



**POWER**  
**102.1<sup>FM</sup>**

**RADIO THAT  
GETS RESULTS**

**MEDIA KIT**



**RESULTS RADIO**

# ABOUT THE STATION



## Station Format:

Contemporary Hit Radio

"Chico's #1 Hit Music Station"

### Core Artists Include:

- Sabrina Carpenter
- Teddy Swims
- Kendrick Lamar
- Chappell Roan
- Benson Boone
- Lady Gaga



**CALL LETTERS:**

KCEZ 102.1 FM

**MARKET:**

Los Molinos-Chico, CA

**OWNED BY:**

Results Radio LLC

**SIGNAL:**

25,000 Watts

**100% Ad Simulcast:** IOS & Android Apps



On Air

**POWER**  
**102.1** FM

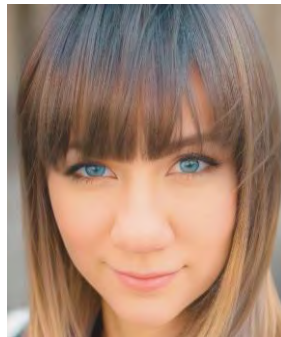
National Personalities  
with Local Butte County Fans



**JOHN JAY & RICH**

M-F 5A-10A

Over 14 Years of Chico Fans  
& Top-Rated Listenership



**Amber Kuhl**

M-F 10A-3P



**The Jeremy Show**

M-F 3P-7P



**Todd Chambless**

M-F 7P-12M

# Endorsements & Custom Reads



**Johnjay & Rich Know Nor Cal**



Custom Reads  
Endorsements  
Video Shorts



Rich Berra visits with  
Power's Crew at  
La Salles Downtown.

**Increase Frequency &  
Link Your Brand  
to Ours**



## **FEATURES & SPONSORSHIPS**

- **The Johnjay & Rich Show M-F 5A-10A**
  - **JJR Show Sponsorship hourly M-F 5A-10A**
  - **JJR Show Weather Sponsor M-F 5A-10A 2-3x hourly**
- **Weather Hourly Sponsorships**
  - **M-F 10A-12Mid**
  - **Sat/Sun 7A-4P**
- **Power's 5 O'Clock Hit Mix M-F 5pm hour\***
- **American Top 40 with Ryan Seacrest Saturday 6A-10A\***
- **Saturday Night Hit Mix Party 8P-12M\***
- **Sunday Night Slow Jams with R Dub! 8P-12M\***
- **Studio Naming Rights Sponsorship M-SU 6A-12M**

**\*includes ROS Promos with Sponsor/Slogan M-F 6A-12Mid**

Music Programmed by National Legend Chris Reeves  
& Customized for Nor Cal by Dave Shakes



# STATION COVERAGE

**KCEZ**

**102.1 FM**

Area Population: 250,000

Number of Cities Reached: 15+



100% Ad Simulcast on Power1021.com, TuneIn, iOS & Android Aps



# **THUNDER 100.7**

**CHICO'S CLASSIC ROCK**

**RADIO THAT  
GETS RESULTS**



**MEDIA KIT**



# ABOUT THE STATION



**CALL LETTERS:**

KTHU 100.7 FM

**MARKET:**

Corning-Chico, CA

**OWNED BY:**

Results Radio LLC

**SIGNAL:**

50,000 Watts

**100% Ad Simulcast:** IOS & Android Apps

## Station Format:

"Chico's Classic Rock"

