

Radio • Streaming • Social Media • Digital



Cameron Broadcasting...
...For All Your Marketing Needs

Laughlin
Lake Havasu
Kingman
Mohave Valley
Needles
Golden Valley
Parker
Blythe
and Beyond



Format Comparison



| | | | | |
|--|---|---|---|---|
| Lake Havasu 94.7 FM Laughlin/BHC 95.9 FM Kingman 106.7 FM | Laughlin/BHC 97.9 FM Kingman 107.5 FM Lake Havasu 103.9 FM | Laughlin/BHC 107.1 FM Kingman 96.7 FM Lake Havasu 107.1/95.1 FM | Laughlin/BHC 93.3 FM Kingman 98.3 FM | Laughlin/BHC 103.3 FM Kingman 101.9 FM |
| Today's Best Country | Classic Rock Hits | Today's Top 40 Hits | Talk/News Network | Hits From 7 Decades |
| Adults 25-54 | Adults 35-60 | Adults 18-39 | Adults 35+ | Adults 35+ |
| Male 50%/Female 50% | Male 65%/Female 35% | Male 40%/Female 60% | Male 65%/Female 35% | Male 35%/Female 65% |
| Long listening patterns Loyal & responsive listeners Wide age appeal | Core audience is baby boomers, married, with dual incomes | Core audience now in their 20's to early 40's - many with young families | Core audience are daily listeners age 50+, news addicts and ad responsive | Listeners age 50+ with higher incomes. Long listening patterns |
| College Education 18-22% High School Grads 74% Still in jr./sr. high school 23% | College Education 24% High School Grads 77% Still in jr./sr. high school 5% | College Education 25% High School Grads 77% Still in jr./sr. high school 7% | College Education 25% High School Grads 81% Still in jr./sr. high school 1% | College Education 28% High School Grads 78% Still in jr./sr. high school 1% |
| High Propensity for purchases: Cars, trucks, off road vehicles RVs and Vacation homes Home Furnishings & Appliances Clothing & Accessories Groceries Family Restaurants Internet and Computers Auto Racing & Concerts Outdoor Sport DIY and Hardware | High Propensity for purchases: Cars, trucks, off road vehicles Nightclubs and Entertainment Music Fast Food Groceries Internet and Computers Auto Racing & Concerts Home Remodeling Pets DIY and Hardware | High Propensity for purchases: Cars, trucks, off road vehicles Nightclubs and Entertainment Digital Products Fast Food Internet and Computers Concerts Travel Sports Pets Baby Products | High Propensity for purchases: Cars Investments RVs and Vacation Homes Family Restaurants Concerts Travel & Retirement Activities Medical & Exercise Pharmaceuticals Pets Skin Care Products & Services | High Propensity for purchases: Cars Investments RVs and Vacation Homes Grocery Concerts Travel & Retirement Activities Medical & Exercise Pharmaceuticals Insurance Skin Care Products & Services |
| web: kflg947.com facebook: kflg 94.7 fm | web: lucky98fm.com facebook: lucky 98 fm | web: theknack107.com facebook: the knack 107.1 | web: talkatoz.com facebook: kaaa/kzzz talk network | web: kstar-radio.com facebook: k-star 99.3 fm |

