

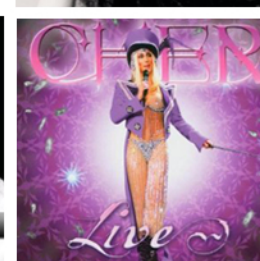
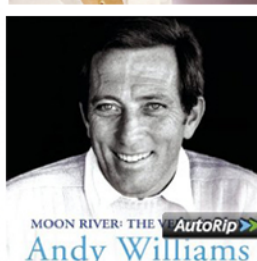
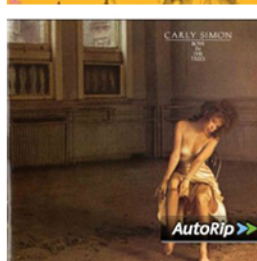
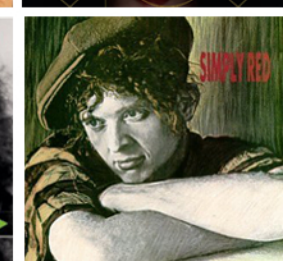
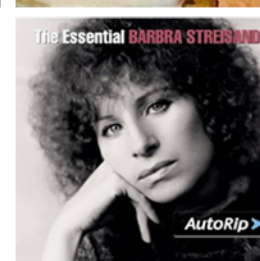
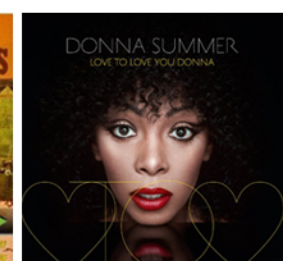
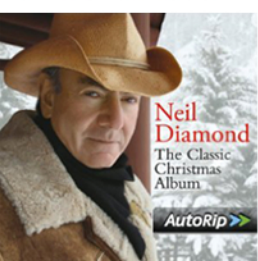
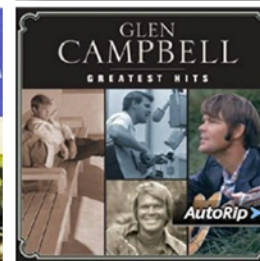
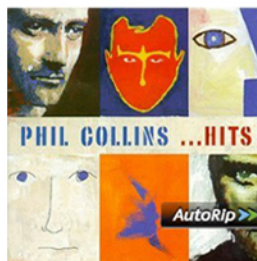
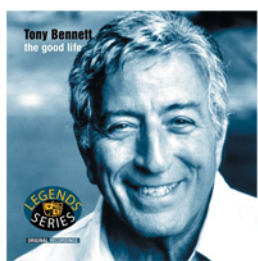
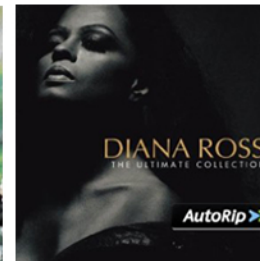


there's a new **STAR** in town!

K-STAR 99.3 FM

Legends

in Kingman at 101.9 FM



Laughlin • Bullhead City • Needles • Golden Valley • Fort Mohave

K-STAR 99.3 FM is simulcast on 1000AM



there's a new **STAR** in town!



K-Star Legends 99.3 FM

- Reach an age demographic that is ranked #1 in disposal income in the country.
- Adults 55-64 have a higher estimated net worth (\$210,000) than any other age group, followed by adults 65+ at \$188,000!
- Our target demo controls 89% of the nation's wealth.
- The format has no competition; it's the only station offering this format in the entire Tri-State area.
- This audience "grew up" listening to this music on the radio and are now able to find it on K-STAR 99.3 FM.
- The format is a unique blend of music that produces long listening periods featuring legendary artists from yesterday and today.
- The format targets adults aged 50 to 70. This demographic is greatly underserved in the Tri-State's media.
- Because of the format's "easy listening" appeal, K-Star 99.3 will be heard in businesses throughout the Tri-State area.
- The format is presented in high quality, digital FM stereo 24 hours a day

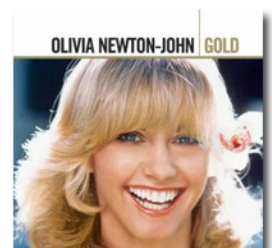
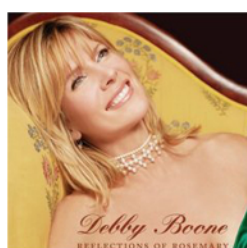
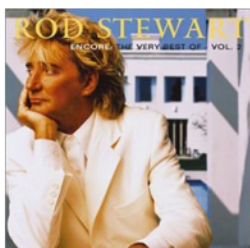
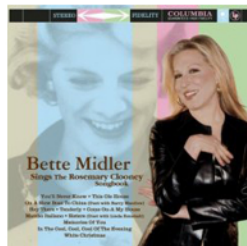
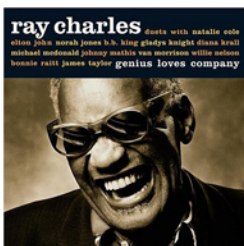


there's a new **STAR** in town!

