



# DA BEAT OVERVIEW

Hilo Sales & Marketing: 808-935-0396 ■ Kona Sales & Marketing: 808-329-6633

**Station:** KPVS 95.9FM Hilo / KLUA 93.9FM Kona

**Format:** Urban Contemporary

**Target Audience:** Females 25-49

**Primary Listening Area:** East and West Hawaii

- The Big Island's #1 Hit Music station is a consistent favorite of Women 18-49. Secondary audience includes Adults 18-34.
- Play list includes Nelly, 50 Cent, Beyonce, Jay-Z, Eminem, Lil Kim, Big Tymers, Chingy, Outkast, Black Eyed Peas, Juvenile, LL Cool J, R. Kelly.
- If you're looking to reach Women and Adults, Da Beat FM is the perfect station for you.
- Da Beat's female listeners are active and on the go. The upbeat tempo of Da Beat has listeners tuning in all day to make sure your advertising message is heard.
- Programming lineup includes Gumby in the morning (6a-10a), Chewey Mon-Thur (7p-10p) and Big J Fri & Sat (7p – midnight).



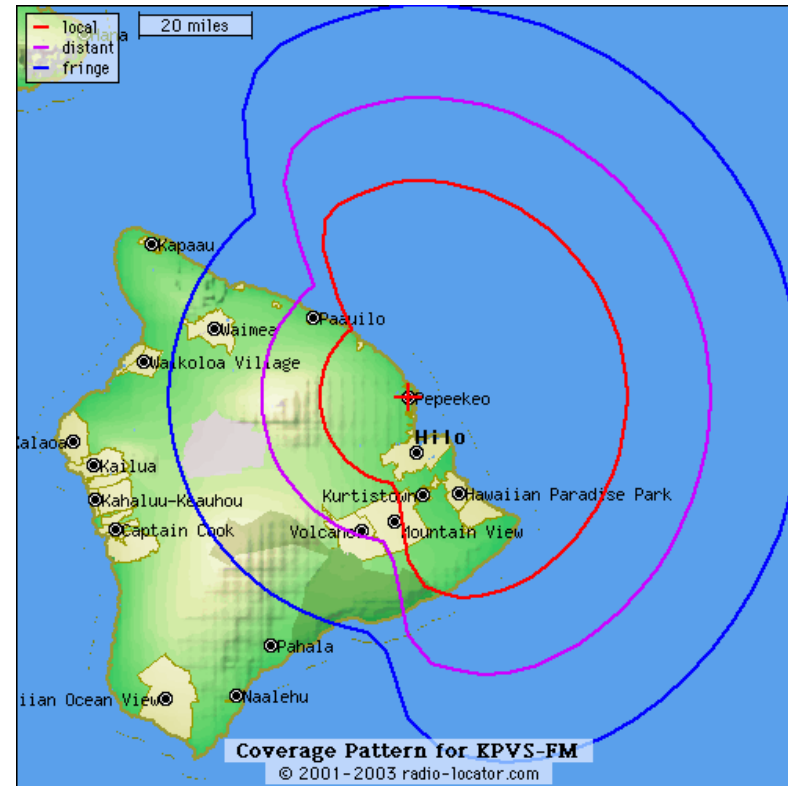
# COVERAGE AREA

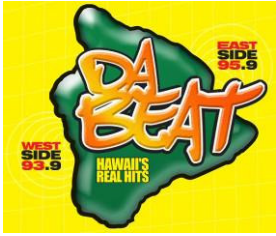
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## 93.9 FM – Kona (West Side)



## 95.9 FM – Hilo (East Side)





# WHY ADVERTISE?

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- Advertising is an investment in success.
- Advertising creates store traffic.
- Advertising attracts new customers.
- Advertising generates continuous business.
- Advertising encourages repeat business.
- Advertising keeps your business top-of-mind.
- Advertising boosts and maintains morale.
- Advertising gives your business a successful image.
- Advertising keeps you in the competitive race.
- Businesses that succeed are usually strong, steady advertisers.





# WHY RADIO?

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- Radio's mobility allows you to establish a special relationship with consumers.
- Radio's listenership is strong...time spent with other media is declining.
- Radio can influence new markets and new prospects.
- Radio is king for establishing top-of-mind-awareness.
- Radio's unique formats allow you to target your best prospects.
- Only radio can reach on-the-go consumers.
- Only radio reaches prospects closest to the point of purchase.
- Only radio can provide unique specialized on-air promotions.
- Other media can play a complimentary role to radio's effectiveness.
- Only radio can provide powerful and profitable remote broadcasts.
- Only radio can cost-effectively knock through the sea of media bombardment.

