



# Welcome to The Knack







### Station Profile

Format: Modern Top 40 Adult Contemporary  
 Frequency: 107.1 FM, 95.1 FM, and 96.7 FM  
 Music: Combination of Pop, Rock and R&B

### Audience Profile

Primary: Adults 18-49  
 Secondary: Adults 18-54  
 Indexing: Highest in Adults 25-49 as core audience  
 Male/Female: 45/55

### Knack Facts

- Adults 18+ who listen to Adult Contemporary Hits:
- 86% listen to radio Monday - Sunday
- 71.3% also utilize social media making a combination of radio plus social media more effective than just radio alone.  
 94.5% are daily internet users making a combination of radio, social media, and internet/streaming an optimum media buy to reach this adult audience!
- 56% subscribe to cable or satellite services and 92% have smart phones.
- 26% have household incomes of \$104,000+
- 78.7% are employed full time
- Almost 28% of all Adults 18+ listen to Adult Contemporary Top 40 Adult Hit radio.





The Knack is the Tri-State's first truly **adult** top 40 music station 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 and local Knack Morning Show with Bri and Loke and continues throughout the afternoons with the Ryan Seacrest Show! The Knack has thousands of listeners listening live and online - and thousands on our Facebook page.

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, online home at [www.theknack107.com](http://www.theknack107.com).





## The Knack Coverage Map



The Knack is a Cameron Broadcasting station.





## Sponsor Package

The Knack Morning Show has been a hit with listeners and reflected in the ratings for over almost 2 decades. Live and local from the Tri-State, The Knack Morning Show on weekday mornings from 6:00am-10:00am is the most fun, upbeat, and lively way to start the day...and Bri and Loke get the entire Tri-State goin' first thing every weekday morning. It's the only locally broadcast Top 40 station in the market - not syndicated from another state. It's live AND local.

With daily prank phone calls, entertainment chatter, Bri's Beat, Loke's Lies...The Knack Morning Show includes plenty of contests and fun. And now that Carmen is a daily weekday feature, The Knack is THE place to be.

Sponsor The Knack's Morning Show and you, too, can get some of that morning attention for your business. The sponsor package includes:

### Sponsor Monday-Friday

**6:00am, 7:00am, 8:00am or 9:00am hours**

Each 1-hour segment sponsor receives:

:10 open, :10 mid hour, and :10 close every hour  
3 times an hour, 1 hour every weekday  
64 average sponsor mentions per month







# Get To Know Bri

Weekday Mornings  
6:00-10:00am



**theKnack**  
107.1FM 95.1FM 96.7FM  
top 40 hits

**Favorite Food**  
*Pizza*

**Years at The Knack**  
*5!*

**Fave Local Restaurant**  
*Orioles*

**Fave Vacation Spot**  
*Pismo Beach*

**Fave Hobby or Activity**  
*Sing & Dance Karaoke*

# Get To Know Luke

Weekday Mornings  
6:00-10:00am



**theKnack**  
107.1FM 95.1FM 96.7FM  
top 40 hits

**Favorite Food**  
*Hawaiian Food*

**Years at The Knack**  
*Almost 3 Years*

**Fave Local Restaurant**  
*Saltgrass*

**Fave Vacation Spot**  
*New Orleans*

**Fave Activity**  
*Hangin' with Friends*





## The Ryan Seacrest Show Weekday Sponsor Package

The Knack 107.1 rocks weekday afternoons with Ryan Seacrest - one of the most popular radio shows in the nation. Advertisers everywhere find the Ryan Seacrest Show to be extremely responsive with Adults 18-49.

The Knack's Ryan Seacrest Package includes a :10 opening sponsor mention showcase, a :10 mid-hour, and a :10 closing each hour. The opening will include an intro such as "This hour of On Air with Ryan Seacrest is brought to you by the good people at Tri-State Camera where it's always a picture-perfect day!"

One month of sponsoring Ryan Seacrest and listeners will become as familiar with your business as they are with Ryan himself.

The sponsor package includes:

**Show airs Monday - Friday 3:00pm - 7:00pm**  
**:10 open, :10 mid-hour, :10 close every hour**  
**3 times every hour**  
**64 average total sponsor mentions per month**

## The Ryan Seacrest Show Weekend Sponsor Package

The sponsor package includes:

**Show airs Sunday 10:00am - 2:00pm**  
**:10 open, :10 mid-hour, :10 close every hour**  
**Show promos throughout the month**  
**62 average total sponsor mentions/promos per month**





# Knack Parties Draw Huge Crowds!



**The Knack HUGE Summer of Fun Kickoff Party**

**theKnack**  
107.1FM 95.1FM 96.7FM  
top 40 hits

**ASHLEY FURNITURE HomeStore**

**Bri & Loke gave away over \$2200 in prizes!**

**Saturday @ Ashley Furniture in Lake Havasu City**

**theKnack**  
107.1FM 95.1FM 96.7FM  
top 40 hits

**planet fitness**

**Loke & Bri host February 28 from 5:00-7:00pm**

**Grand Opening Party @ Planet Fitness Kingman!**

**Avi Wet and Wild Summer Giveaway**

**theKnack**  
107.1FM 95.1FM 96.7FM  
top 40 hits

**25 happy winners!**

**Bri & Loke making the July 4 party!**

**Partying with hundreds of Knack listeners!**

**The Knack and The Avi Resort & Casino gave away \$4200 in prizes plus \$1500 in cash at the after fireworks party inside the Avi on July 4.**

**McDonald's & McKnack party in Parker**

**theKnack**  
107.1FM 95.1FM 96.7FM  
top 40 hits





## Get Noticed with a Knack Event

Need to draw attention to a sale? Want to increase customer counts? Planned a special event and want to ensure its success? A Knack party can make it all happen.

The Knack Party planners are ready to make it happen at your place. A Knack party has all the color, excitement, and media attention needed to make your event a major Tri-State success. Let The Knack plan your next event and we bring the party to you. A Knack Attack Party includes:

- A 2-hour fun-filled live broadcast party at your business.
- 40 :30 fully produced or live announcements starting 3 days before the event mentioning the time, place and specifics of the event in addition to numerous live mentions. 10 :30 announcements - 5 the day before and 5 the day of on all other Cameron stations.
- A KNACK On Air Host and the KNACK Street Team, station vehicle, EZ-Up, and station giveaways such as tee shirts, beachballs, keyrings, cups, etc.
- 6 live call-ins at the event.
- Facebook Live video upon request.

We also plan community events throughout the year where you can co-sponsor that event with us. Ask your account executive for details.