

there's a familiar **STAR** in town!

**K-STAR 103.3 FM**  
*Legends*  
in Kingman at 101.9 FM

Streaming 24/7 at [kstar-radio.com](http://kstar-radio.com)

The K-Star 103.3 FM format is a custom blend of the greatest music ever recorded from the late 50's, 60's, 70's and today.

The music from these legendary performers has never sounded better in full, digital FM stereo.

Because of its wide appeal, K-Star 103.3 FM produces an audience of long listening periods and its "easy listening" format is ideal for listening in the workplace.

One of the most important format elements to this demographic of listeners is news and weather. K-STAR 103.3 FM offers its listeners regional and local hourly news produced by our live air staff.

Many of the K-Star 103.3 FM artists are so well known they are referred to by first name only such as Celine, Frank, Barbra, Tony, Olivia, Carly, and many others.

K-Star is the only station in the Tri-State that has wide adult appeal with mainstream artists from over 7 decades!

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

A M E R I C A ' S B E S T M U S I C



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.



- 92% are Adults 25+ years of age
- 45% own stock
- Median Household Annual Income is \$49,280 and tend to be married with dual incomes
- 90% have and use credit cards
- 26% have 2+ automobiles
- 56% have internet at home
- 16% own vacation homes
- They buy 43% of domestic automobiles
- They purchase 45% of all household appliances and furnishings.
- They spend 55% of their time listening to radio and are consistent listeners throughout all dayparts from 5:00am until 7:00pm in the car, at home, and at work

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

AMERICA'S BEST MUSIC



**K-ST 103.3 R**  
*Legends* FM  
in Kingman at 101.9 FM

## Coverage Map





## K-Star Legends Morning Show

Multi-talented John Tesh has joined Cameron Broadcasting's K-STAR 103.3 FM with his show called Intelligence For Your Life. John's show is like no other, providing listeners with valuable information they can actually use in their everyday lives. The acclaimed pianist, composer, and TV personality is the winner of six music Emmys and two Grammy nominations, in addition to years as the popular co-host of TV's Entertainment Tonight show.

John hosts the K-STAR 103.3 FM morning show with his wife of 23 years, acclaimed actress, Connie Sellecca.

With this kind of listenership for such a well known and loved personality, it stands to reason it's the best way to advertise! You can now sponsor an hour or more.

Here's what the weekday hourly package includes:

Monday - Friday 5:00am - 10:00am  
:10 open, :10 mid-hour, :10 close every hour  
3 times every hour

64 average total sponsor mentions per month

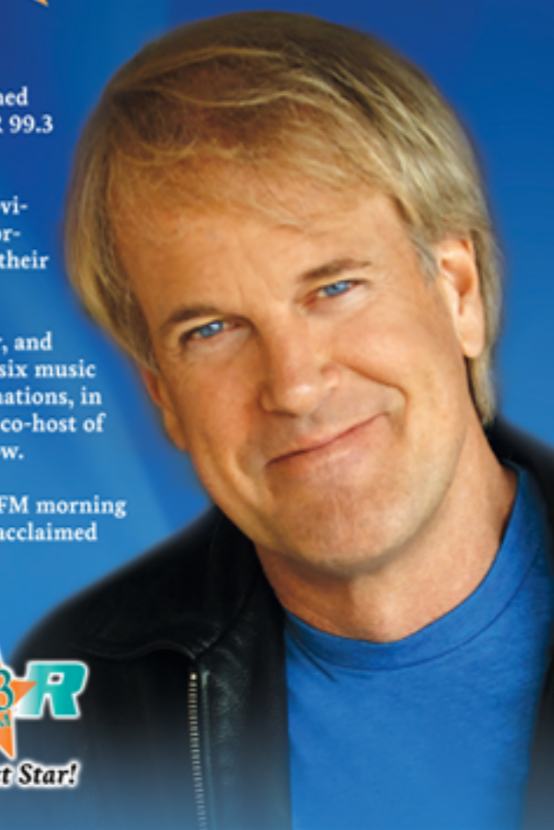
## One Star...Joins Another!

Multitalented John Tesh has joined Cameron Broadcasting's K-STAR 99.3 FM.

John's show is like no other, providing listeners with valuable information they can actually use in their everyday lives.

The acclaimed pianist, composer, and TV personality is the winner of six music Emmys and two Grammy nominations, in addition to years as the popular co-host of TV's Entertainment Tonight show.

John will host the K-STAR 99.3 FM morning show with his wife of 23 years, acclaimed actress, Connie Sellecca.



For sponsorship information call 928.763.5586

AMERICA'S BEST MUSIC



Our Cameron Broadcasting News Directors, have more than 25 years experience in broadcast and a serious passion for the news. Their voices are highly recognized throughout the Tri-State area. Locals tune in every weekday for a broad spectrum of news - important news updates, events, traffic and the weather. If it's important local news, we report it on K-Star Legends.

Advertisers can now sponsor K-Star Local News Show 5 days a week on K-Star 103.3 FM with advertising messages that are listened to as closely as the news itself and not heard as a commercial break. Messages inserted into the news get response and your message can be heard every Monday through Friday on the Tri-State's favorite music format for adults 35+.

**Local News Sponsorship Packages**

<b>Package A</b>	<b>Package B</b>
8:00am	9:00am
Noon	11:00am
2:00pm	1:00pm
4:00pm	5:00pm

:10 open/:10 close in each newscast

172 average sponsor mentions per month/package.  
3 mo. minimum contract commitment

Local News Sponsorship Packages