### Core Artists

- Eagles
- Fleetwood Mac
- Heart
- Queen
- Van Halen
- Tom Petty



Locally Programmed for Chico by Zander



# On Air



## WOODY & WILCOX

Mon-Sat 6A -10A



**Vianna**

M-F 10A-2P



**Zander**

M-F 2P-6P



**Jordan**

M-F 6P-10P



**Grateful Don Potter**

Weekends



# Endorsements Live-Reads & Appearances

**WOODY &  
WILCOX**

Recorded-to-Sound-Live  
Spots & Endorsements

**THUNDER 100.7**  
CHICO'S CLASSIC ROCK



**Vianna**

Endorsements &  
Remotes



**Zander**

Endorsements &  
Remotes





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to Ours**



## **FEATURES & SPONSORSHIPS:**

- **Woody & Wilcox Morning Show Sponsorship M-Sat**
- **Weather Hourly Sponsorships**
  - **M-F 5A-10P**
  - **Sat/Sun 7A-2P**
- **Thunder Studio Naming Rights Sponsorship**
- **Artist of the Week Sponsorship M-F 10A & 4P\***
- **Thunder Lunch Box M-F 12pm**
- **Thunder Live @Almost 5 M-F 4:50pm**
- **Thunder's 5-3-0 Salute M-F 5:35pm**
- **Thunder's Double-Down Weekend Sponsor\***

