



# Media Kit and Rate Card - 2017

**Who we are:** KBUX is the first locally-owned and operated music radio station in Quartzsite, AZ, broadcasting since 1988, holding the #1 position for the Classic Oldies format in the region. The baby boomers dominate our audience base for both peak and summer seasons. Our Classic Oldies format is enticing to the baby boomers since we cover the top 100 charting songs from the 1940's, 50's, 60's, and 70's, stirring fond memories for our audience. We are a Class A radio station (3000 watts). Our climate and terrain is much like the Mohave Desert. Permanent residence, summer and winter tourism, plus a large number of daily highway travelers comprise our potential listenership.

**Where we are:** Quartzsite is intersected by Interstate 10 and US Highway 95 which is nearly equidistant in between Phoenix, AZ and Palm Spring, CA. To our North is Parker and Lake Havasu, AZ and to our South is Yuma AZ. Within our signal coverage area is approx. 70 miles of the Colorado River which is the source of many water sport activities as well as approx.. 70 miles of I-10 and highway 95 freeway and/or highway coverage

**How many potential listeners:** Two-season market. The peak winter (Nov-Mar) season explodes with snowbird's who RV in for winter to the region. More than one million visitors stop in Quartzsite during the peak winter season. The hot summer season (Apr-Oct) provides ongoing potential opportunities to reach the 36,291\* permanent residence as well as the average 35,011\*\* vehicles that travel the main highways daily within our full coverage area.

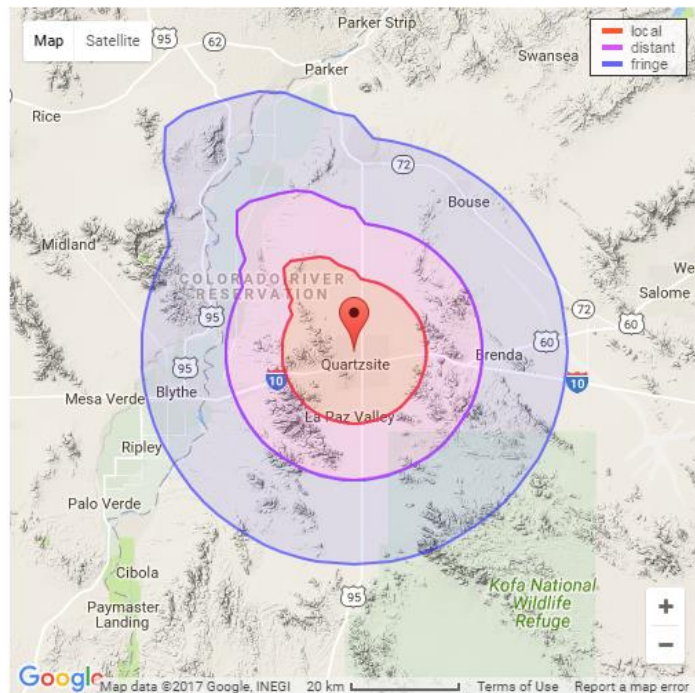


Figure 1 - KBUX 96.5 predicted FCC signal coverage map

**What makes us unique:** The region hosts a wealth of annual events. October marks the beginning of the busy winter season when the climate is near perfect. January is the peak of the season when Quartzsite hosts the Annual Quartzsite Sports, Vacation & RV Shows, the Quartzsite Hobby, Craft & Gem Show, and the Quartzsite Rock & Roll Classic Car Show, the Colorado River Fair, the Blythe Bluegrass Festival, Lucas Oil Drag Boat Races, and more!

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.

## **Demographics (Permanent Residents-Full Coverage Area):**

- Population: 36,291 (60% male/40% female)
- Median age of population: 55.84 years old
- Avg. household income: \$36,872.56
- Education: high school/Associates-72.7%, Bachelor or higher-11.3%
- Avg. Regional Unemployment: 9.0%
- Avg. Commute time: 17.99 mins
- Marital status: never married-20.1%, now married-48.3%, separated-1.7%, widowed-16.6%, and divorced-13.2%

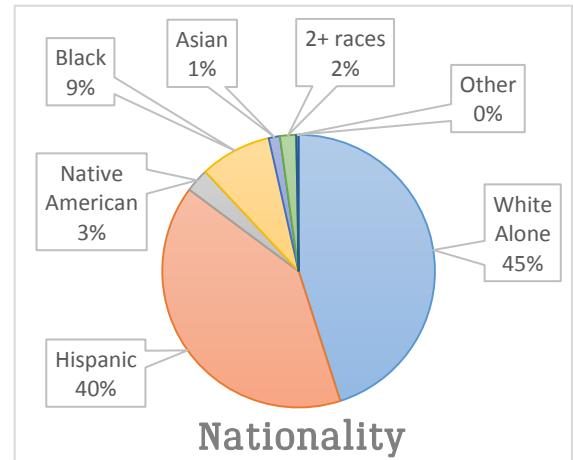


Figure 2-Nationality demographics within full KBUX coverage area.

KBUX is positioned within Nielsen's Phoenix (Prescott) Designated Market Area (DMA), but it is outside of Arbitron's Metro Survey Area (Phoenix-MSA), thus identifying the station a non-metro Total Survey Area (TSA) county broadcaster.



Figure 3- Peak of the season with the Quartzsite Shows annual Quartzsite Sports, Vacation, & RV Show in the gigantic

**Principal Economic Activities:** Tourism is at the heart of our region's economies with nine large gem and mineral shows, 15 general swap meet type shows which are all popular tourist attractions, drawing over 1.5 million people to Quartzsite, Parker, Blythe, and Colorado River in our region annually.

**Whether from their car,** or truck passing through on Interstate 10 or multiple highways (35,011/day avg.), the 36,291 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.

Sources:

\*U.S. Census Information/www.city-data.com

\*\*LaPaz Transportation Planning Study, Final Report-June 2010 and CalTrans Transportation Concept Report US Highway 95, District 8-2008

### **KBUX 96.5 FM – *Classic Oldies***

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

Station: (928) 927-5111; Fax: (800) 928-7065

E-mail: [sales@kbuxradio.com](mailto:sales@kbuxradio.com); Website: [www.kbuxradio.com](http://www.kbuxradio.com)



# Rate Card (Two Seasons)

## Winter Season (Peak Snowbird Season)

**(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. All rates net

## Summer Season (non-peak 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; reasonable studio production charge may apply; discounted packages available. All rates net

## 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: 125X125 banner ad: \$25/month. All rates net

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# Seasonal Discounted Ad 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,  
 reasonable studio production charges may apply; packages include 125X125 banner ad on KBUX website

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# Why Advertise on the Radio?

**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.”

**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!

**Repetition for emphasis** radio can provide a high repetition of advertising messages, giving huge exposure to your chosen target audience.

**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.

**To listen to commercial radio station is free** this makes listeners more amenable, more willing to consume and therefore more receptive to your message.

**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.

**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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