

Cameron Broadcasting Inc.
cbi

KFLG
country
94.7FM 95.9FM 106.7FM

ROCKIN' THE RIVER
LUCKY 98 FM
Havasú @ 103.9 Kingman @ 101.5

theKnack
107.1FM 95.1FM 96.7FM
top 40 hits

KAAA fm 97.5
KZZZ fm 94.1
All Talk...From A to Z

K-STAR
Legends 99.3 FM



Format Comparison



<p>Lake Havasu 94.7 FM Laughlin/BHC 95.9 FM Kingman 106.7 FM</p> <p>Today's Best Country</p> <p>Adults 25-54</p> <p>Male 50%/Female 50%</p> <p>Long listening patterns Loyal & responsive listeners Wide age appeal</p> <p>College Education 18-22% High School Grads 74% Still in jr./sr. high school 23%</p> <p>High Propensity for purchases:</p> <p>Cars, trucks, off road vehicles RVs and Vacation homes Home Furnishings & Appliances Clothing & Accessories Groceries Family Restaurants Internet and Computers Auto Racing & Concerts Outdoor Sport DIY and Hardware</p> <p>web: kflg947.com facebook: kflg 94.7 fm</p>	<p>Laughlin/BHC 97.9 FM Kingman 101.5 FM Lake Havasu 103.9 FM</p> <p>Classic Rock Hits</p> <p>Adults 35-60</p> <p>Male 65%/Female 35%</p> <p>Core audience is baby boomers, married, with dual incomes</p> <p>College Education 24% High School Grads 77% Still in jr./sr. high school 5%</p> <p>High Propensity for purchases:</p> <p>Cars, trucks, off road vehicles Nightclubs and Entertainment Music Fast Food Groceries Internet and Computers Auto Racing & Concerts Home Remodeling Pets DIY and Hardware</p> <p>web: lucky98fm.com facebook: lucky 98 fm</p>	<p>Laughlin/BHC 107.1 FM Kingman 96.7 FM Lake Havasu 107.1/95.1 FM</p> <p>Today's Top 40 Hits</p> <p>Adults 18-39</p> <p>Male 40%/Female 60%</p> <p>Core audience now in their 20's to early 40's - many with young families</p> <p>College Education 25% High School Grads 77% Still in jr./sr. high school 7%</p> <p>High Propensity for purchases:</p> <p>Cars, trucks, off road vehicles Nightclubs and Entertainment Digital Products Fast Food Internet and Computers Concerts Travel Sports Pets Baby Products</p> <p>web: theknack107.com facebook: the knack 107.1</p>	<p>Laughlin/BHC 1490 AM Kingman 1230 AM</p> <p>Talk/News Network</p> <p>Adults 35+</p> <p>Male 65%/Female 35%</p> <p>Core audience are daily listeners age 50+, news addicts and ad responsive</p> <p>College Education 25% High School Grads 81% Still in jr./sr. high school 1%</p> <p>High Propensity for purchases:</p> <p>Cars Investments RVs and Vacation Homes Family Restaurants Concerts Travel & Retirement Activities Medical & Exercise Pharmaceuticals Pets Skin Care Products & Services</p> <p>web: talkatoz.com facebook: kaaa/kzzz talk network</p>	<p>Laughlin/BHC 99.3 FM Laughlin/BHC 1000 AM</p> <p>Hits From 7 Decades</p> <p>Adults 35+</p> <p>Male 35%/Female 65%</p> <p>Listeners age 50+ with higher incomes. Long listening patterns</p> <p>College Education 28% High School Grads 78% Still in jr./sr. high school 1%</p> <p>High Propensity for purchases:</p> <p>Cars Investments RVs and Vacation Homes Grocery Concerts Travel & Retirement Activities Medical & Exercise Pharmaceuticals Insurance Skin Care Products & Services</p> <p>web: kstar993fm.com facebook: k-star 99.3 fm</p>
--	---	---	---	---