K-STAR
Legends 99.3 FM
 in Kingman at 101.9 FM
K-Star Legends 99.3FM

- Baby Boomers love the adult gold standards music format and make up 35% of the Tri-State adult population.
- Baby boomers account for nearly 55% of consumer goods spending and entertainment.
- Median Household Annual Income is \$55,000 and Boomers control 75% of the country's wealth.
- 81% of Baby Boomers have home internet, 90% have credit cards, and 27% have vacation and second homes.
- 29% have 2+ automobiles and they buy 45% of domestic autos and trucks.
- Baby boomers index high for mortgage equity loans, home remodeling, vacations and cruises, and home goods.
- 45% own stock
- Audience for this music format listens weekdays and throughout the weekend.

Data garnered from MRI Doublebase 2013 on RAB.com





there's a new **STAR** in town!

K-STAR Legends 99.3 FM

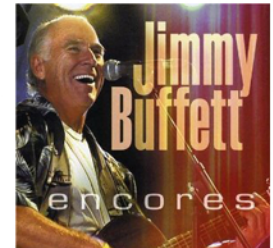
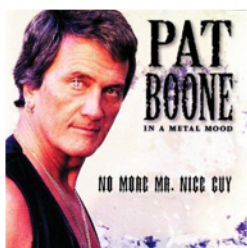
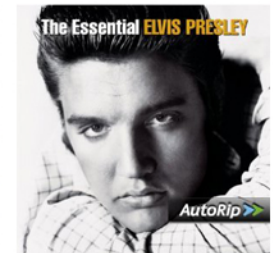
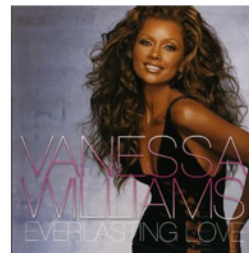
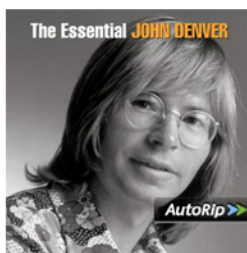
in Kingman at 101.9 FM

K-Star Legends 99.3FM

K-Star 99.3 FM is the Tri-State's only Legends of Music format. It combines the top-tested gold standards from the world's best artists - like Frank Sinatra, Celine Dion, The Carpenters, Jim Croce, Norah Jones, Tony Bennett, Barbra Streisand, Bette Midler, Diana Ross, Neil Diamond, Diana Krall, Eva Cassidy, and many more.

We also feature local news and weather segments as well as local event information and guest appearances by artists.