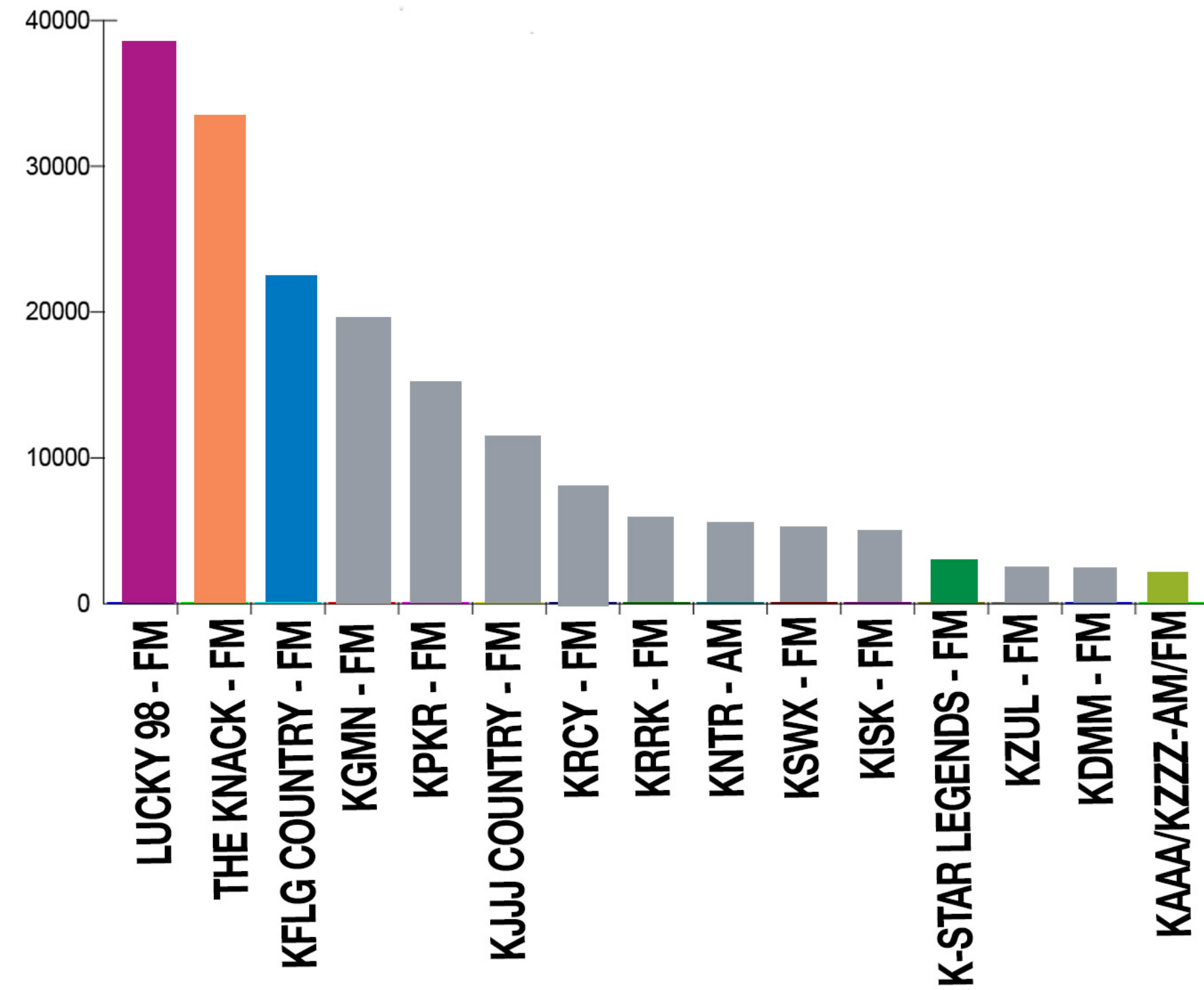
Studios and Offices:

Bullhead City: 2350 Miracle Mile Rd., Suite 300, Ph: 928.763.5586
Lake Havasu: 2156 McCulloch Blvd., Suite 1, Ph: 928.854.9305
Kingman: 2535 Hualapai Mtn. Rd., Suite D, Ph: 928.753.2537



5 County 2024
2024 County Coverage

SP '24 book, Mon-Sun 6a-12a A18+ cume
Stations ranked by: CUME PERSONS



Note: KSTAR-AM/FM is KFLG-AM. KAAA/KZZZ-AM/FM is KZZZ-AM. County Coverage data from these counties: MARICOPA-AZ, MOHAVE-AZ, RIVERSIDE EAST-CA, SAN BERNARDINO EAST-CA, CLARK-NV.



