



# NATIVE FM OVERVIEW

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

**Station:** 95.9 FM KPVS in Hilo | 93.9 FM KLUA in Kona

**Format:** HCHR (Hawaiian Contemporary Hit Radio)

**Target Audience:** Adults 18-34

**Primary Listening Area:** Big Island-Wide: East & West Hawaii

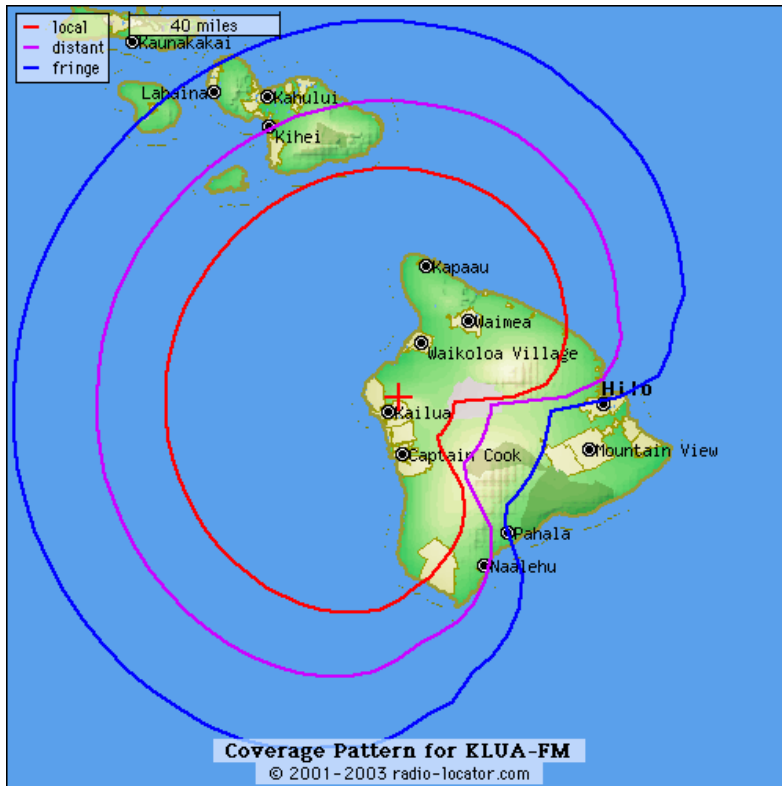
- The Big Island's Hawaiian Hit Music Station serves the lifestyle of the Island's active adults with primary emphasis on the 18-34 year old listener.
- Mon-Fri: Uncle Jazzy's Wake-up Show (6a-10a), Maelan (10a-3p), Ms Holly K (3p-7p) and Harley Tripp (7p-Mid)
- Sat-Sun: Maelan (6a-10a), Shaka Kev (10a-3p) and Vaughn Valentino (3p-7p)
- Playlist includes Fiji, Natural Vibrations, Bob Marley, Katchafire, and UB40.
- Listen live: [nativefm.com](http://nativefm.com)



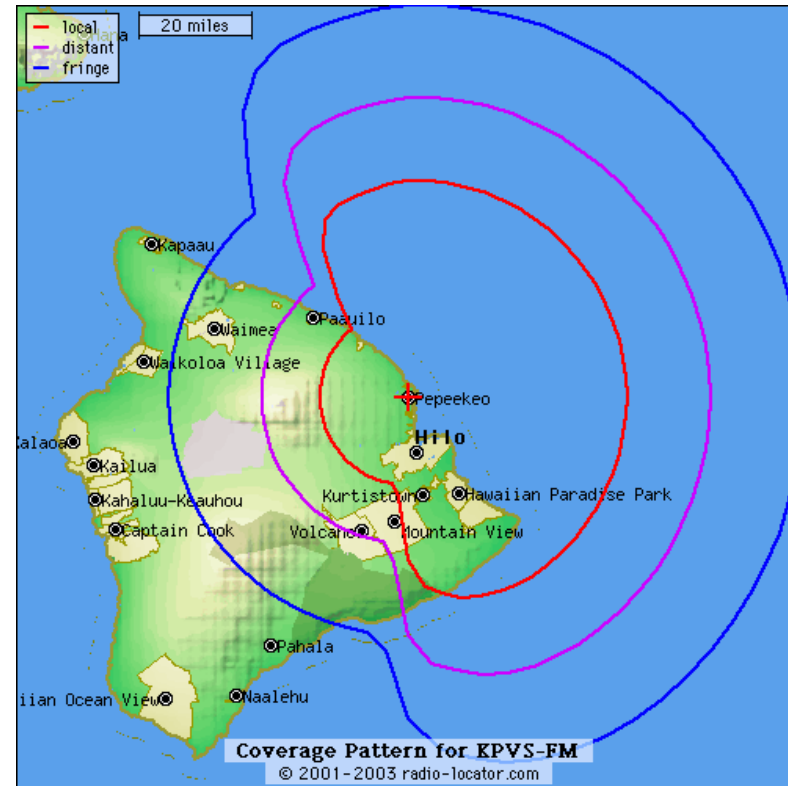
# COVERAGE AREA

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

## 93.9 FM – Kona (West Side)



## 95.9 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.