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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: IOS & Android Apps



Influencers



LIVE! M-F 6-10AM

#1 Rated and 30 Years of waking up Redding.



Dave Tappan

LIVE! M-F 10AM 3PM



Jennifer Jones

LIVE! M-F 3PM – 7PM



Houston K.

LIVE! M-F 7PM-10PM

ABOUT THE STATION



**The Top 30: Redding's Most-Streamed
Country Songs With Houston K.**

Saturdays: 7PM – 10PM

Weekly Prime ROS Sponsorship



FEATURES:

Crook & Chase Country Countdown

Sundays: 3PM – 7PM

Weekly Prime ROS Sponsorship





POWER
94.7 FM

**RADIO THAT
GETS RESULTS**

MEDIA KIT



RESULTS RADIO

ABOUT THE STATION



CALL LETTERS: KEWB 94.7 FM
MARKET: Redding, CA
OWNED BY: Results Radio LLC
SIGNAL: 50,000 Watts
100% Ad Simulcast: IOS & 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



Influencers



The JohnJay & Rich Show

Live! M-F 5A-10A



Chris Rey

M-F 10A-2P



Kelsey J "Live & Local"

Live! M-F 2P-7P



Cootdog

M-F 7P-10P



ABOUT THE STATION



Cootdog & The Power Mixers

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

FEATURES:

Mon-Fri 12p Hit Mix from the Power Mixers

Mon-Fri 5p Hit Mix from the Power Mixers

Sat 6a-10a American Top 40 with Ryan Seacrest

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

Sat 9p-12mid Saturday Night Hit Mix

Sun 8p-12mid 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: IOS & Android Apps

Station Format:

Classic Rock

“Redding’s Classic Rock”

Core Artists Include:

- Aerosmith
- Eagles
- Bon Jovi
- Tom Petty
- Queen
- Journey
- Def Leppard



Influencers



The Bob & Tom Show

M-F 5A -10A



Michael Kaufman

M-F 2P-6P



Jordan Live!
M-F 10A-2P

Tim Buc Moore

M-F 6P-10P



ABOUT THE STATION



FEATURES:



Red's Classic Rock Artist of the Week

Red's Classic Rock Block Party Weekend

Sammy Hagar's Top Rock Countdown

Mon-Fri 10:20A & 4:20P

Fridays through Sundays

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



**RADIO THAT
GETS RESULTS**



MEDIA KIT



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

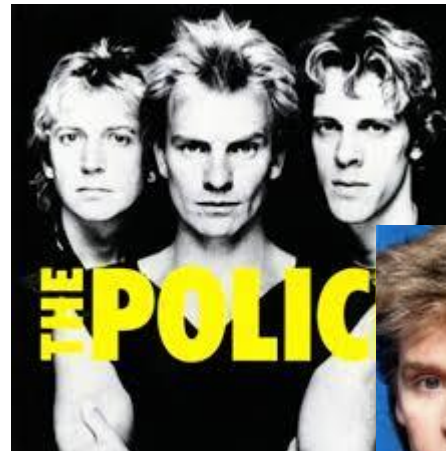
OWNED BY:

Results Radio LLC

SIGNAL:

25,000 Watts

100% Ad Simulcast: IOS & Android Apps



LOCAL INFLUENCER



Broadcast Endorsements

Redding & North State Event Appearances

Social Media

Julee

M-F 8AM-5PM

BOB is on the Job!



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

Station Format:

Sports Talk

CBS Sports Radio Affiliate

San Francisco Giants MLB Affiliate

San Francisco 49ers NFL Affiliate

*Subject to in-game blackout per NFL/MLB policy

CALL LETTERS:

KKXS 96.1 FM

MARKET:

Redding, CA

OWNED BY:

Results Radio LLC

SIGNAL:

25,000 Watts

100% Simulcast*

IOS & 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

Maggie & Perloff

Mon-Fri: 12P-3P

Zach Gelb

Mon-Fri: 3P-7P

JR Sport Brief

Mon-Fri: 7P-11P

Amy Lawrence

Mon-Fri: 11P-12A



ABOUT THE STATION

KKXS SPORTS
96.1 FM



FEATURES:

San Francisco Giants Baseball Play-by-Play

San Francisco 49ers Football Play-by-Play

Westwood One Games of the Week: NFL NBA MLB College

NFL Superbowl Play-by-Play (Exclusive for Redding)