Disclaimer: This report was created using the following information: NATIONAL REGIONAL DATABASE: SP24: Custom Geo Used = Mohave-AZ, San Bernardino East-CA, Riverside East-CA, Clark-NV, Maricopa-AZ. . Persons 18+ Monday-Sunday 6A-Mid. Cume Persons Copyright 2024. The Nielsen Company (US) LLC. All rights reserved. All estimates are copyrighted and subject to the limitations stated in the County Coverage report.



Facility

94.7 FM (plus 95.9 in Laughlin/Bullhead, and 106.7 in Kingman) Located at Crossman Peak in Arizona.

Audience

Active, affluent adults in the prime 25-64 consumer demographic. Audience of Mohave County's largest and most loyal listeners comprised of executives, tourists, snowbirds, professionals, students and many others. #1 Country in last 7 Nielsen ratings (formerly Arbitron)!

Music

The Tri-State's first and most powerful Heritage Country station for more than 28 years. KFLG plays today's country hits sprinkled with some recurrenents and classic hits. It's a carefully researched music mix that hits at the heart of the Tri-State's adult population.

Personalities

The KFLG live and local hosts as well as our other program mixes of live and local programming, combined with the After Midnight Show on weeknights,make for a great country weekly lineup!

Promotion

Exciting and unique on-air promotions are designed to keep our loyal listeners involved daily with the station personalities and receptive to your well-placed messages. Strong promotions attract large audiences of listeners as the Arbitron ratings bear out and our event photos illustrate so well.

Advertising

KFLG has historically been actively involved with marketing to the thousands of Tri-State listeners in Bullhead City, Kingman, Laughlin, Lake Havasu, Needles, Parker, Henderson, Blythe, 29 Palms, and beyond - through newspaper ads, magazines, and billboards, and is proud of retaining the #1 status over the last decade. Our station vehicle is graphically wrapped and seen and recognized throughout the Tri-State area.

Community Involvement

KFLG is actively involved in the Tri-State's community projects that benefit the market and is a leader of public service events, fund raisers and community involvement.

Information and News

KFLG 94.7 delivers local news throughout the day reported by Bri Serna. Our newscasts include weather updates, sports, and other special community events and highlights. And our daily News You Can See online news edition is found on this station's website at www.kflg947.com.





station profile

Format and Playlist

Blending 50+ years of classic rock's greatest hits with today's best rock music has made Lucky 98 FM the choice for rock in the Tri-State area since its first day on the air in 1991. And it remains #1 in the Nielsen ratings for Mohave County year after year after year.

On Air Personalities

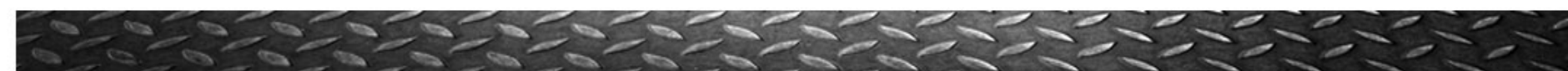
Lucky 98 Mornings live with The Poorman is Lucky 98's newest hit. The Poorman was already well known in Southern California for years on KROQ and KIIS. He's now joined Lucky 98 for the past several years with his "Morning Rush" show. So many Tri-State listeners were familiar with The Poorman, Lucky listeners now have the show here locally. He quickly became the "must listen to morning show in the Tri-State.

Information and News

Our award-winning local news is brought to you by our veteran news team. They report on the latest breaking news from around the world to our own backyard. In addition, Lucky 98 includes entertainment news and a variety of games and contests for our adult-oriented audience as well as 24-hour weather updates.

Community Involvement

Since Lucky 98's first day on the air, we have been actively involved in the market as a leader of public service events, fundraisers, and community outreach. Lucky has a history of being entrenched in any event that benefits the local Tri-State communities and our residents.





