



**The #1 Nielsen-Rated Rock Station  
in the Tri-State and Beyond.**

**Nevada • Arizona • California**





# 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.

# audience profile



## Our Listeners

Lucky 98 FM listeners are the heart of the Tri-State's populace of Adults 25-64. For over 18 years, Lucky 98 FM has established itself as the live and local "heritage" rock station in the Laughlin-Bullhead City-Lake Havasu-Kingman markets. Lucky 98 listeners comprise the core of the retail spending market and enjoy successful lifestyles, wide diversity, and disposable incomes.

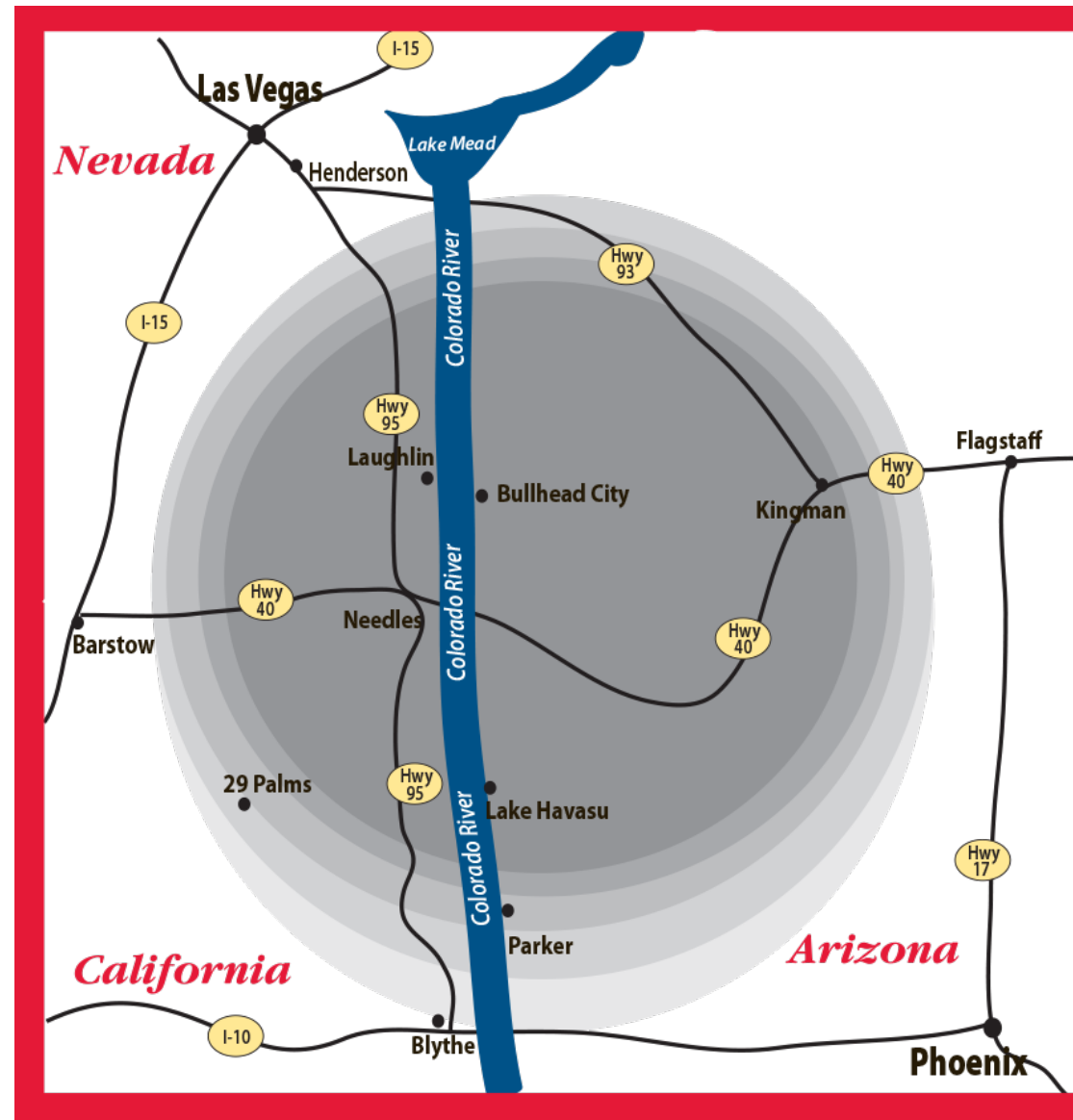
## Lucky 98 Classic Rock Audiences Data

- Adults 25-64
- Married
- Affluent, Full and Empty Nesters
- Dual Income Households
- Homeowners
- College Graduates
- Professional, managerial, technical, sales
- High expenditures in:
  - Transportation
  - Travel
  - Health & Dermatology
  - Entertainment
  - Computers and Software
  - Fashion
  - Digital Products
  - Insurance
  - Financial Investments
  - Foreign and Domestic Travel
  - Sports and Sports Products
  - Internet and Digital Products
  - Restaurants
  - Primary and Secondary Homes and Mortgage Products





coverage map



# Mornings with the Poorman



For those who don't know who The Poorman is, there's a lot to know.

Jim "The Poorman" Trenton was a "must listen" for anyone living in Southern California during the '80 & '90s. In the '80s, Poorman created the show "Loveline" featuring himself and Dr. Drew for KROQ, which ran for over 10 years before heading to TV's MTV.

He was then teamed with Rick Dees on KIIS-FM. Poorman was the first to interview then breaking new rock groups, such as No Doubt, featuring Gwen Stefani.

He has appeared on Oprah.

Has had his photographic work exhibited in various art galleries throughout So. Cal.

He produced & starred in "Poorman's Bikini Beach" for over 10 years.

Worked as a reporter for KTTV's Good Day LA.

In 2015 Poorman appeared in the lead role of a 2 & 1/2 minute Pepsi commercial which received over 2.2 million views!

Poorman has appeared in numerous films, and continues to act today. But now he is the opening act weekdays on Lucky 98 FM and our listeners love it.





# lucky98party

There's nothing that gets the attention of customers like a live broadcast from your business, which reaches not only those who attend, but the thousands upon thousands who hear the party by radio. Whether for a special sale, a promotional event, a grand opening, a contest, or just a special weekend, nothing works more effectively than a promotional campaign that culminates in an appearance by the Lucky 98 Street Team, generating awareness, traffic, and excitement.

On the day of the event, the Lucky 98 Street team will be on location with our station vehicles and EZ-Up for two hours, giving away prizes and merchandise, playing music, and doing live call-ins over the air. Lucky's Street Team often hosts games and contests where winners must be present to win, a huge help to the party's success.

Lucky 98 FM has been providing live promotional entertainment for more than a decade. Every Lucky 98 promotion is a special event and our Tri-State advertisers will attest to bottomline results!

## Lucky 98 Party Package 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 Lucky 98 FM Host and the Lucky 98 Street Team, station vehicle, EZ-Up, and station giveaways such as tee shirts, beach balls, keyrings, cups, etc.

6 live call-ins at the event.

Facebook Live video upon request.