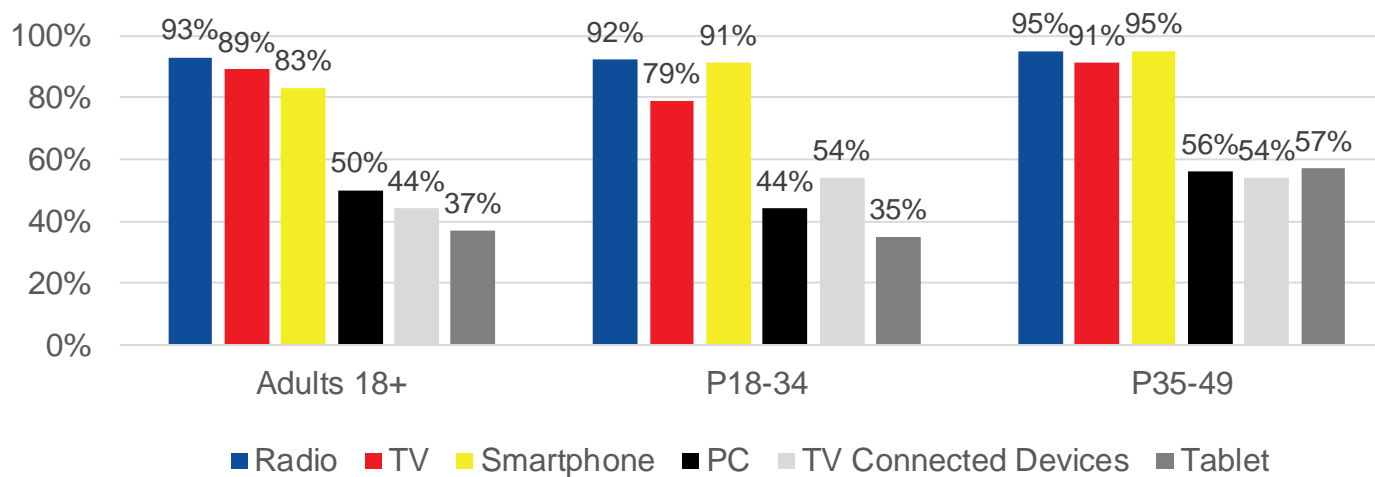
WHY RADIO?



