



ESPN OVERVIEW

Hilo Sales & Marketing: 808-961-0651 ■ Kona Sales & Marketing: 808-329-6633

Station: 850AM KHLO Hilo / 790AM KKON Kona

Format: Sports

Target Audience: Males 18-54

Primary Listening Area: East and West Hawaii (Big Island)

- ESPN - Big Island's #1 Sports Station - the perfect place to reach Men and Sports Fans of all ages

Live coverage of the National Football League, Major League Baseball including every game of the postseason, NBA Basketball, NCAA Basketball, Women's Volleyball with the UH Hilo Vulcans, Big Island Interscholastic Federation Football, Basketball, Baseball and Volleyball, and College Football including over 15 Bowl games and the Bowl Championship Series

- ESPN Radio is the preferred station of avid sports fans who follow sports every day, all day, ensuring that your advertising message is heard





PROGRAMMING LINEUP

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THE WORLD-WIDE LEADER IN SPORTS

“LIVE” PLAY BY PLAY HIGH SCHOOL & UH-HILO SPORTS

850AM KHLO in Hilo; 790AM KKON in Kona; Streaming at espnhawaii.com

Weekdays 10am-1pm.... “The Josh Pacheco Show”

4-6pm”The Sports Animals”

National Sports & Talk Shows/ “Live” Selected UH Hilo Games & BIIF High School Games

“Live” UH Warriors Football & Basketball Games

Home of the NBA Finals, MLB World Series, College Football’s BCS, High School State Championships

Target: Men: 25-54; Adults 25-54

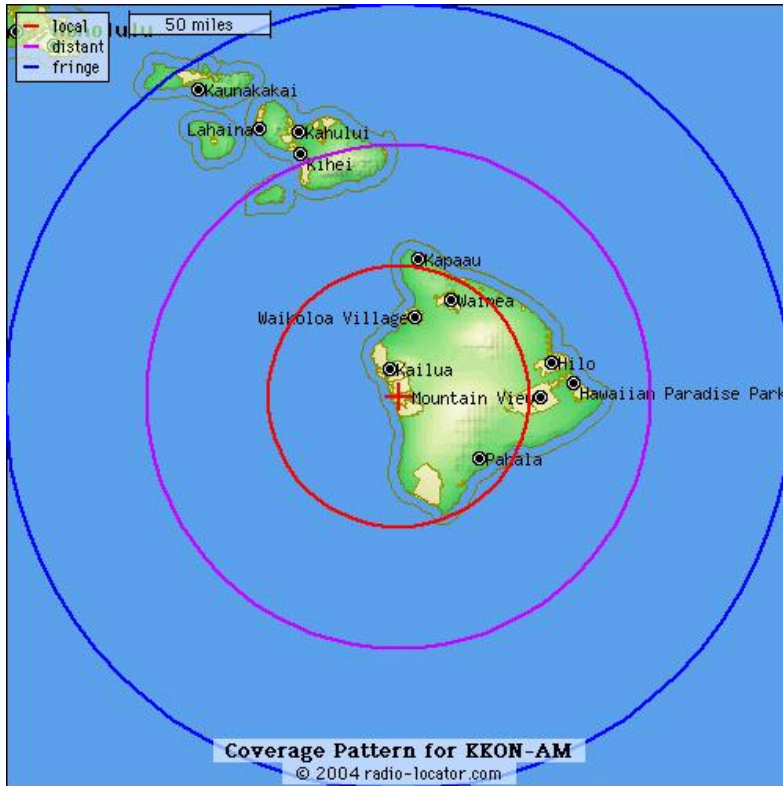




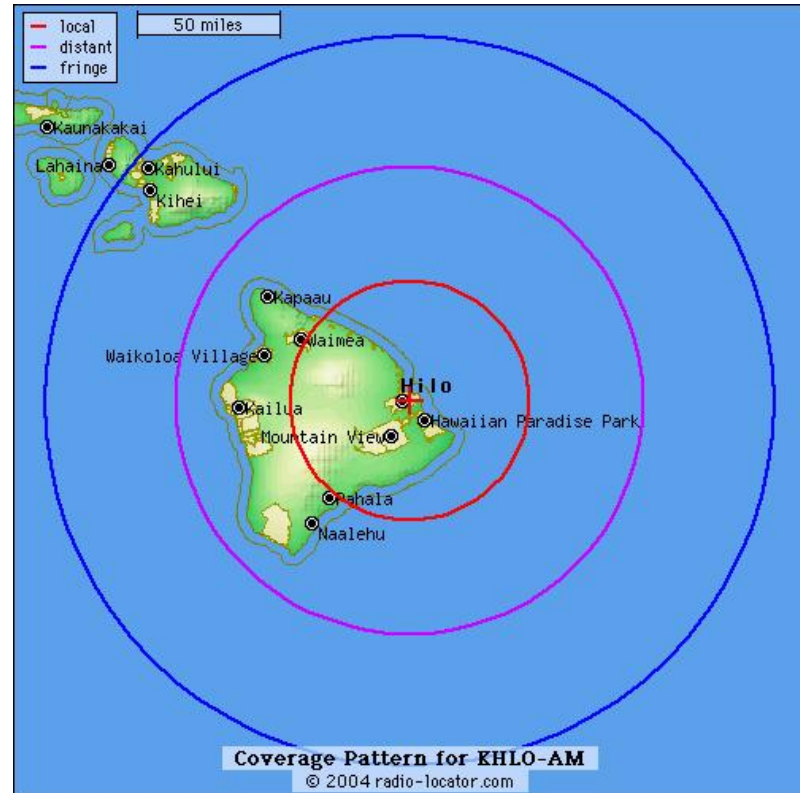
COVERAGE AREA

Hilo Sales & Marketing: 808-961-0651 ■ Kona Sales & Marketing: 808-329-6633

AM 790 - Kona (West Side)



AM 850 - Hilo (East Side)



PACIFIC
RADIO
GROUP



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.

