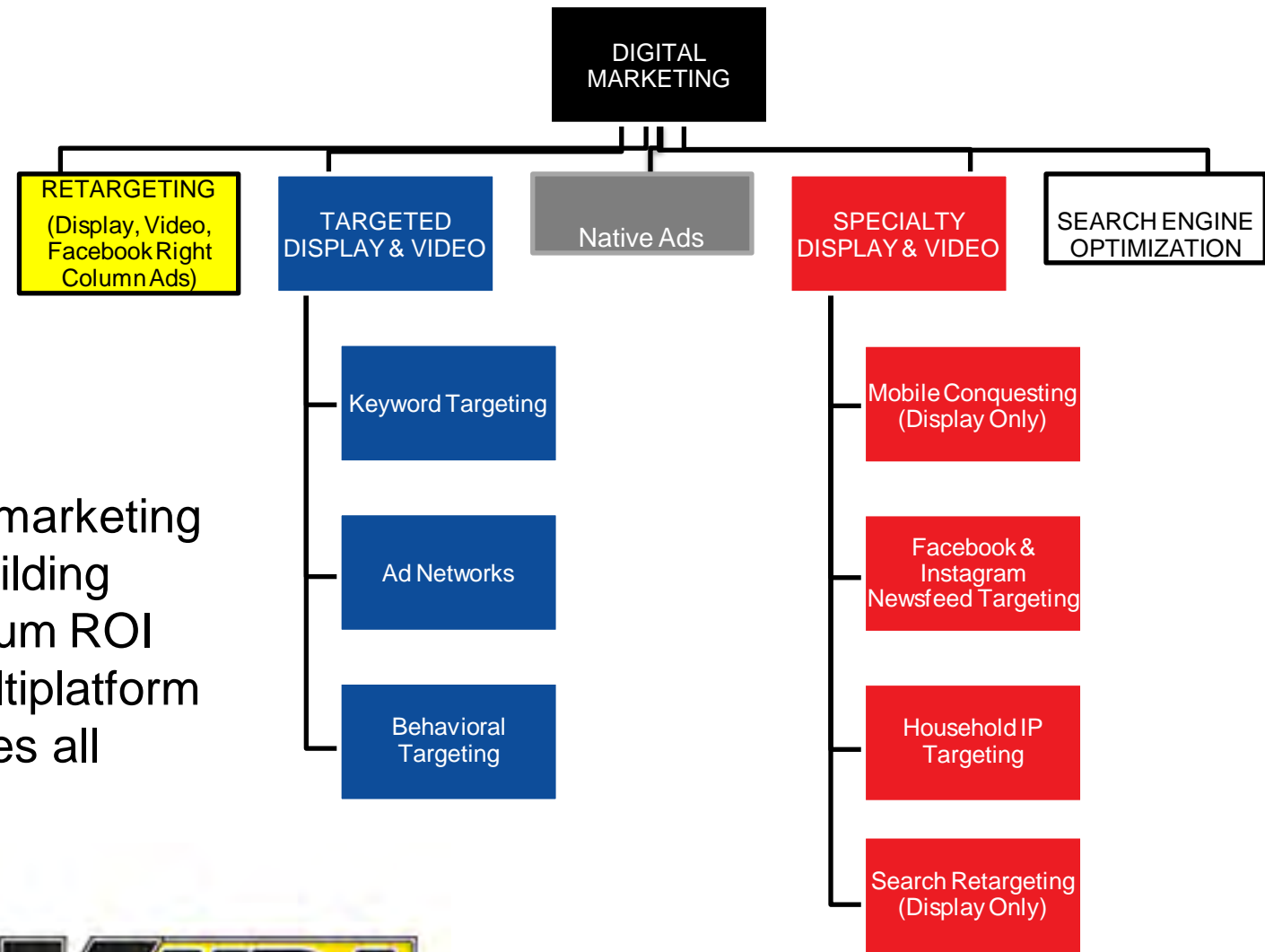
Stats & Data Credits:

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 Yuba-Sutter. 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

Area Population: 377,000

Number of Cities Reached: 20+