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



Redding Beer & Wine Festival



Billy & Patrick Big Sale



Redding Rodeo



Firecracker 5k



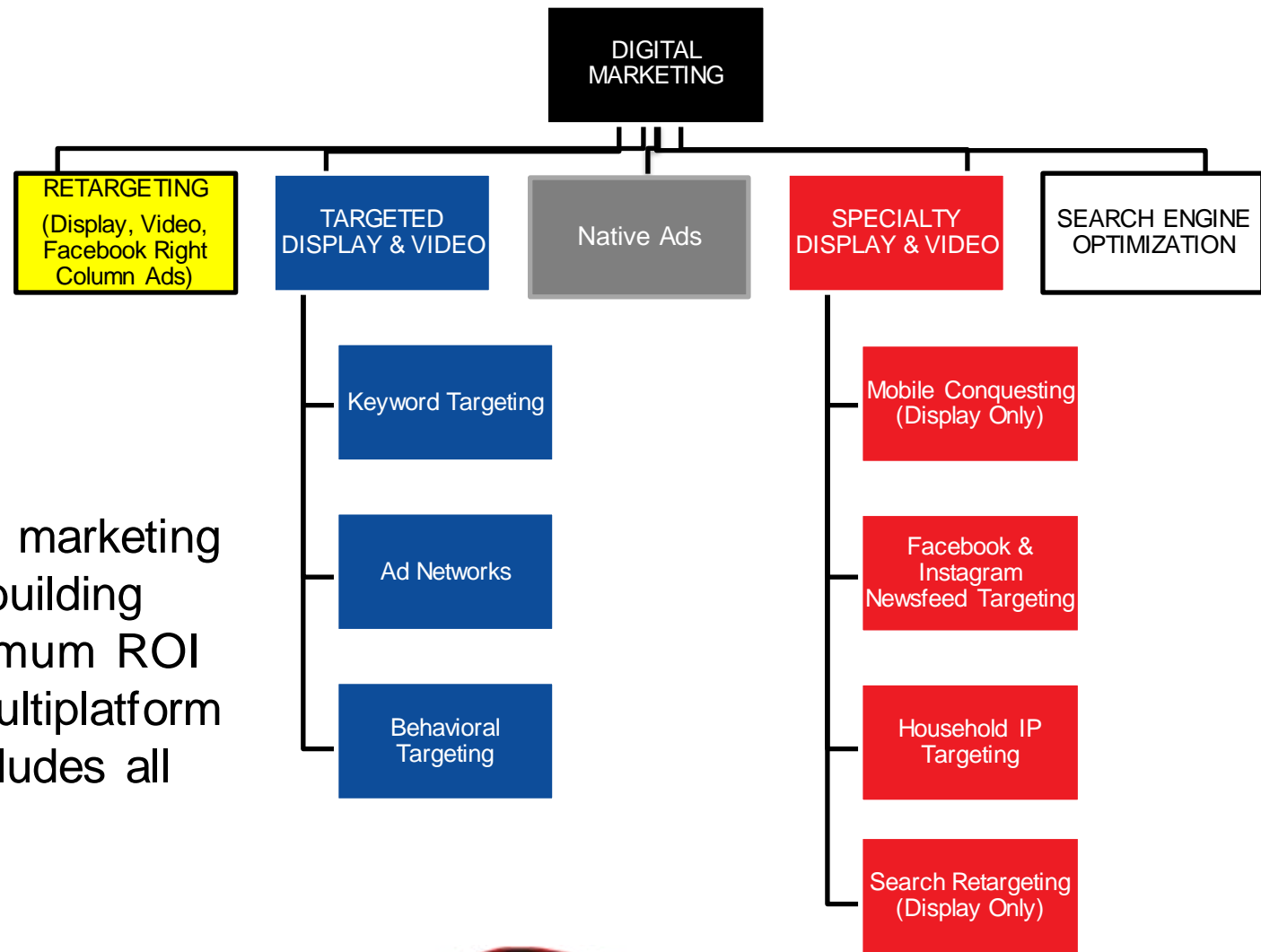
KKXS SPORTS
96.1 FM



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.



