



KBUX Radio 94.3 FM

Playing your favorite "Classic Hits"

Media Kit and Rate Card: 2017-18

KBUX Radio 94.3 FM is proud to be the first locally-owned and operated music station in Quartzsite, Arizona and has been broadcasting in Stereo since 1988! KBUX plays a Classic Hits Oldies format playing music from the 50's, 60's, and 70's, enjoyed by the majority of our local population and our snowbird visitors... the baby boomers. KBUX is uniquely positioned in a baby boomer haven, representing a continuous marketing and population growth trend as the boomers age. The baby-boomers are said to control approximately 65% of the money in the United States.

KBUX's listening audience is an expanding marketplace possessing a good deal of disposable income. We are positioned to be the first choice of baby boomers in Quartzsite well into the future.

Quartzsite is intersected by Interstate 10, connecting Los Angeles with Phoenix, and US Highway 95 connecting Yuma with Bullhead City, Laughlin, and Las Vegas. Quartzsite is 36.3 miles squared, has a Mohave Desert like setting and is just 17 miles east of the Colorado River.

KBUX made a study of traffic flow in Quartzsite from January to June and discovered that an average of 11,881 vehicles per day (356,412 per month) pass through Quartzsite on the I-10 freeway. A more recent Arizona Department of Transportation traffic study, recorded the average daily traffic to be 19,300... **THAT'S 587,846 VEHICLES EVERY MONTH!!!** We are seeing very consistent growth patterns throughout the area not to mention the ever-expanding winter shows success.

Arizona



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Dennis Vosper - Account Executive

1010 W Camel Street; PO Box 40, Quartzsite, Arizona 85346

Direct: (760) 917-4009 and Fax: (800) 928-7065

E-mail: dennis@kbuxradio.com; Website: www.kbuxradio.com



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Our town, Quartzsite, AZ, is renowned worldwide for its unique annual winter events with massive numbers of baby boomer visitors. October each year marks the beginning of the busy winter season. Many believe January to be the peak of the season when Quartzsite hosts the 25th Annual Quartzsite Sports, Vacation & RV Show, Annual Quartzsite Hobby, Craft & Gem Show, and Annual Quartzsite Rock & Roll Classic Car Show.

From October to March each year our local population explodes to an unbelievable proportion, to between one-half and three-quarter million people, estimated by our town officials, the Quartzsite Police, and the Arizona Highway Patrol. This is in addition to the average daily traffic passing through on the Interstate 10 and Highway 95.



Figure 1- Peak of the season with the Quartzsite Shows 14th Annual Quartzsite Sports, Vacation, & RV Show in the gigantic red/white tent.

Principal Economic Activities:

Tourism is at the heart of Quartzsite’s economy with nine large gem and mineral shows along with 15 general swap meet type shows which are all popular tourist attractions, drawing some 1.5 million people to Quartzsite annually.

At present our station reaches out more than 20 miles down the Interstate. The winter audience is substantially larger than the summer audience due to the massive numbers of snowbirds that flock to the region.

Whether from their car, or truck passing through on the I-10 (19,300 per day average), the 3600 permanent residents, or among the up to 1.5 million cumulative winter visitors in RVs, trailers and mobile homes, our audience **WANTS TO KNOW** about the product(s) and/or service(s) you have to make their lives easier and better. **Give us a call** and get your **NAME RECOGNITION** in this **lucrative area**.

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Advertising Rate Card (Two Seasons)

Winter Season (Peak Shows, Tourism, & Snowbirds)

(21-Weeks - Oct 30, 2017 to Mar 25, 2018; Primetime 6am to 9pm)

| <u>Spot Quantity</u> | <u>:30 Spots</u> | <u>:60 Spots</u> |
|----------------------|------------------|------------------|
| 1 to 25 | \$8.00 | \$12.00 |
| 26 to 50 | \$7.50 | \$11.25 |
| 51 to 75 | \$7.00 | \$10.50 |
| 76 to 100 | \$6.50 | \$9.75 |
| 101+ | \$6.00 | \$9.00 |

*Non-Primetime (9pm-6am) rates are 50% less primetime rates. \$100 min advertising agreement both seasons; studio production charge may apply; discounted season packages available. Agencies add fee %

Summer Season

(31-Weeks – Mar 27, 2017 to Oct 29, 2017; Primetime 6am to 9pm)

| <u>Spot Quantity</u> | <u>:30 Spots</u> | <u>:60 Spots</u> |
|----------------------|------------------|------------------|
| 1 to 25 | \$2.50 | \$3.75 |
| 26 to 50 | \$2.40 | \$3.60 |
| 51 to 75 | \$2.30 | \$3.45 |
| 76 to 100 | \$2.20 | \$3.30 |
| 101+ | \$2.10 | \$3.15 |