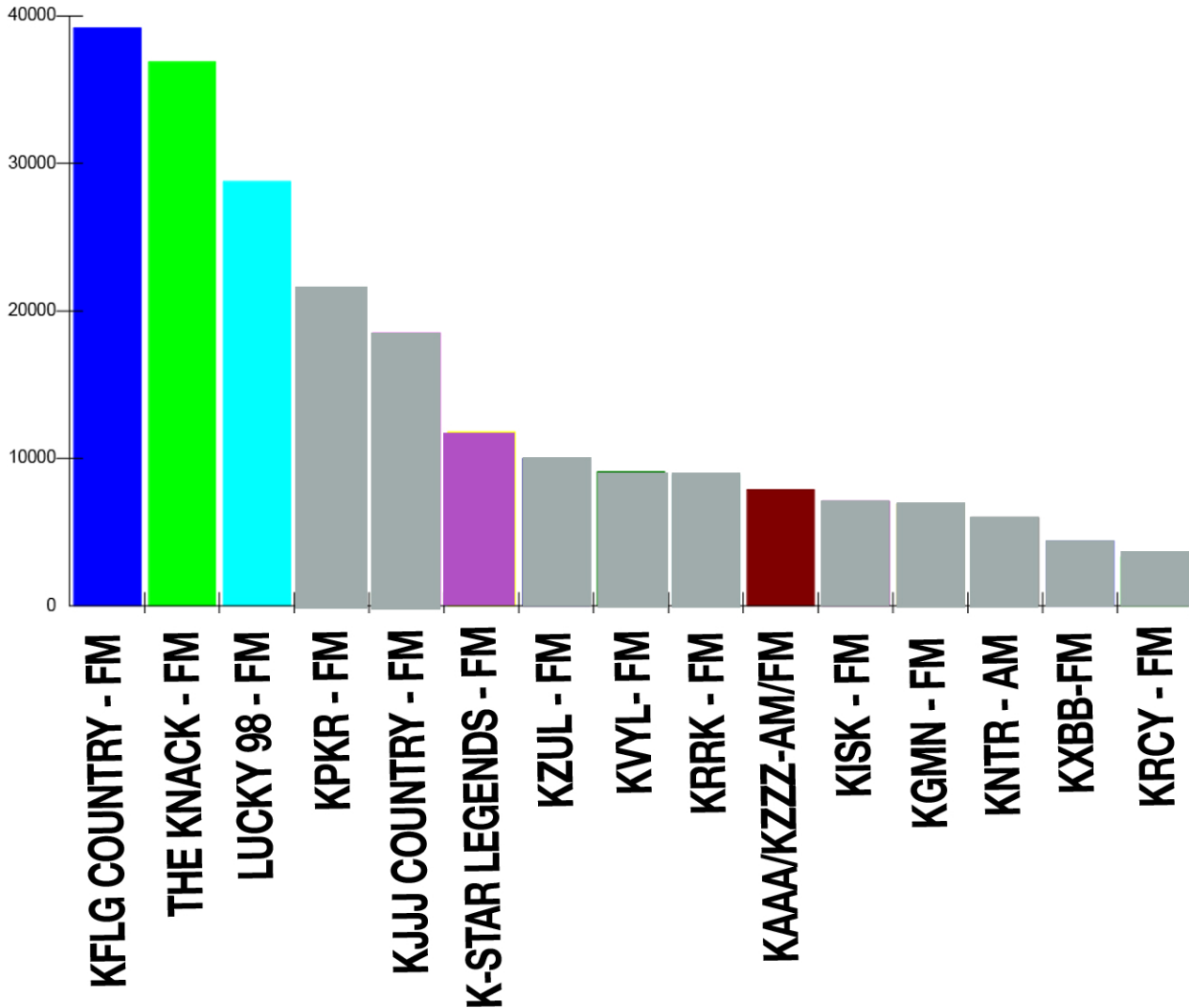
Studios and Offices:

Bullhead City: 2350 Miracle Mile Rd., Suite 300, Ph: 928.763.5586
Lake Havasu: 2156 McCulloch Blvd., Suite 1, Ph: 928.854.9305
Kingman: 2535 Hualapai Mtn. Rd., Suite D, Ph: 928.753.2537

5 County 2023 2023 County Coverage

M-SU 6A-12M
Persons 12+ --- Population:6,124,300
Stations Ranked by: CUME PERSONS

2023 M-Su 6A-Mid 5 County



Note: KSTAR-AM/FM is KFLG-AM. KAAA/KZZZ-AM/FM is KZZZ-AM. County Coverage data from these counties: MARICOPA-AZ, MOHAVE-AZ, RIVERSIDE EAST-CA, SAN BERNARDINO EAST-CA, CLARK-NV.

CUME PERSONS Top 15 local stations as reported by Nielsen Media.





Cameron Broadcasting... Covering All Your Ad Needs

Radio Spots



Live Reads



Interview



Social Media



Streaming



Facebook Live Events



Web/Digital



Live Broadcast Events



The Annual Marketing Mix...That Works

1. 50 commercials to air at BTA (Best Time Available)
2. Station website banner
3. 4 live shout-outs by our Live and Local show hosts.
4. 1 Facebook Banner Page post - shared each month
5. Commercials can run across all 5 stations.

Annual Contract Required. No rate increases for one year.

Client Signature

Date:

Month to Start





Local News Sponsorships

News Sponsorship Packages

Cameron's News is an integral part of every Cameron Broadcasting station. Our news director, records news as often as it happens in the Tri-State and keeps everyone apprised of everything that is happening.

With so many people listening to our news broadcasts, advertising achieves greater credibility and thereby garners better results when placed within newscasts.

	KFLG Country	The Knack	Lucky 98
Package A	6:50am hour	6:50am hour	6:50am hour
Package B	7:50am hour	7:50am hour	7:50am hour
Package C	8:50am hour	8:50am hour	8:50am hour

Monday - Friday 44 Mentions per month per station
:05 in and :10 out

Price: \$299 per station per package

	KAAA/KZZZ FM News Talk		
Package A	6:05am, 9:05am, 12:05pm, 3:05pm	172 Mentions/mo	\$299/mo
Package B	6:30am, 9:30am, 12:30am, 3:30pm	172 Mentions/mo	\$299/mo
Package C	7:30am, 10:30am, 1:30pm, 4:30pm	172 Mentions/mo	\$299/mo

Monday - Friday :05 in and :10 out

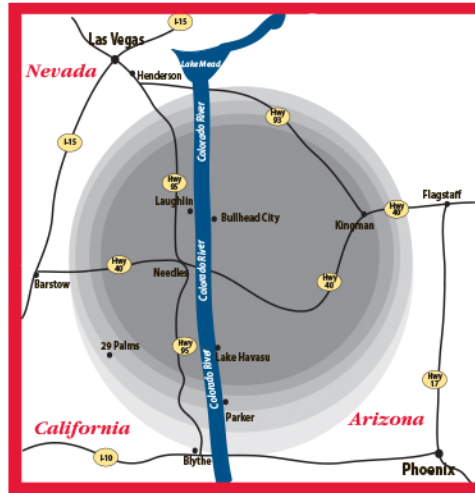
	K-Star Legends FM	
Package A	8am, 12pm, 2pm, 4pm	110 Mentions/mo \$199/mo
Package B	9am, 11am, 1pm, 5pm	110 Mentions/mo \$199/mo

Ask your Cameron Broadcasting Marketing Consultant today for more information on these packages. Find out why so many national, regional, and local businesses make the news part of their ongoing advertising plans. It's Live. It's Local. It's Front Page Advertising.



News Sponsorships

Cameron Broadcasting Coverage Maps





5 Websites and 5 Facebook Pages = Thousands of Views

In addition to reaching over 300,000 listeners on our radio stations, our 5 station websites and social media sites receive over 350,000 hits every month. Why? Because all of our stations are live and locally broadcast and our thousands and thousands of listeners go to our websites as well as our hugely popular and interactive Facebook pages every day. Now you can advertise on our websites and Facebook pages to extend the influence of your radio advertising. And all of our stations also stream live from our websites and mobile apps.