KKXS SPORTS
96.1 FM

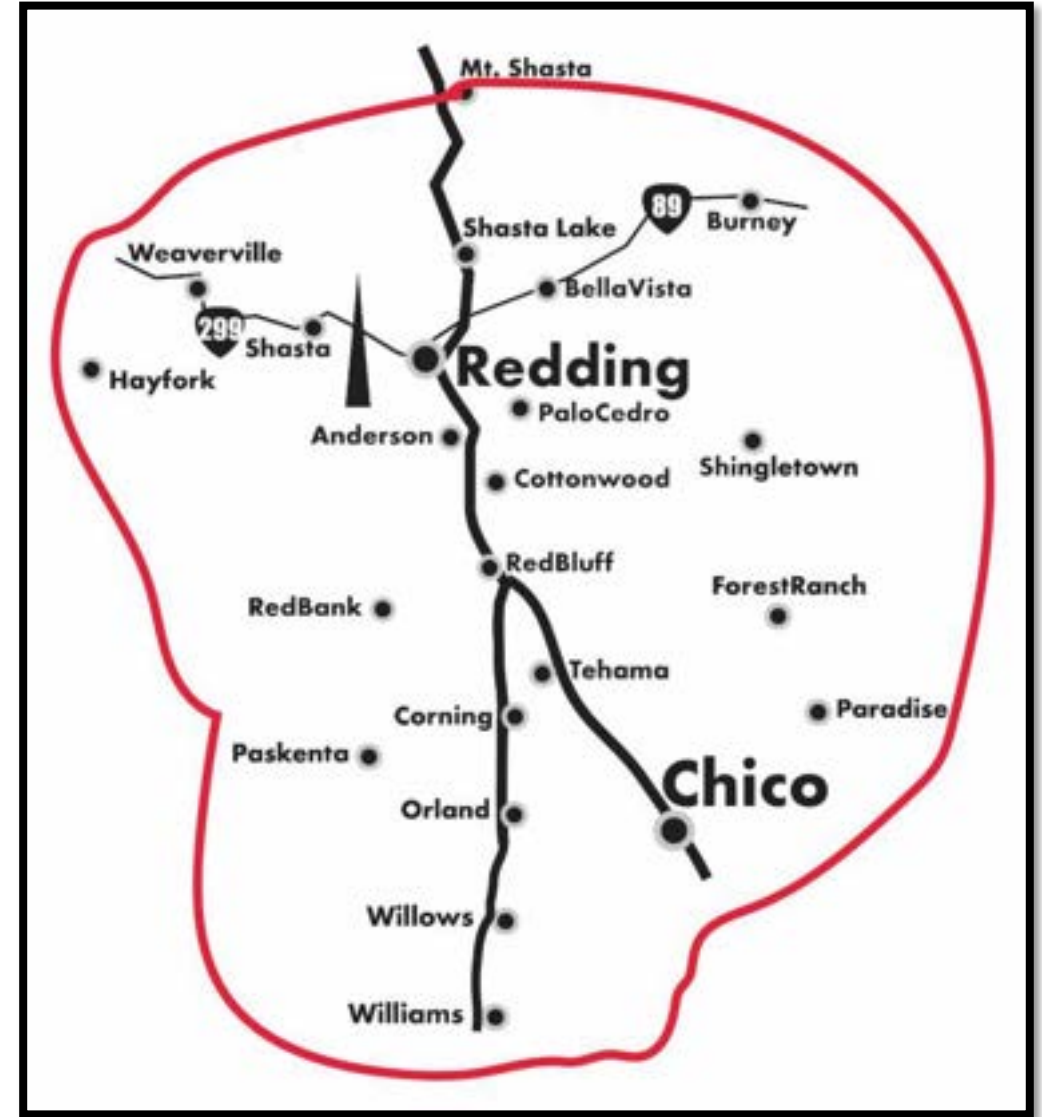
STATION COVERAGE

KNCQ

97.3 FM

Area Population: 420,000

Number of Cities Reached: 25+



