

# KAPA OVERVIEW

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

**Station:** 100.3 KAPA FM Hilo / 99.1 KAGB FM Kona

**Format:** Adult Contemporary Hawaiian

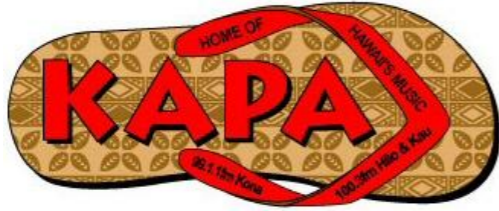
**Target Audience:** Adults: 25-64

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

- The Big Island's most popular radio station and the #1 Hawaiian Music station - "Home of Hawaii's Music"
- Mix of traditional Hawaiian music along with the very best of today's contemporary young Hawaiian artists
- KAPA has been called "Hawaii's Soundtrack" and is the station of choice for many locals as well as visitors and is enjoyed at work and at play



PACIFIC  
RADIO  
GROUP



# PROGRAMMING LINEUP

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

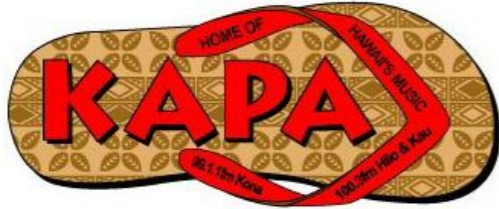
## KAPA FM ISLAND-WIDE...ACH (Adult Contemporary Hawaiian)

“Home of Hawaii’s Music” Streaming at [kaparadio.com](http://kaparadio.com)

- 5am-10am Weekdays | Jaz & Ka’ea - “The Bolohead & Babes”
- 10am-3pm Weekdays | Robert
- 3pm-7pm Weekdays | Kapena
- 7p-Mid Weekdays | All Music
- 6am-10am Saturday | Jazz
- 10am-3pm Saturday/8am-1pm Sunday | Darde
- 3pm-7pm Saturday & Sunday | Moks
- 7p-12a Saturdays & Sundays | Aaron



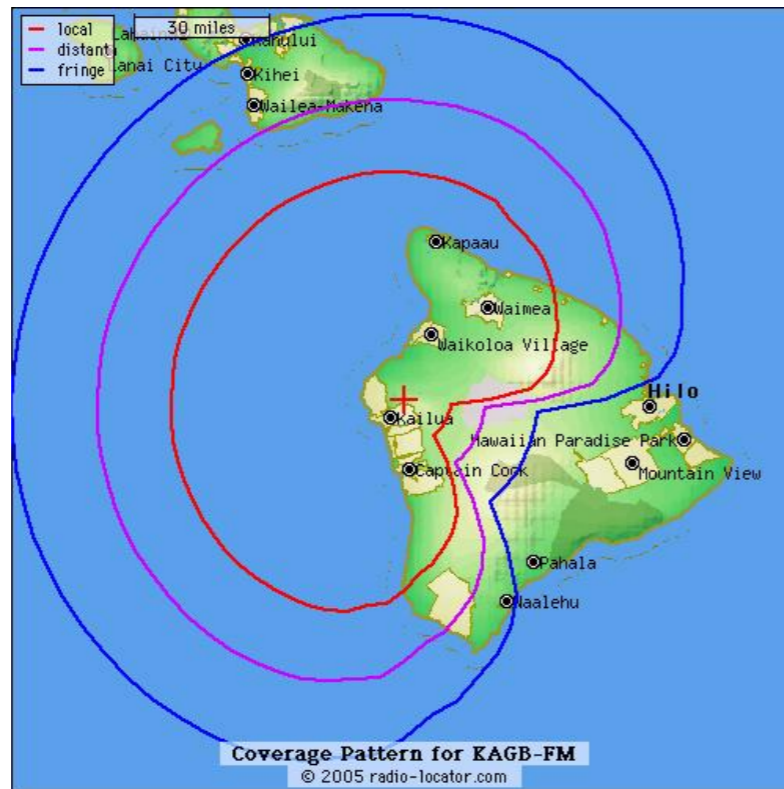
PACIFIC  
RADIO  
GROUP



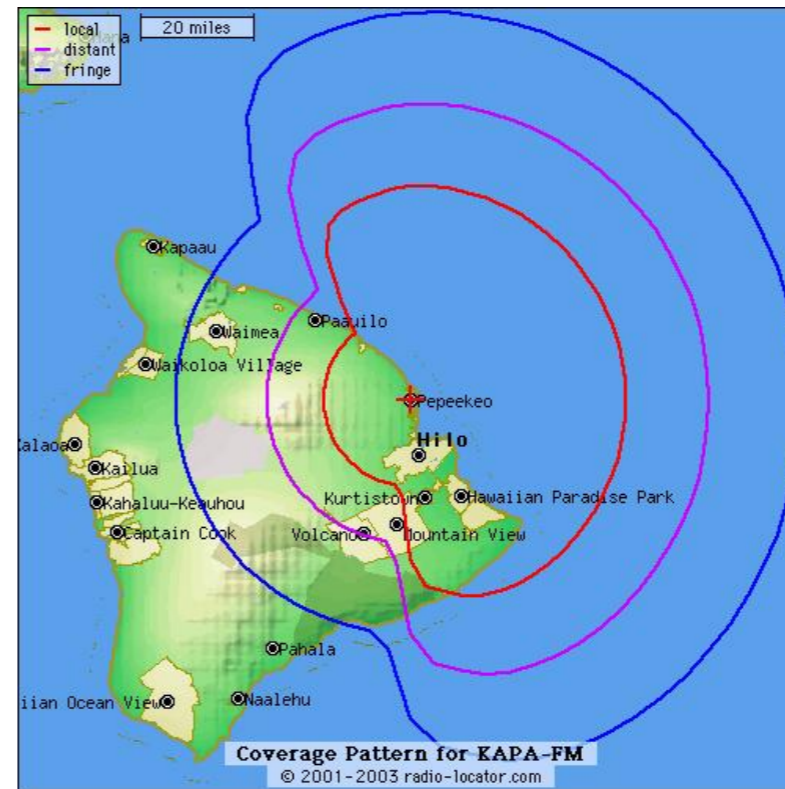
# COVERAGE AREA

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

## 99.1 FM – Kona (West Side)



## 100.3 FM – Hilo (East Side)



PACIFIC  
RADIO  
GROUP

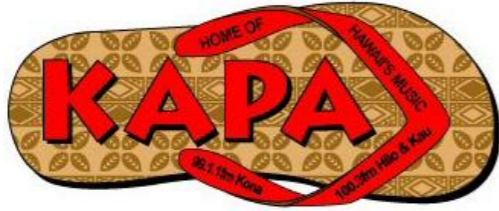


# WHY ADVERTISE?

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

- 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?

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

- 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.



PACIFIC  
RADIO  
GROUP