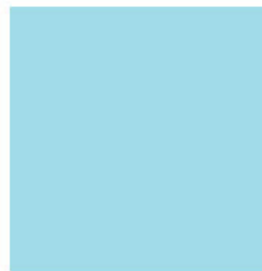
The Tri-State's first truly **adult** top 40 music station can be found at 107.1 FM in Vegas, Laughlin, and Bullhead City areas. It's at 95.1 FM in Lake Havasu and Parker. And it comes into Kingman on 96.7 FM. Simply put....it's all about fun!



The KNACK 107.1 is the live and local Hot Adult Contemporary powerhouse, without the "bubblegum" music, for the Tri State area. From Kingman to Lake Havasu, Vegas to Laughlin and everywhere in between, The KNACK is targeted to 18-49 year olds, with special emphasis placed on those females who control the lion's share of discretionary income in today's market place. The KNACK 107.1 features daily promotions that target specific day parts, guaranteeing maximum daily live listener participation. It starts with the hugely popular live Knack Morning Show with Bri and Loke and continues through the afternoons with the Ryan Seacrest Show! The Knack has thousands of listeners listening live and online - and no radio station in the market has more Facebook fans.



The daily focus for The Knack? Slightly crazy and a little zany, radio is fun with the KNACK. And listeners now all interact with our LIVE hosts via The Knack. Advertisers benefit from an incredibly large adult listener base, long listening patterns, and strict commercial limits, which makes our advertiser messages stand out.



The KNACK 107.1 is the talk of the town and we're committed to continuing to be the talk of the Tri-State area, with an up-tempo, fun style of radio not available anywhere else. And our listeners generate up to 100,000 hits per month on The Knack's interactive, on-line home at www.theknack107.com.



Welcome to The Knack!



AMERICA'S BEST MUSIC

K-Star is the Tri-State's only Legends of Music format playing the greatest hits from 5 decades - from the 60's through today. The Legends format delivers not only great music but live personalities 7 days a week. It targets a demo that's active and loyal, and that controls 89% of the nation's wealth. Playing a wide variety of musical favorites, this format draws a large variety of listeners of Adults 18+ and heaviest with Adults 25+.

The format combines the top-testing gold standards from the world's best artists like Frank Sinatra, Barry Manilow, Celine Dion, Cher, Michael Buble, Elton John, Rod Stewart, Billy Joel, Bette Midler, and hundreds of others.

In addition to music and personalities, K-Star Legends will also feature contests, guest appearances, special programming, and hosted local business events in your area.

K-Star Legends is upscale, upbeat, and listened to by the Tri-State's adult audiences. It's the format more clients have come to trust with their message.



Laughlin • Bullhead City • Needles • Golden Valley • Fort Mohave



By broadcasting the biggest names in talk radio from two separate FM stations and taking advantage of their adjacent coverage areas, we are now able to offer the Tri-State's only 24 hour talk radio FM network. Common ownership by Cameron Broadcasting has made it possible to join together the forces of KAAA FM 98.3 and KZZZ FM 93.3 to form **All Talk From A to Z**. From Searchlight to Needles, from Kingman to Laughlin, from Bullhead to Topock, you'll never be more than a push of a button away from the All Talk Network.

Glenn Beck headlines our weekday mornings for 3 hours. Then, in addition to our regular names like Dan Bongino, Dr. Sebastian Gorka, and Mike Gallagher, we have now added The Dan Patrick Show where he interviews the top personalities in the world of sports in his trademark wry, irreverent style. Listeners will be kept up-to-speed on the day's latest events with our award-winning local news as well as world news provided by Fox News. It's the Tri-State's ONLY talk and information network and.....everyone is listening!

