



# KBIG OVERVIEW

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

**Station:** 97.9 FM KKBG 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



PACIFIC  
RADIO  
GROUP



# PROGRAMMING LINEUP

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

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

“Today’s Hits, Yesterdays Favorites” Streaming at [kbigfm.com](http://kbigfm.com)

- 5am–10am Weekdays | Keith Vachon
- 10am – 3pm Weekdays | Jill Taylor
- 3pm-7pm Weekdays | On Air w/ “Ryan Seacrest
- 7pm-Mid Weekdays | Nights w/ Anela Gray
- 6am-10am Saturdays | Saturday Morning Class Reunion Show w/ JE
- 10a-3p Sat & Sun | Becca
- 6am-10am Sundays | American Top 40 w/ Ryan Seacrest



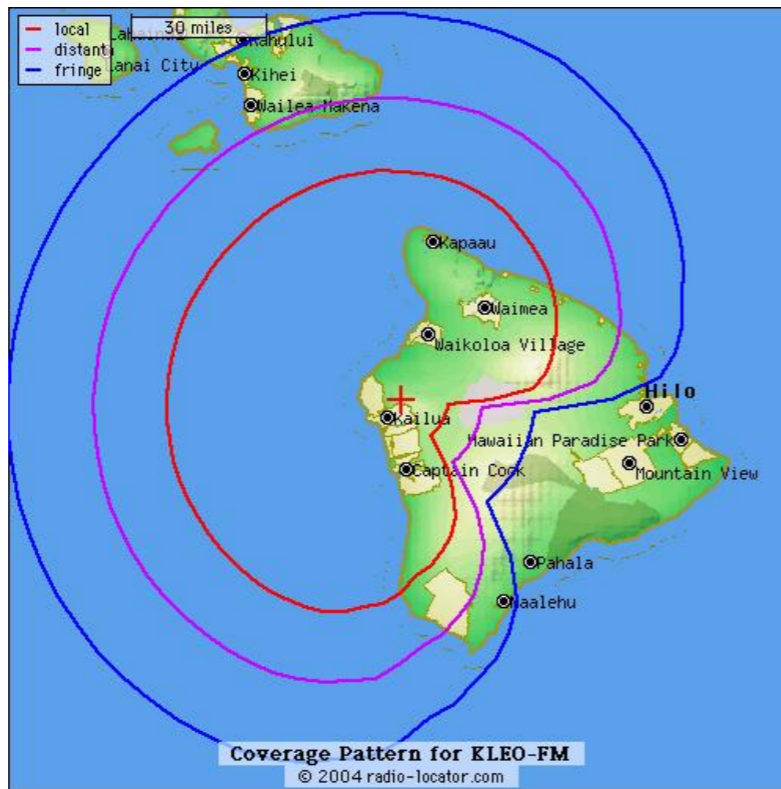
PACIFIC  
RADIO  
GROUP



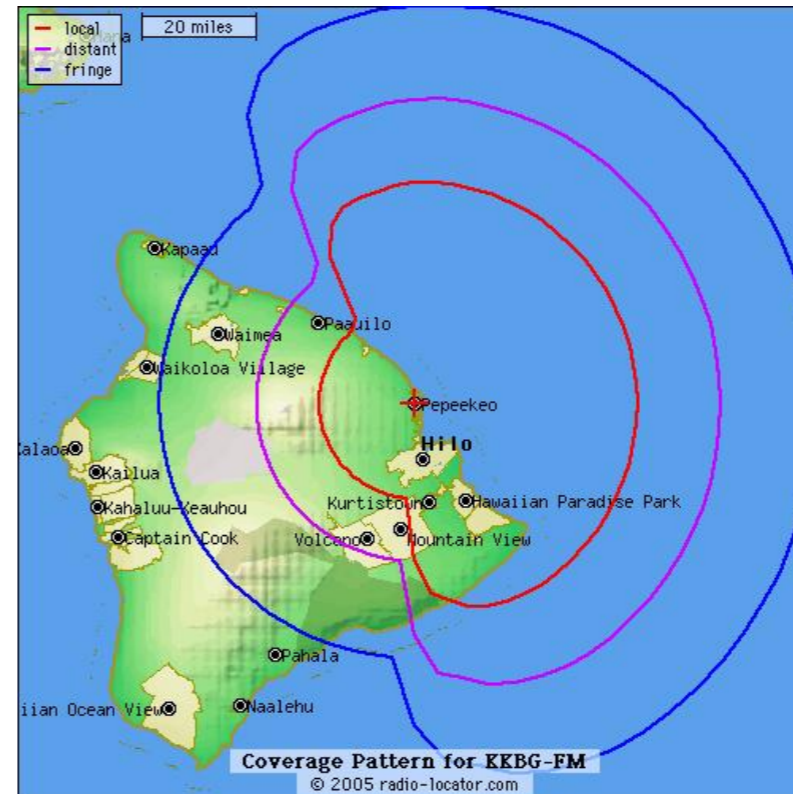
# COVERAGE AREA

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?

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**