



KAPA OVERVIEW

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

Station: 100.3 KAPA FM Hilo / 99.1 KAGB FM Kona

Format: Adult Contemporary Hawaiian

Target Audience: Adults: 25-64

Primary Listening Area: Big Island-Wide: East and West Hawaii

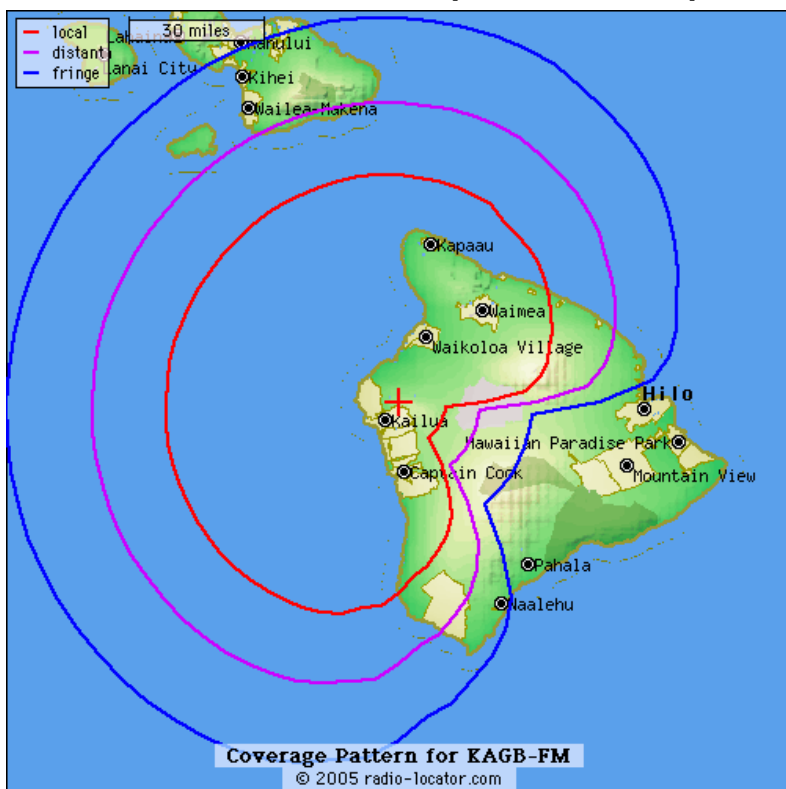
- Home of Hawaii's Music: The Big Island's most popular radio station.
- Traditional Hawaiian music and today's best contemporary Hawaiian artists. KAPA has been called "Hawaii's Soundtrack" and is the station of choice for locals and visitors at work and at play.
- Mon-Fri: Jaz n Ka'ea "The Bolohead n Babes Show" (5am-12p), Alaka'i Paleka (12p-6p), and Kuehu Mauga (6p-12a). Sat-Sun: Skylark (8a-12p), , Darde Gamayo aka "Tita Nui" (12p-6p), and Paris DeCambra (6p-12a).
- Listen Live: kaparadio.com



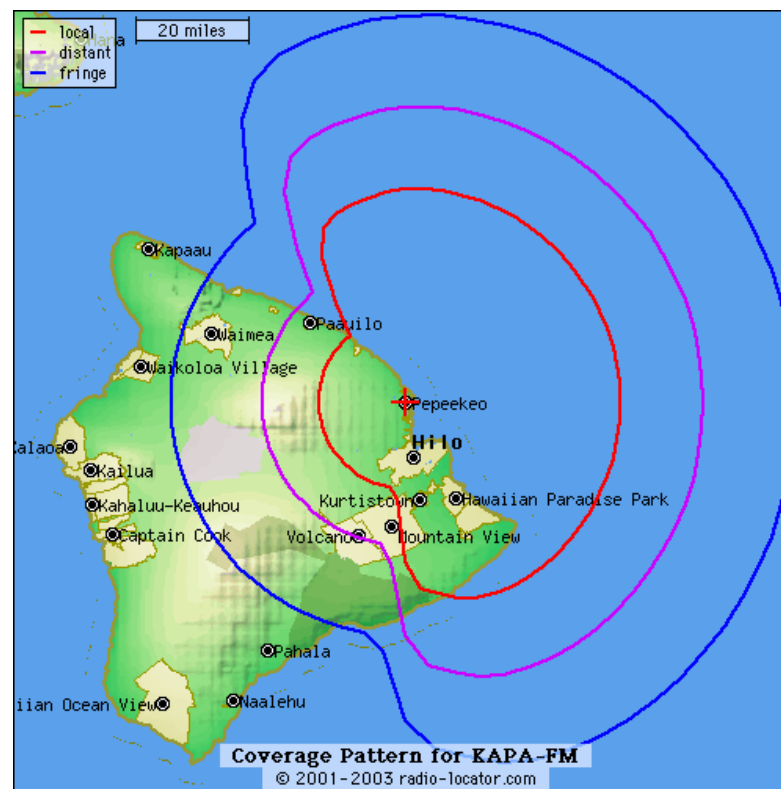
COVERAGE AREA

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

99.1 FM – Kona (West Side)



100.3 FM – 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?

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- 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.