



# ESPN OVERVIEW

Hilo Sales & Marketing: 808-961-0651 ▪ Kona Sales & Marketing: 808-329-6633

**Station:** 850AM KHLO Hilo | 790AM KKON Kona

**Format:** Big Island's #1 Sports Station

**Target Audience:** Men 25+

**Primary Listening Area:** East and West Hawaii (Big Island)

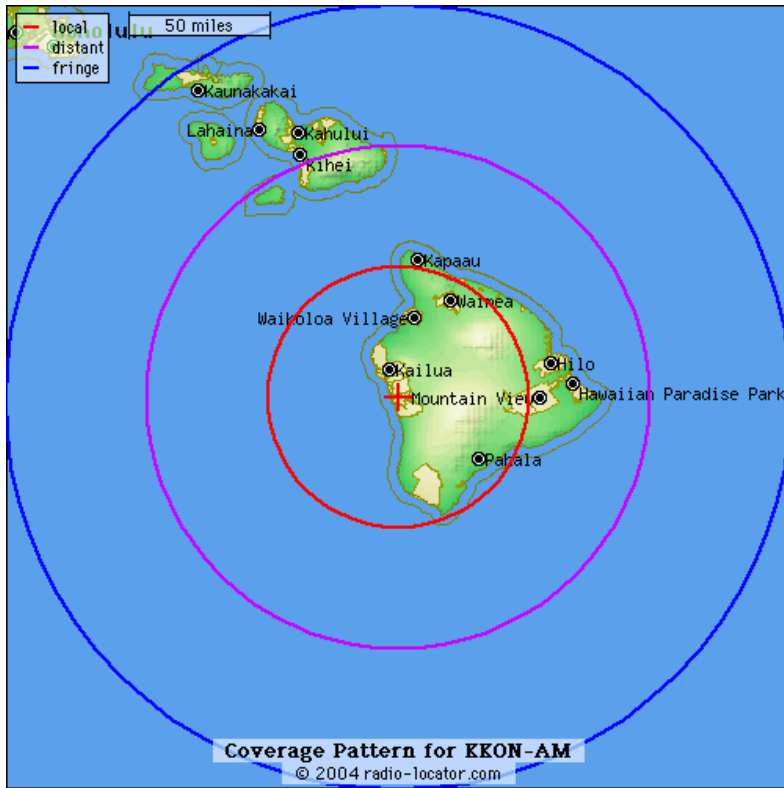
- ESPN Radio is The Big Island's Sports Authority.
- Reach active men and avid sports fans who tune in every day for their ESPN fix.
- Live play-by-play of select UH-Hilo and BIIF High School games, UH Warriors Football & Basketball, NFL, NBA Finals, Major League Baseball, College Football and Basketball, High School State Championship, Women's Volleyball with the UH Hilo Vulcans and Big Island Interscholastic Federation Football.
- Featuring The Josh Pacheco Show, 10am-1pm, The Sports Animals 3pm-6pm and national ESPN talk shows.
- Listen online at [espnhawaii.com](http://espnhawaii.com)



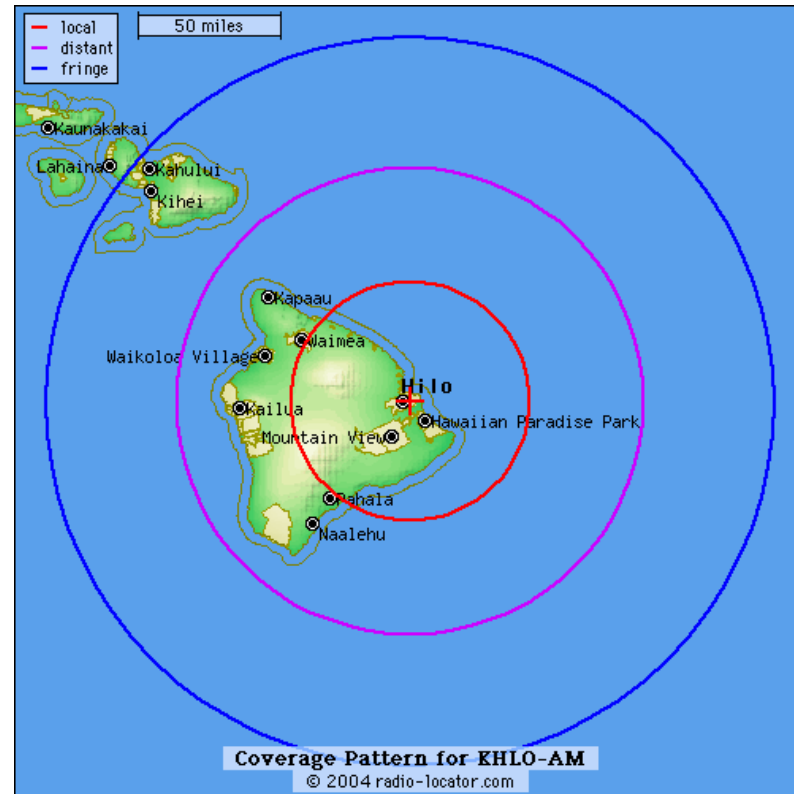
# COVERAGE AREA

Hilo Sales & Marketing: 808-961-0651 ■ Kona Sales & Marketing: 808-329-6633

## AM 790 - Kona (West Side)



## AM 850 - Hilo (East Side)





# WHY ADVERTISE?

Hilo Sales & Marketing: 808-961-0651 ▪ Kona Sales & Marketing: 808-329-6633

- Advertising is an investment in success.
- Advertising creates store traffic.
- Advertising attracts new customers.
- Advertising generates continuous business.
- Advertising encourages repeat business.
- Advertising keeps your business top-of-mind.
- Advertising boosts and maintains morale.
- Advertising gives your business a successful image.
- Advertising keeps you in the competitive race.
- Businesses that succeed are usually strong, steady advertisers.



# WHY RADIO?

Hilo Sales & Marketing: 808-961-0651 ▪ Kona Sales & Marketing: 808-329-6633

- Radio's mobility allows you to establish a special relationship with consumers.
- Radio's listenership is strong...time spent with other media is declining.
- Radio can influence new markets and new prospects.
- Radio is king for establishing top-of-mind-awareness.
- Radio's unique formats allow you to target your best prospects.
- Only radio can reach on-the-go consumers.
- Only radio reaches prospects closest to the point of purchase.
- Only radio can provide unique specialized on-air promotions.
- Other media can play a complimentary role to radio's effectiveness.
- Only radio can provide powerful and profitable remote broadcasts.
- Only radio can cost-effectively knock through the sea of media bombardment.