**\*ROS Promos with Sponsor Mentions air M-F**

# STATION COVERAGE

**KTHU**

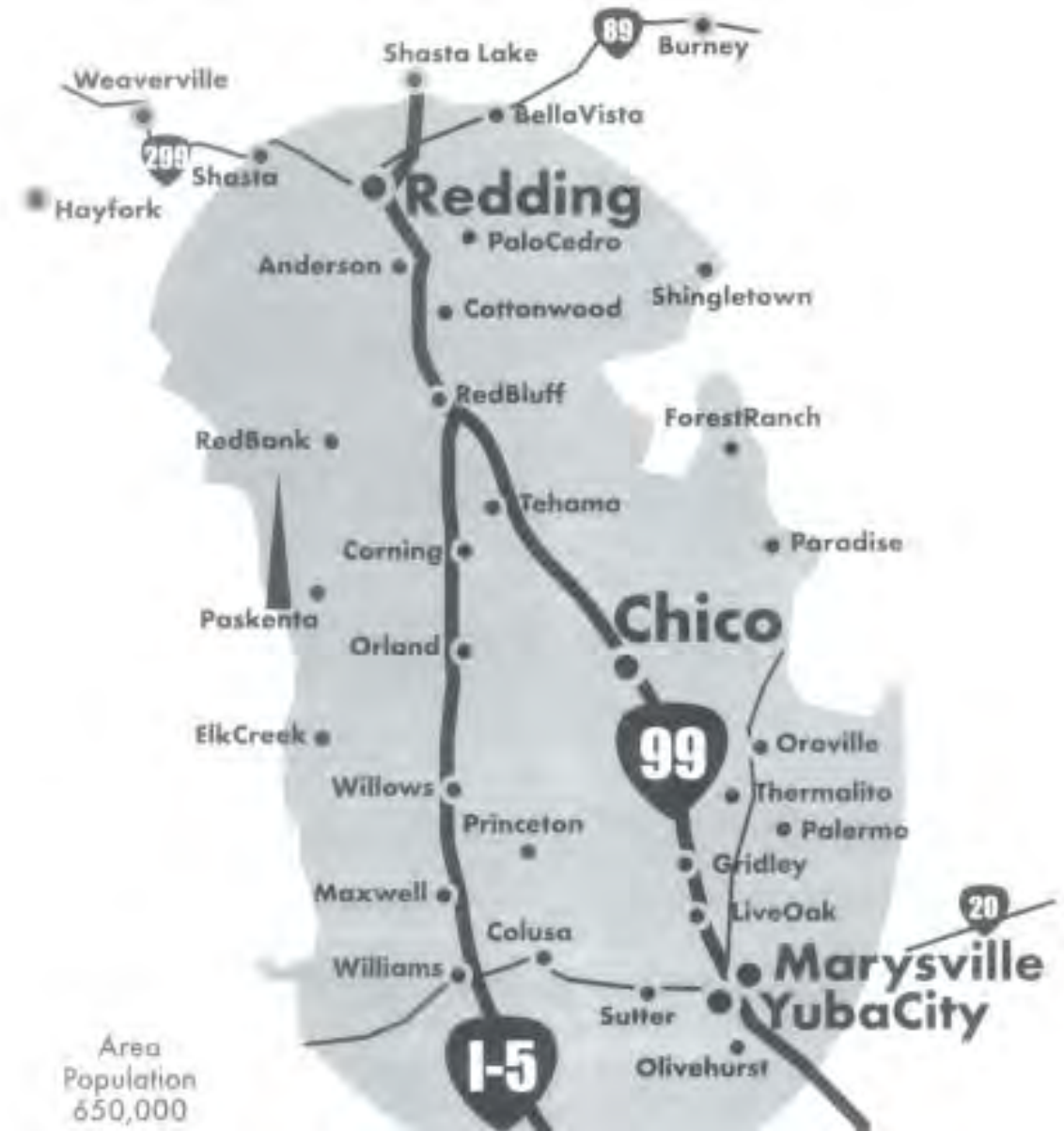
100.7 FM

Area Population: 300,000

Number of Cities Reached: 10+



100% Ad Simulcast on [Thunder1007.com](http://Thunder1007.com), TuneIn, iOS & Android Aps







**RADIO THAT  
GETS RESULTS**



**MEDIA KIT**



# ABOUT THE STATION



## Station Format:

Adult Hits

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

### Core Artists Include:

- Duran Duran
- Fleetwood Mac
- Hall & Oates
- Huey Lewis
- Prince
- Cars
- Elton John
- Madonna

**CALL LETTERS:**

KBQB 92.7 FM

**MARKET:**

Chico, CA

**OWNED BY:**

Results Radio LLC

**SIGNAL:**

1,500 Watts

**100% Ad Simulcast:** IOS & Android Apps





# Endorsements Live-Reads & Appearances

**BOB  
FM<sup>SM</sup>  
92.7**

**Lilly Budd**

**Station Voice for Chico's BOB-FM**

**Endorsements Available**

**Special Event Remotes & Appearances**

- **Limited Availability-Inquire**



**Increase Frequency &  
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to Ours**



## **FEATURES & SPONSORSHIPS:**

- **BOB Studio Naming Rights Sponsorship**
- **Weather Hourly Sponsorships**
  - **M-F 10A-12Mid**
  - **Sat/Sun 7A-4P**
- **BOB's Music Hour Sponsorships**
- **BOB's Mega-Music "BOB-athon" Sponsorships**
- **BOB Event & Concert Ticket Window Contests**

Music Programmed by Award-Winning Howard Kroeger  
&  
Customized for the Redding Market by Dave Shakes



# STATION COVERAGE

**KBQB**

**92.7 FM**

Area Population: 250,000

Number of Cities Reached: 20+



100% Ad Simulcast on 927BOBfm.com, TuneIn, iOS & Android Aps

KBQB - 92.7 FM





**RADIO THAT  
GETS RESULTS**



**MEDIA KIT**





# ABOUT THE STATION



## Station Format:

Active Rock

“The Noize of Nor Cal”

## Core Artists Include:

- Disturbed
- Green Day
- Metallica
- Linkin Park
- Tool
- Foo Fighters

**CALL LETTERS:**

**MARKET:**

**OWNED BY:**

**SIGNAL:**

**100% Ad Simulcast:** IOS & Android Apps

KRQR 106.7 FM

Orland-Chico, CA

Results Radio LLC

50,000 Watts



Locally Programmed for Nor Cal by JJ Jeffries



**On Air**



**Tim Buc Moore**

M-F 6A-10A



**Matthew**

M-F 10A-2P



**JJ Jeffries**

M-F 2P-6P



Local Chico-Famous Dudes  
Go To Work Every Day in Butte County



# Endorsements Live-Reads & Appearances



Tim Buc Moore



Matthew



JJ Jeffries





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## **FEATURES & SPONSORSHIPS:**

- **Z-Rock Studio Naming Rights Sponsorship**
- **Weather Hourly Sponsorships M-F 5A-10A**
- **90's at Noon Sponsorship M-F 12PM\***
- **The 4:20 Smoke Break M-F 4:20P\***
- **Beer-Thirty M-F 5:30P\***
- **Z-Rock Weekend Sponsorship Fri-Sun\***

**\*ROS Promos with Sponsor Mentions air M-F**

# STATION COVERAGE

**KRQR**

**106.7 FM**

Area Population: 250,000

Number of Cities Reached: 20+



100% Ad Simulcast on ZROCKfm.com, TuneIn, iOS & Android Aps

