



KBIG OVERVIEW

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

Station: 97.9 FM /**KBIG Hilo** / 106.1 FM KLEO Kona

Format: Adult Contemporary

Target Audience: Women 25-54 Adults 25-54

Primary Listening Area: East and West Hawaii

- Big Island's Adult Contemporary radio station - "Today's Hits Yesterday's Favorites"
- Play list includes the best music from the 80's, 90's and today. Like a top 40 station covering the last three decades
- KBIG appeals to consumers with high disposable income, ranging from "Baby Boomers" to today's young adults
- KBIG is the The Big Island's "At Work" radio station and a substantial number are listening online
- Programming lineup includes "JE" (5-10 am weekdays) Jill Taylor (10am-3pm weekdays) Ryan Seacrest (3-6 pm weekdays) Keith Vachon (6pm-mid weekdays) Eddie Ancheta (7pm-mid Sat-Sun) "JE" Class Reunion (7-10am Saturday) Ryan Seacrest (6-10am Sunday)





PROGRAMMING LINEUP

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KBIG FM ISLAND-WIDE... AC (Adult Contemporary)

“Today’s Hits, Yesterdays Favorites” Streaming at kbigfm.com

97.9 KKBG in Hilo; 106.1 KLEO in Kona

5am–10am Weekdays... “Keith Vachon”

10am – 3pm Weekdays.... “Jill Taylor”

3pm-7pm Weekdays... On Air w/ “Ryan Seacrest”

7pm-Mid Weekdays....Night Music w/ “Anela Gray”

6am-10am Saturdays.....Saturday Morning Class Reunion Show w/ “JE”

6am-10am Sundays.....American Top 40 w/ “Ryan Seacrest”

Target: Women: 25-54; Adults 25-54



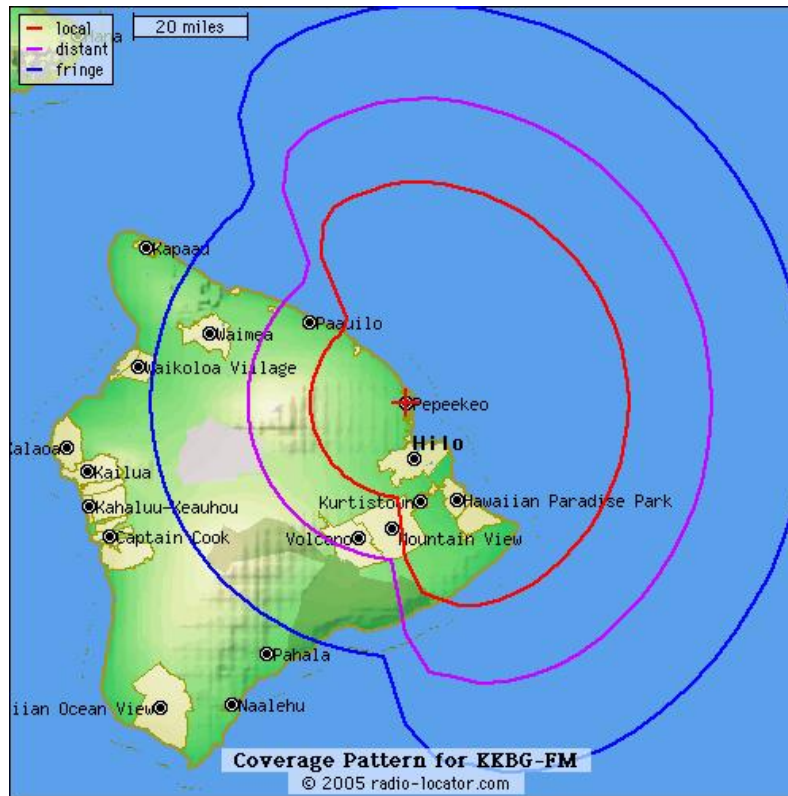
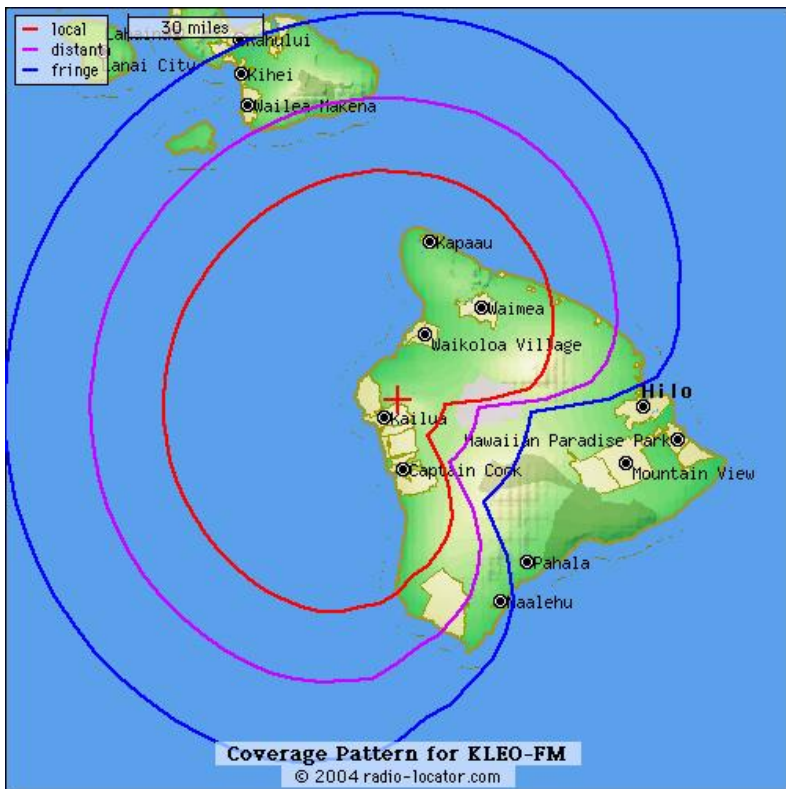


COVERAGE AREA

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

106.1 FM – Kona (East Side)

97.9 FM – Hilo (West 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.