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

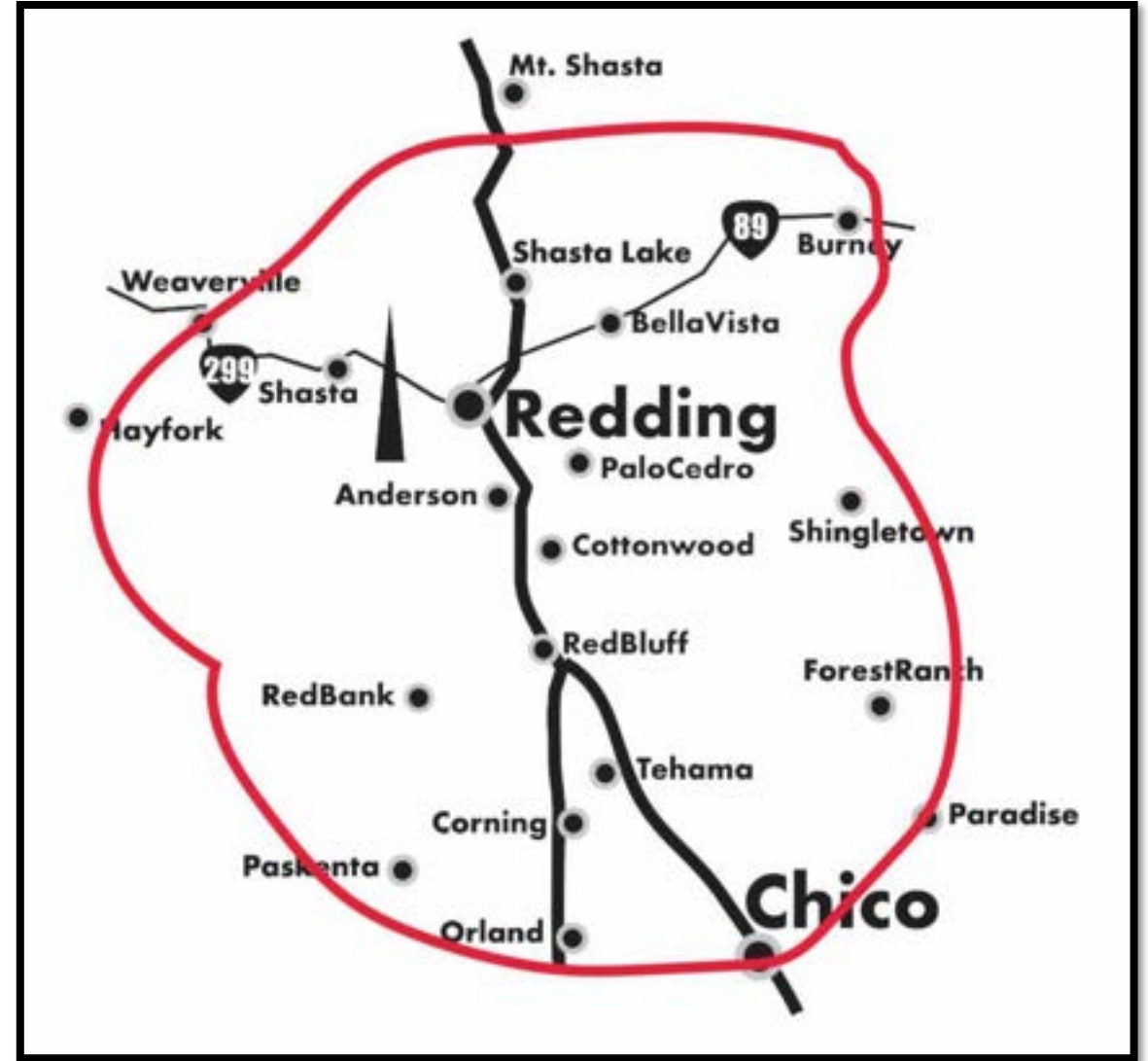
STATION COVERAGE

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 Aps

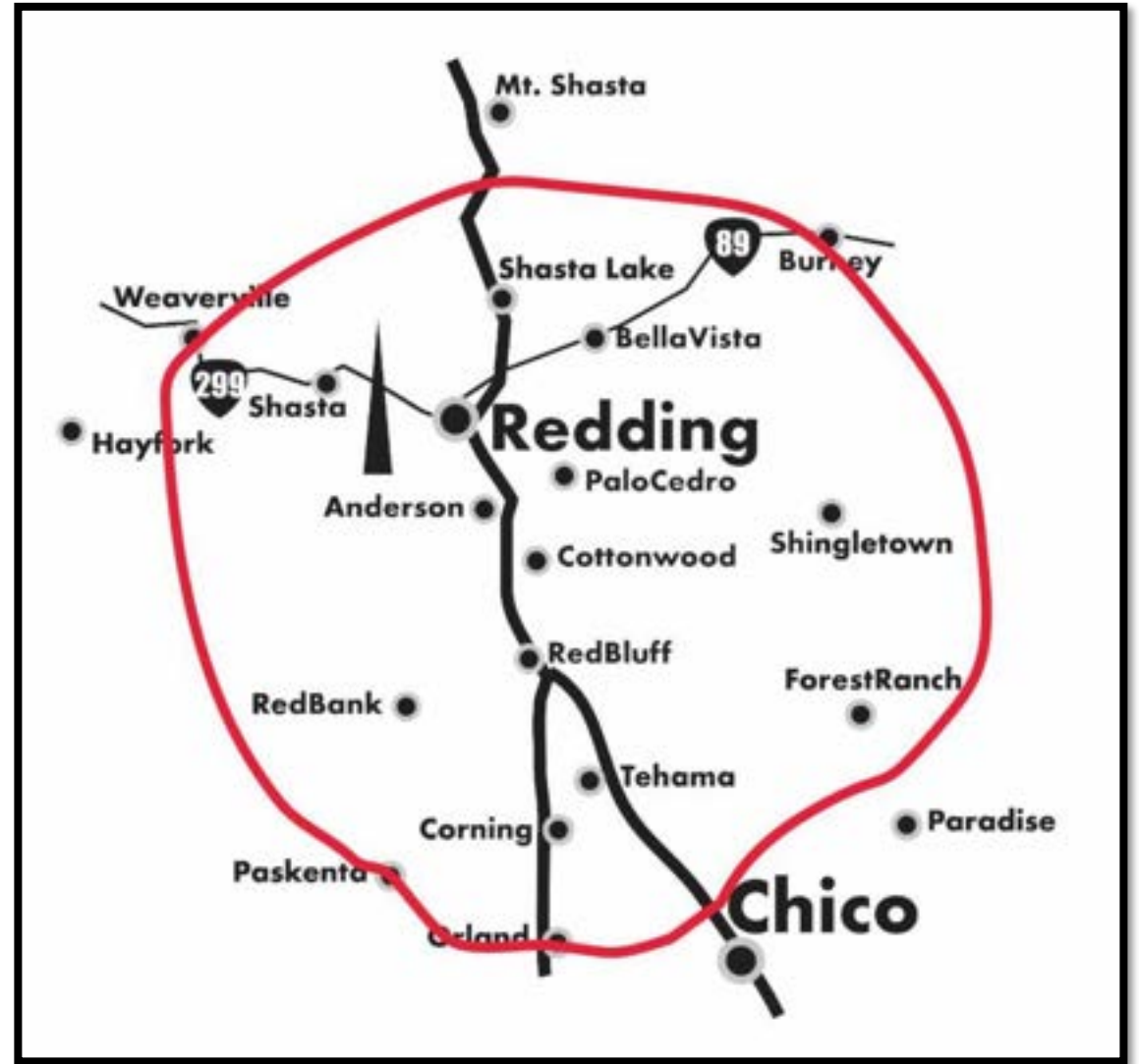