Our station mobile apps, websites and our Facebook pages go with our listeners to work, on errands, or wherever they are traveling. Our clients use our station Facebook sites to reach thousands of locals as well as out-of-market listeners. In addition, our websites amass huge numbers of listeners who log into our streaming for news, music, and details of our numerous promotions.

The following are some ways to tie into our social media:

Facebook Live Events, Station Videos, Facebook Contests, Facebook Feature Sponsorships, and web banners with links. Ask your Cameron account executive for our digital media kit information.



5 Facebook Pages with 42,800+ Active Followers**

**Audited by Facebook



Radio • Streaming • Social Media • Web

Digital Media Updates for Cameron Broadcasting

Cameron Facebook Information: As of January 1, 2024



<u>Station</u>	<u>Facebook Page Fans</u>	<u>Monthly Reach</u>	<u>Engagement</u>
KFLG	5,755	2,792	7,899
The Knack	9,439	12,316	4,213
Lucky 98	26,989	65,175	7,750
Talk	578	959	11
K-Star 99.3	566	344	22
Girls Day Out Page	1,369	783	275
Totals	44,696	82,369	20,170

Cameron Website Info - Monthly Visitors (Hits) includes streaming

	<u>Knack</u>	<u>KFLG</u>	<u>Lucky</u>	<u>Talk</u>	<u>K-Star</u>
December 2023	29,004	37,692	36,107	30,500	61,343
November 2023	26,826	44,047	40,017	39,202	75,049
October 2023	27,832	48,784	59,628	40,765	98,072
September 2023	25,888	45,002	46,223	32,593	96,842
August 2023	64,555	61,236	79,668	40,997	131,167
July 2023	60,955	52,514	112,210	38,411	88,596
June 2023	29,546	76,894	52,252	40,197	52,538
May 2023	32,757	52,417	51,379	41,614	86,481
April 2023	11,520	68,233	20,351	44,751	22,266
March 2023	33,156	71,408	48,036	18,334	10,455
February 2023	38,486	51,786	20,351	48,275	12,334
January 2023	27,727	58,426	42,660	48,896	No Data



Note: All Facebook numbers are published by Facebook for each page. All website numbers are audited by Creative Edge independently of Cameron Broadcasting.



Need A Crowd?

Call Cameron!

Radio • Streaming • Social Media • Web

Lucky 98 celebrates the Grand Opening of C-A-L Ranch Stores in Bullhead City!



The KFLG party with Jessi at Port of Subs



Ribbon cutting inside Tropicana Laughlin



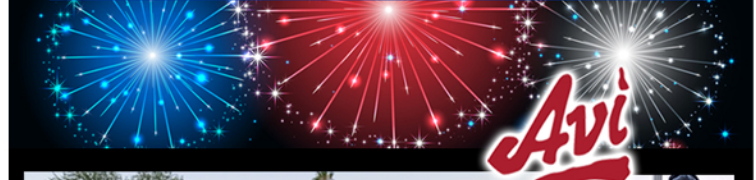
Jessi & Cameron



The new sub customers

Great place in Laughlin for a delicious sub!

Big crowds on The Avi's Beach Overlook for July 4th Weekend Fireworks.



theKnack 107.1FM 95.1FM 96.7FM top 40 hits



Cameron's Annual Girls Day Out

Radio • Streaming • Social Media • Web • Events

a c a m e r o n b r o a d c a s t i n g e v e n t

Girls Day Out



October 21, 2023 from 9:00am-5:00pm @ Aquarius Casino Resort in Laughlin

Sponsored by Innovative Health & Wellness, Humana, Swanty's of Bullhead City, and Ashley Home Store



Girls Day Out 2023 - Our 15th Year

80 Shops - 5000 Attendees - Free Admission