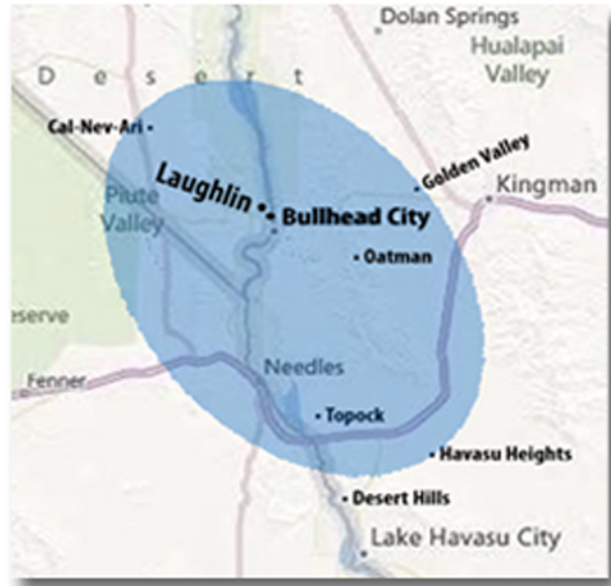
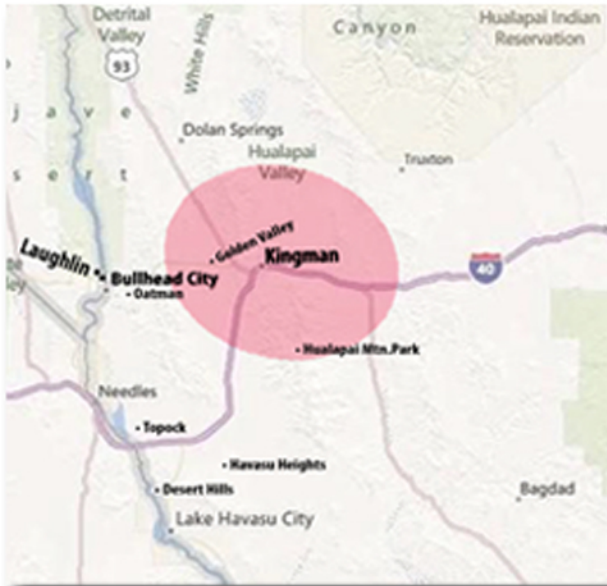
Playing a wide variety of musical hits and favorites, the gold standard legends format draws a wide variety of listeners, and is heaviest with Adults 35+. The Tri-State area is filled with baby boomers and snowbirds (part-time residents for 5-7 months per year from Canada and other North American cold climate cities). This market is now, for the first time, the largest in terms of size and percent of the U.S. population, and a huge factor in the Greater Tri-State area. Baby boomers make up more than 35% of the overall population and the 55+ segment control more than 75% of the wealth and buying power. K-Star Legends is overwhelmingly a great way to reach the local baby boomers with expendable income for entertainment, home remodeling, RVs, home furnishings, new cars and trucks, out of home meals, and more.



K-STAR *Legends* 99.3 FM

there's a new **STAR** in town!

K-Star Legends 99.3 FM Coverage Map





our morning STAR John Tesh!

John Tesh's unique "Intelligence For Your Life" show is like no other on radio today, providing information that listeners can actually use in their daily lives. And John is on K-Star every weekday morning from 5:00am-10:00am.

John Tesh is nationally known and loved!

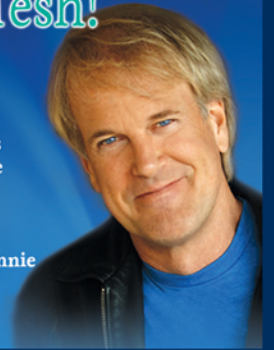
- Six music Emmys!
- His radio show delivers 40 million gross impressions per week nationwide.
- He spent 12 years as an investigative journalist for the CBS TV Network,
- He was an anchor on Entertainment Tonight for over 10 years.
- He studied at the Julliard School of Music.
- John was just voted into the Radio Hall of Fame 2019.

Our Star...John Tesh!

Multitalented John Tesh has joined Cameron Broadcasting's K-STAR 99.3 FM.

John's show is like no other, providing listeners with valuable information they can actually use in their everyday lives.

John hosts the K-STAR 99.3 FM morning show with his wife of 23 years, acclaimed actress, Connie Sellecca.



The John Tesh Package

- 40 :30 spots per month that will air
5am-7pm including in the John Tesh Show
- 1 Web banner on kstar993fm.com
- 1 Facebook banner on K-Star 99.3 FM



News Sponsorships

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.





there's a new **STAR** in town!

K-Star Party Package

Let K-Star get your message to thousands of listeners, whether for a special sale, a promotional experience, grand opening, or special event that culminates with an appearance at your business location, by one of the Cameron Stations on-air talents.

On the day of the event, the Cameron on-air talent will be at your facility for 2 hours of giveaways, prizes, games and call-ins from the event along while interviewing some of your party attendees.

On the day of the event, the K-Star Host & Street Team will be on location for 2 hours with our giveaways and prizes - playing music and doing recorded call-ins talking about your event and interviewing people at your party. K-Star Street Team will also host games and contests for attendees.

A 2-hour fun-filled party at your business.

61 :30 fully produced or live announcements starting 3 days before the event mentioning the time, place and specifics of the event in addition to numerous live mentions.

A Cameron on-air host and the K-Star Street Team, station giveaways such as tee shirts, beach balls, keyrings, cups, restaurant certificates, etc.

6 1-minute live call-ins at the event.

Soft drinks and ice water provided for guests

Special Party Pricing.....\$1199

Food and additional prizes are in addition to the above costs. Client to provide product for on-air giveaways and/or on site giveaways or discounts in addition to what is provided by K-Star if desired..