STATION COVERAGE

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

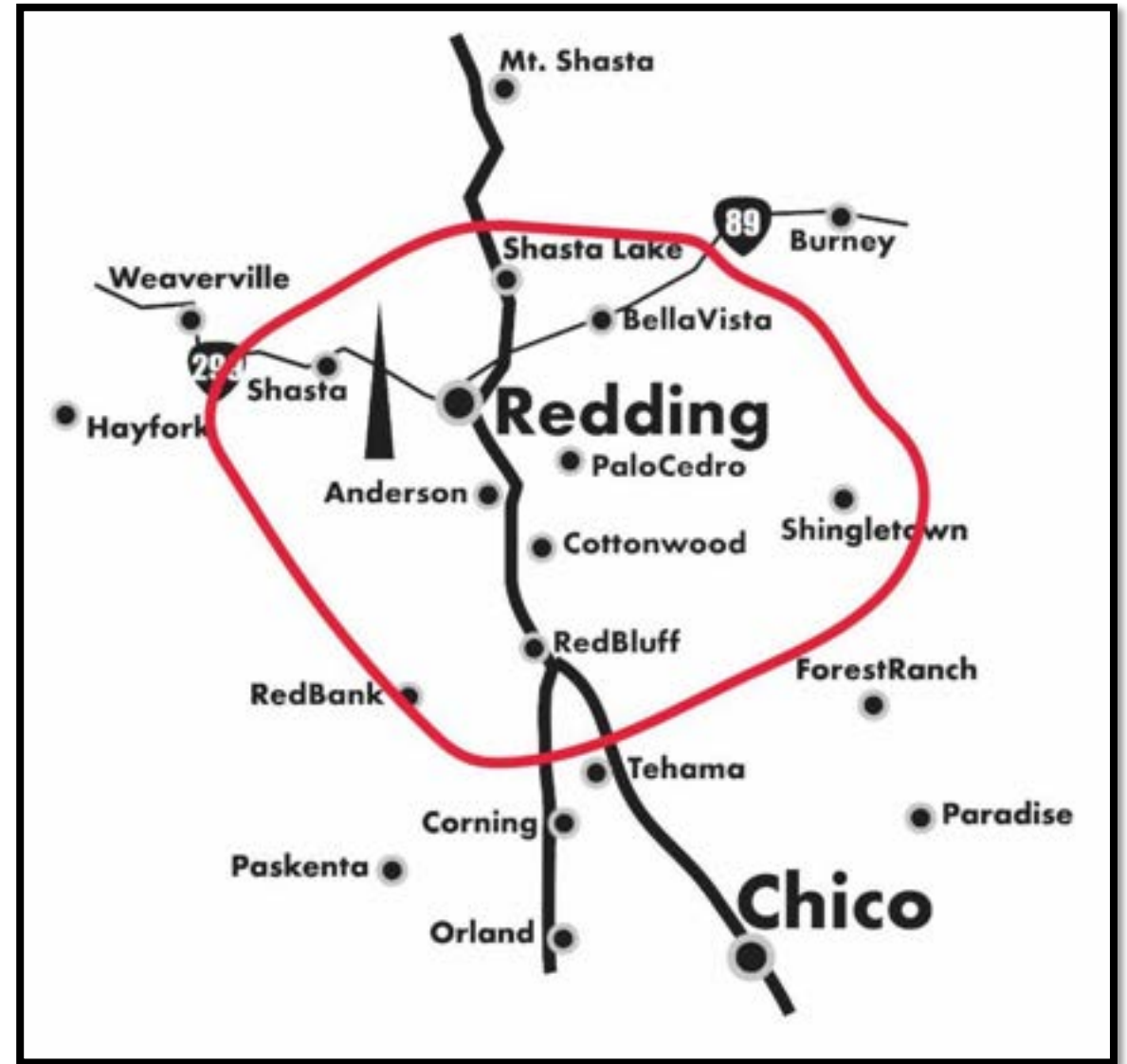
KKXS

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