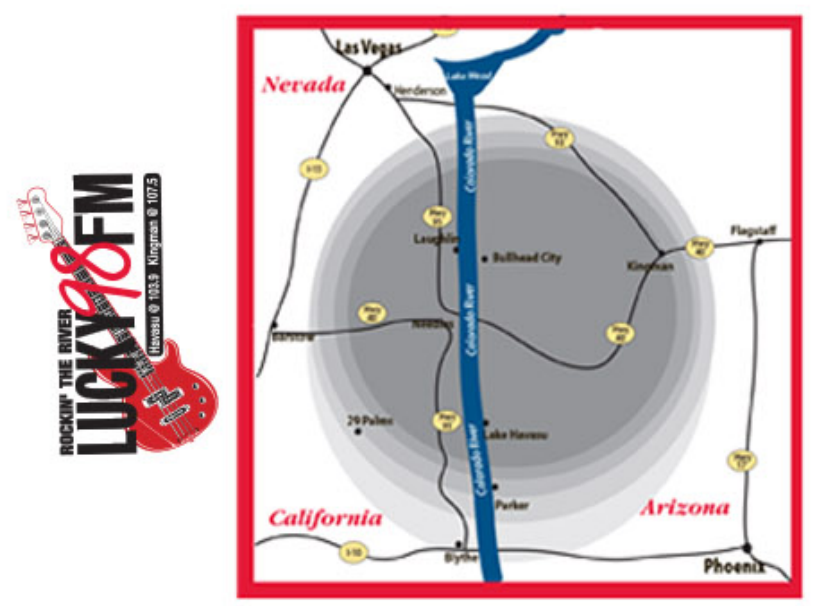
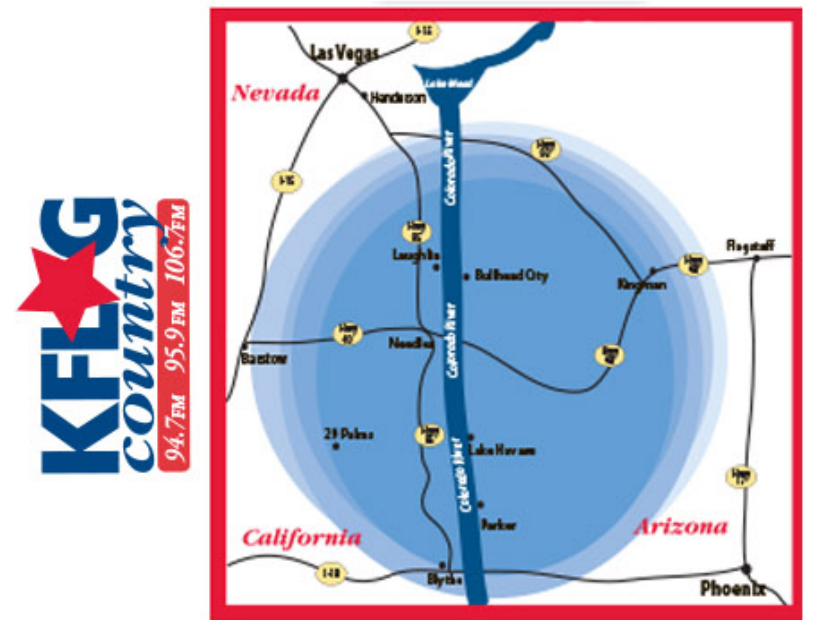
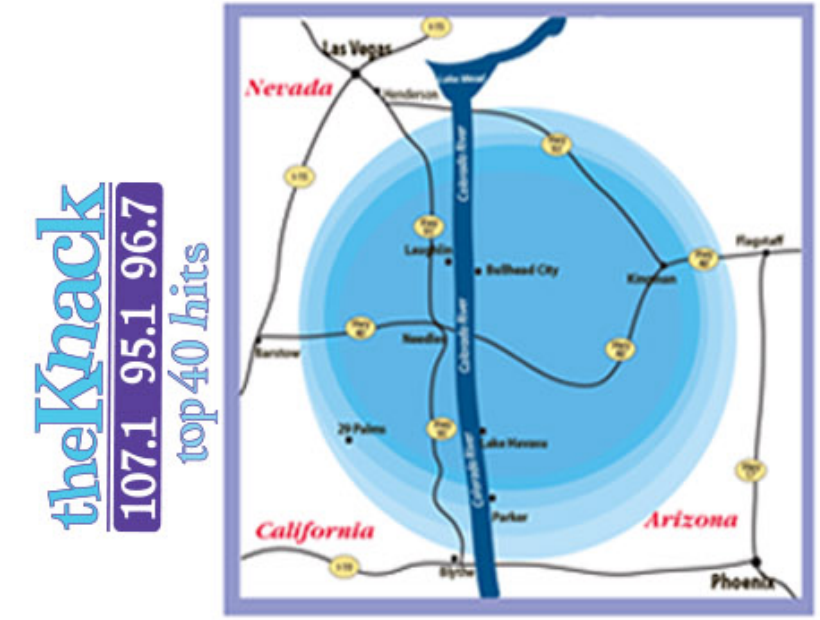
And in addition to our popular syndicated programming, our local programming is scheduled Monday through Friday from 3:00 - 4:00pm (AZ time Summer). Live and Local includes shows hosted by a variety of our local hosts including Dr. Larry Schiff, Hildy Angius, and more! The weekend lineup is filled with The Best Of Shows but in addition, we have added Handel On The Law a bold, entertaining and addictive legal advice format with quick wit and razor sharp tongue, offering up advice to countless callers on a weekly basis every Saturday morning.

