



KBIG OVERVIEW

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

Station: 97.9 FM KKBG Hilo | 106.1 FM KLEO Kona

Format: Adult Contemporary

Target Audience: Adults 25-54

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

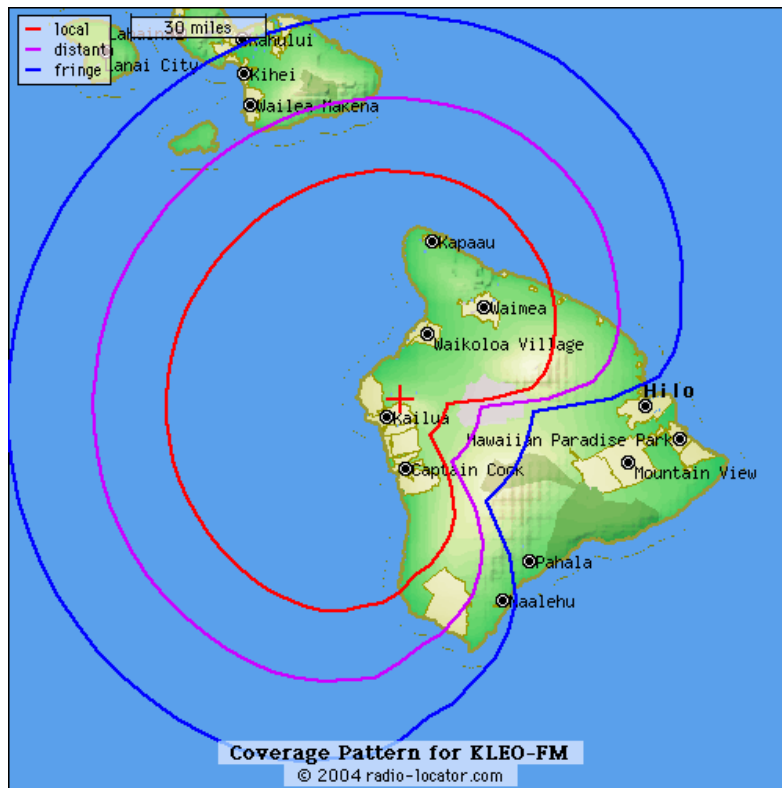
- Today's Hits, Yesterday's Favorites
- Big Island's "At Work" Radio Station.
- Appeals to Baby Boomers and young adults with high disposable incomes.
- Wake Up & Drive Show with Keith & Denyse (M-F: 6a-10a), Jill Taylor (M-F: 10a-3p), and Maelan Abran (M-F: 3p-7p & Sat-Sun: 10a-3p).
- Playlist includes the best music from the 80's, 90's and today. Like a top 40 station covering the last three decades.
- Listen Live: kbigfm.com



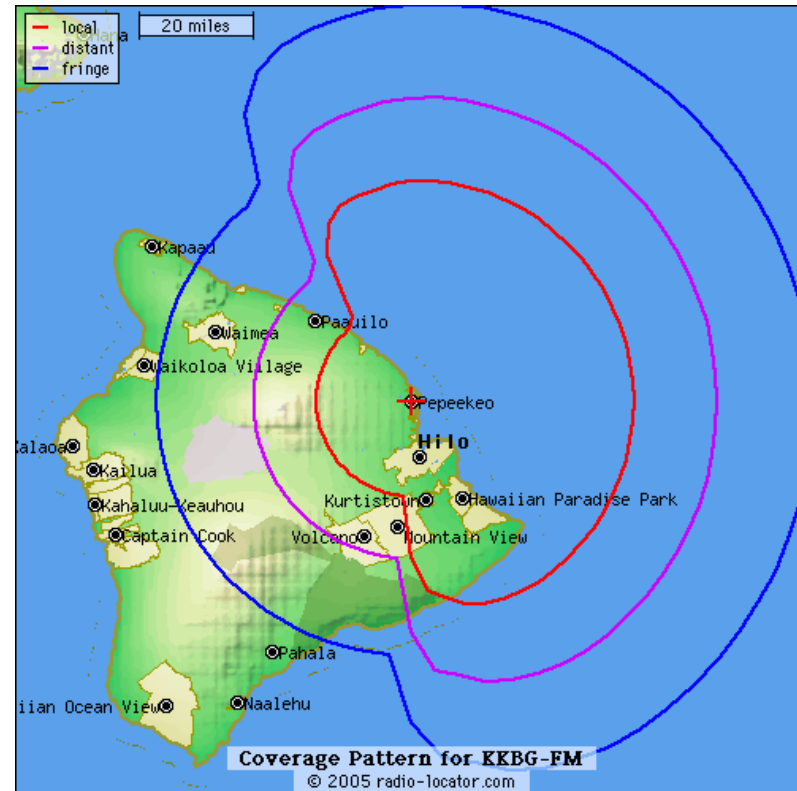
COVERAGE AREA

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

106.1 FM – Kona (West Side)



97.9 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.