

YAVAPAI BROADCASTING FACTS



AWARD-WINNING NEWS!



UPDATED WEATHER!



EXCITING LIVE BROADCASTS!



HIGH SCHOOL, COLLEGE AND PROFESSIONAL SPORTS!



EFFECTIVE MARKETING!



HUGE STATION CONTESTS!

ADVANTAGES OF RADIO ADVERTISING

AFFORDABLE! Studies show radio delivers audiences at an extremely low cost, giving your business the greatest return on investment for your advertising dollar.

IMMEDIATE! Advertisers can get their message on the radio very quickly. Updates and changes can be made during the air schedule.

FLEXIBLE! Advertisers can reach listeners many times a day, choosing the times when they are most likely to reach potential customers and inform them of their product/service.

TARGETED! Radio can help you influence your best prospects effectively and efficiently by age, gender, race, income and lifestyle.

SUCCESSFUL! Radio reaches 63% of shoppers age 25-54 within one hour of purchase time! It provides the greatest "purchase proximity" of all major media.

MORE FACTS ABOUT RADIO!

Radio penetration of the 12+ demo remains relatively constant from 92.9% in 2008 to 91.3% in 2014.

In a Nielsen analysis of data from the Council for Research Excellence Consumer Mapping Study, broadcast radio reached more than 77 percent of adults daily compared to 64% for Web / Internet users, 35 percent for newspaper readers and 27 percent for magazine readers.

Radio reaches 94.7% of Adults 18+ with \$75K+ household incomes each week; they listen an average of 2 hours and 33 minutes per day.

YAVAPAI BROADCASTING CORPORATION

COTTONWOOD, AZ

PHONE (928) 634-2286 FAX (928) 634-2295 P.O. BOX 187, COTTONWOOD, AZ 86326

FLAGSTAFF, AZ

PHONE (928) 526-2700 FAX (928) 774-5852 1800 S. MILTON RD. STE.105, FLAGSTAFF, AZ 86001

PRESCOTT VALLEY, AZ

PHONE (928) 775-5200 FAX (928) 775-5111 8028 HWY.69, STE.102, PRESCOTT VALLEY, AZ 86314

COCONINO & YAVAPAI COUNTY PROFILES

COCONINO COUNTY

Total Population: 139,097

Cities/Towns:

Flagstaff	70,320
Sedona	10,388
Page	7,490
Williams	3,122

Median Age: 31



YAVAPAI COUNTY

Total Population: 222,255

Cities/Towns:

Prescott Valley	42,197
Prescott	41,899
Cottonwood	11,818
Camp Verde	11,155
Chino Valley	11,137
Village Oak Creek	6,147
Clarkdale	4,240
Dewey/Humboldt	3,988

Median Age: 51

Data Source: 2015 U.S. Census Reports

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REACH YOUR TARGET MARKET!

TAKE ADVANTAGE OF THE FLEXIBILITY OF MULTIPLE STATIONS!



Target Audience: 35 +



Target Audience: 18-49



Target Audience: 18 +



Target Audience: 25 +



Target Audience: 25 +



Target Audience: 45 +



KKLD "The Cloud" 95.9FM - It's "Classic Hits" from artists like Billy Joel, Prince, Michael Jackson, Steve Miller Band, E.L.O., Journey and more! Plus, consistent contests and local news and sports keep listeners tuned in!

KQST "The Q 102.9" FM - Featuring "Today's Hit Music" from artists like Rihanna, Justin Bieber, Ariana Grande and more! Bright personalities Bryan James and Juli Page and fun contests make "The Q" a great station for youth and the entire family! Also heard on 104.9FM in the Prescott and Cottonwood areas.

KVRD Country 105.7FM - KVRD covers the complete gamut with the best of new artists and country legends too! Eric Church, Blake Shelton, Keith Urban, Little Big Town and more! KVRD offers award-winning news, Country Mornings with Brad Miller and much more!