It's not only the talk of the town, it's the talk of the Tri-State area - and now in FM in addition to our AM signals!





Cameron Broadcasting Coverage Maps



KAAA fm 98.3
KZZZ fm 93.3
All Talk...From A to Z





Cameron Facebook Information: As of October 1, 2024,

| <u>Station</u> | <u>Facebook Page Fans</u> | <u>Avg. Monthly Reach</u> | <u>Avg. Engagement</u> |
|--------------------|---------------------------|---------------------------|------------------------|
| KFLG | 5,768 | 4,670 | 2,570 |
| The Knack | 9,523 | 12,455 | 1,555 |
| Lucky 98 | 26,400 | 23,412 | 4,974 |
| Talk | 911 | 195 | 28 |
| K-Star 103.3 | 571 | 344 | 72 |
| Girls Day Out Page | 1,439 | 7,610 | 734 |
| Totals | 44,612 | 48,686 | 9,933 |



Cameron Website Info - Monthly Visitors (Hits) includes streaming

| | <u>Knack</u> | <u>KFLG</u> | <u>Lucky</u> | <u>Talk</u> | <u>K-Star</u> |
|----------------|--------------|-------------|--------------|-------------|---------------|
| September 2024 | 28,395 | 143,982 | 61,867 | 53,337 | 181,099 |
| August 2024 | 26,414 | 100,041 | 73,359 | 58,349 | 153,570 |
| July 2024 | 33,129 | 121,432 | 54,986 | 54,914 | 128,237 |
| June 2024 | 50,376 | 52,597 | 50,239 | 54,933 | 125,281 |
| May 2024 | 28,207 | 58,770 | 36,609 | 44,741 | 82,448 |
| April 2024 | 37,516 | 61,703 | 49,591 | 48,366 | 93,085 |
| March 2024 | 30,017 | 45,576 | 37,961 | 48,943 | 88,527 |
| February 2024 | 23,624 | 42,682 | 38,961 | 47,778 | 93,826 |
| January 2024 | 22,779 | 42,289 | 34,927 | 51,562 | 80,448 |
| December 2023 | 29,004 | 47,692 | 36,107 | 30,500 | 61,343 |
| November 2023 | 26,826 | 44,047 | 40,017 | 39,202 | 75,049 |
| October 2023 | 27,832 | 48,784 | 59,628 | 40,765 | 98,072 |



Note: All Facebook numbers are published by Facebook for each page. All website numbers are audited by Creative Edge independently of Cameron Broadcasting. Yellow highlights are for the annual summer promotions.





Cameron Stations Social Media Reaches Tri-State Listeners



5738 Followers



918 Followers



25,322 Followers



576 Followers



9,500 Followers



1,400 Followers

Cameron Total Facebook Followers **43,094**

Other Stations Social Media Reaches Tri-State Listeners



883 Followers



1200 Followers



610 Followers



586 Followers



496 Followers



1100 Followers



367 Followers



1,400 Followers