*Non-Primetime (9pm-6am) rates are 50% less primetime rates. \$100 min advertising agreement both seasons; studio production charge may apply; discounted season packages available. Agencies add fee %

Additional Sponsorships Available

Weather Forecast: \$275/mo (winter)/\$100/mo (summer), Includes two :30 spots/day M-F

News Sponsor: \$275/mo (winter)/\$100/mo (summer), Includes two :30 spots/day M-F

KBUX Website Home Page – 125 X 125 Clickable Banner Ad: \$25/month

All Rates Are Net (Agencies add your fee %)

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Seasonal Advertising Packages

21-Week Winter Season Package (10/30/17 to 3/25/18)

| :30 Spots/Day | :30 Spots/Week | Cost/:30 Spot | Cost/Week (:30) |
|---------------|----------------|---------------|-----------------|
| 2 | 14 | \$6.00 | \$84.00 |
| 3 | 21 | \$5.75 | \$120.75 |
| 4 | 28 | \$5.50 | \$154.00 |
| 5 | 35 | \$5.25 | \$183.75 |
| 6 | 42 | \$5.00 | \$210.00 |
| 7 | 49 | \$4.75 | \$232.75 |
| 8 | 56 | \$4.50 | \$252.00 |
| 9 | 63 | \$4.25 | \$267.75 |
| 10 | 70 | \$4.00 | \$280.00 |
| 11 | 77 | \$3.75 | \$288.75 |
| 12 | 84 | \$3.50 | \$294.00 |
| 13 | 91 | \$3.50 | \$318.50 |
| 14 | 98 | \$3.50 | \$343.00 |
| 15 | 105 | \$3.50 | \$367.50 |

31-Week Summer Season Package (3/26/17 to 10/29/17)

| Spots/Day (:30) | Spots/Week (:30) | Cost/Spot (:30) | Cost/Week (:30) |
|-----------------|------------------|-----------------|-----------------|
| 2 | 14 | \$2.00 | \$28.00 |
| 3 | 21 | \$1.95 | \$40.95 |
| 4 | 28 | \$1.90 | \$53.20 |
| 5 | 35 | \$1.85 | \$64.75 |
| 6 | 42 | \$1.80 | \$75.60 |
| 7 | 49 | \$1.75 | \$85.75 |
| 8 | 56 | \$1.70 | \$95.20 |
| 9 | 63 | \$1.65 | \$103.95 |
| 10 | 70 | \$1.60 | \$112.00 |
| 11 | 77 | \$1.55 | \$119.35 |
| 12 | 84 | \$1.50 | \$126.00 |
| 13 | 91 | \$1.45 | \$131.95 |
| 14 | 98 | \$1.40 | \$137.20 |
| 15 | 105 | \$1.35 | \$141.75 |

All listed rates primetime (6am to 9pm) & non-primetime (9pm to 6am) rates minus 50% of listed rates;

For :60 spots add 50% to listed rates; 13-week contracts add 15% to full season prices; rates are net, production charges may apply per new spot; packages include 125X125 banner ad on KBUX website

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Why Advertise On The Radio?

- 1.) **Radio is cost effective** when compared to other forms of advertising; radio has the ability to reach thousands of people simultaneously, making it one of the most economical methods of advertising. Regular advertisers become “household names.”
- 2.) **Radio is Accessible.** Radio is a truly portable medium, it can be heard anywhere: at home, at work, in the car, at the store, in the garden, the bathroom, and the bedroom and is therefore highly intrusive!
- 3.) **Repetition for emphasis** radio can provide a high repetition of advertising messages, giving huge exposure to your chosen target audience.
- 4.) **Lower ad-avoidance** newspapers and magazines have to be bought and advertisements are easily avoided. Radio attracts 75% less ad-avoidance than newspapers, and is far less susceptible to channel hopping than TV.
- 5.) **To listen to commercial radio station is free** this makes listeners more amenable, more willing to consume and therefore more receptive to your message.
- 6.) **Radio targets your audience** in-depth research and planning ensures that the right demographic group is targeted at the right time of day. Radio can talk to people about cars in their cars and about recruitment on Monday mornings, and new research shows that Internet users listen to the radio whilst on-line.
- 7.) **Radio is personal** as it is often consumed alone; radio tends to be an intimate medium, where a relationship exists between the listener and their radio. The advertiser has the ability to 'sit down next to the listener' and talk to them personally at times relevant to product consumption. And, because radio is seen as a friend, its message is more credible - it's trusted.

***“In marketing you must choose between boredom, shouting, and seduction.
Which do you choose?” – The Wizard, Roy H. Williams***

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