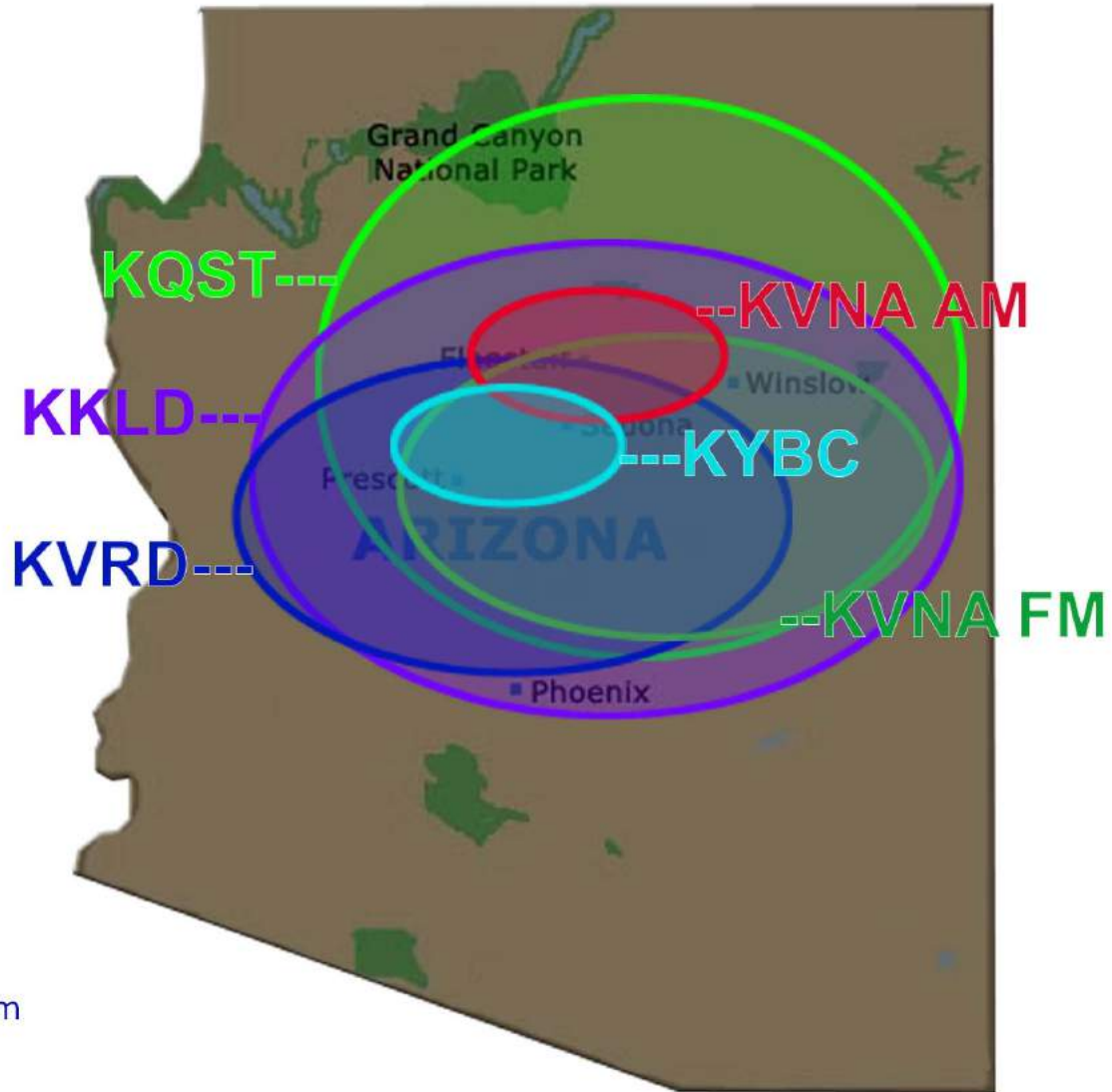
KVNA "ESPN Radio" FM - 24/7 sports from the sports leader! Mike & Mike in the morning, "SportsCenter" and the best live games! Including Arizona Diamondbacks, Arizona Cardinals and Phoenix Suns!

KVNA-FM 100.1 - "Arizona's Adult Alternative" features a custom blend of Singer/Songwriter, Rock, Alternative, Blues and new music from artists like U2, Mumford & Sons, Dave Matthews Band, The Black Keys, Eric Clapton and more. Also heard on 92.1 in the Prescott area and 93.3 in Cottonwood!

KYBC AM 1600 & 96.3FM - KYBC features NBC and award-winning local news and Mingus High School sports! Music by the greats ... Frank Sinatra, Neil Diamond, Tony Bennett and Rod Stewart. KYBC is an opportune way to reach an active segment of this demographic with the most money!

VERDE VALLEY TELEVISION CABLE CHANNEL 2/56 - VTV provides locally produced programming to the Verde Valley, Sedona and Munds Park. Featuring High School and Youth sports, government meetings, news, information and entertainment programs. VTV is seen on Cable One channel 56 and Suddenlink Cable channel 2.

COMPLETE RADIO COVERAGE OF NORTH AND CENTRAL ARIZONA



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