



KAPA OVERVIEW

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

Station: 99.1 KAGB FM Kona / 100.3 KAPA FM Hilo

Format: Hawaiian Contemporary (Traditional) Music

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





PROGRAMMING LINEUP

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

“Home of Hawaii’s Music” Streaming at kaparadio.com

100.3 KAPA in Hilo; 99.1 KAGB in Kona

5am-10am Weekdays & Sat... Jaz & Phil- “The Boloheads”

10am-3pm Weekdays & Sat, 10a-3p Sun.... “Ka’ea”

3pm-7pm Weekdays, Sat & Sun “Braddah Moks”

7p-Mid Weekdays & Sat.... “Kapena”

7a-11a Sundays.... “Kapena”

Target: Adults 25 – 64

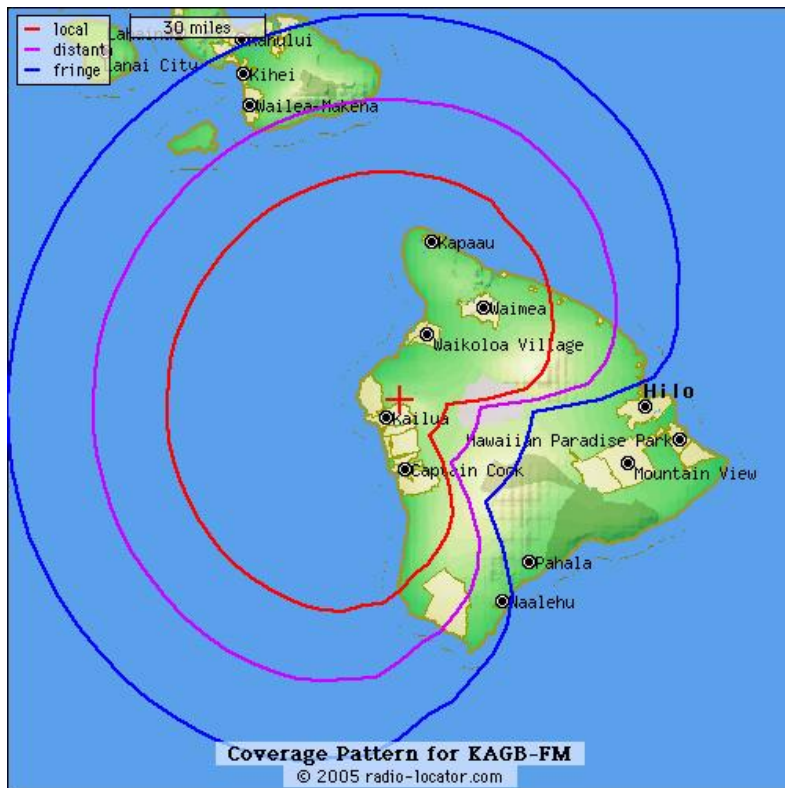




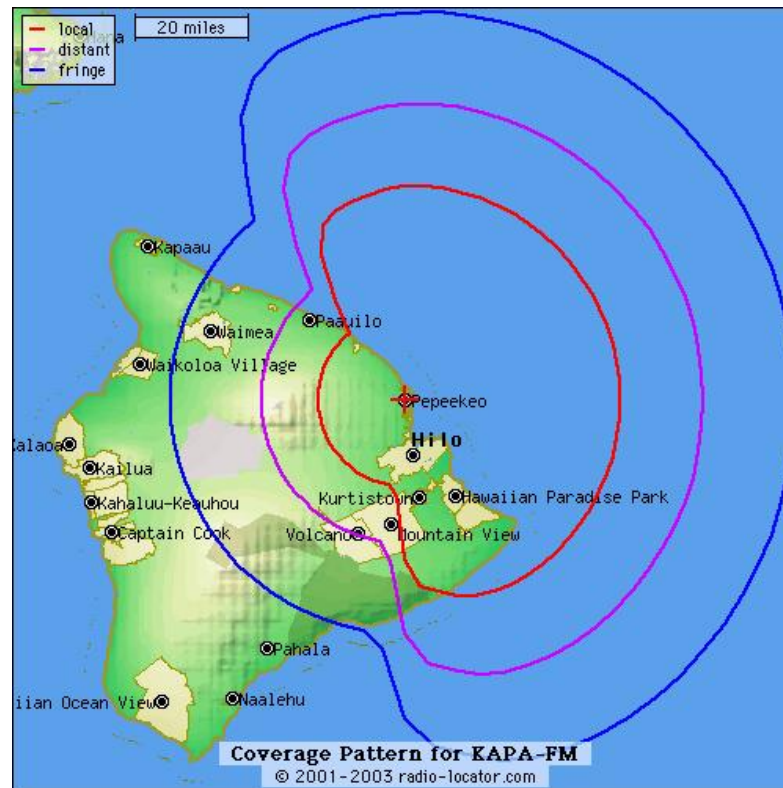
COVERAGE AREA

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?

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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.

