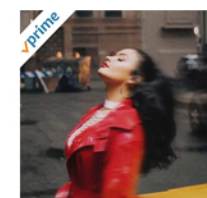
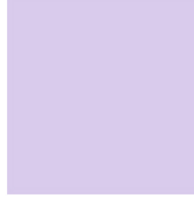
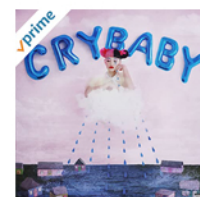
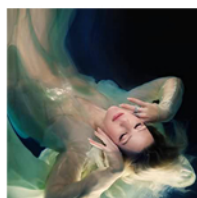


theKnack
107.1FM 95.1FM 96.7FM
top 40 hits
streaming 24/7 at theknack107.com or with the Knack mobile app





Station Profile

Format: Modern Top 40 Adult Contemporary
 Frequency: 107.1 FM, 95.1 FM, and 96.7 FM
 Music: Combination of Pop, Rock and R&B



Audience Profile

Primary: Adults 18-44
 Secondary: Adults 18-49
 Indexing: Highest in Adults 25-34 as core audience
 Male/Female: 48/52

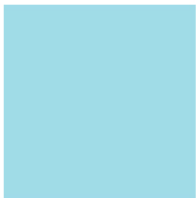


Knack Facts

Adults 18+ who listen to Adult Contemporary Hits:

86% listen to radio Monday - Sunday

76.4% also spend time daily with social media making terrestrial radio and our social media the perfect combination.



94.5% are daily internet users making a combination of radio, social media, and internet an optimum media buy to reach this adult audience!



56% subscribe to cable or satellite services and 92% have smart phones.

26% have household incomes of \$104,000+

78.7% are employed full time



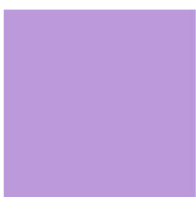
Almost 25% of all Adults 18+ listen to Adult Contemporary Top 40 Adult Hit radio.



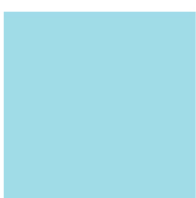
The Tri-State's first truly **adult** top 40 music station can be found at 107.1 FM in Vegas, Laughlin, and Bullhead City areas. It's at 95.1 FM in Lake Havasu and Parker. And it comes into Kingman on 96.7 FM. Simply put....it's all about fun!



The KNACK 107.1 is the live and local Hot Adult Contemporary powerhouse, without the "bubblegum" music, for the Tri State area. From Kingman to Lake Havasu, Vegas to Laughlin and everywhere in between, The KNACK is targeted to 18-49 year olds, with special emphasis placed on those females who control the lion's share of discretionary income in today's market place. The KNACK 107.1 features daily promotions that target specific day parts, guaranteeing maximum daily live listener participation. It starts with the hugely popular live Knack Morning Show with Bri and Loke and continues through the afternoons with the Ryan Seacrest Show! The Knack has thousands of listeners listening live and online - and no radio station in the market has more Facebook fans. TheKnack also streams 24 hours a day on the Knack mobile app and online at theknack107.com..



The daily focus for The Knack? Slightly crazy and a little zany, radio is fun with the KNACK. And listeners now all interact with our LIVE hosts via The Knack. Advertisers benefit from an incredibly large adult listener base, long listening patterns, and strict commercial limits, which makes our advertiser messages stand out.



The KNACK 107.1 is the talk of the town and we're committed to continuing to be the talk of the Tri-State area, with an up-tempo, fun style of radio not available anywhere else. And our listeners generate up to 100,000 hits per month on The Knack's interactive, on-line home at www.theknack107.com.



Welcome to The Knack!

Knack Parties Draw Huge Crowds!



theKnack
107.1FM 95.1FM 96.7FM
top 40 hits

Wet and Wild Summer Giveaway

25 happy winners!

Bri & Loke making the July 4 party!

Partying with hundreds of Knack listeners!

The Knack and The Avi Resort & Casino gave away \$4200 in prizes plus \$1500 in cash at the after fireworks party inside the Avi on July 4.

theKnack
107.1FM 95.1FM 96.7FM
top 40 hits

planet fitness

Loke & Bri host February 28 from 5:00-7:00pm
Grand Opening Party @ Planet Fitness Kingman!

theKnack
107.1FM 95.1FM 96.7FM
top 40 hits

SUMMER

ASHLEY FURNITURE HomeStore

Bri & Loke gave away over \$2200 in prizes!
Saturday @ Ashley Furniture in Lake Havasu City

theknack107.com



The Knack Coverage Map



The Knack is a Cameron Broadcasting station.



The Knack Morning Show with Bri & Loke

Sponsor Package

The Knack Morning Show has been a hit with listeners and reflected in the ratings for over almost 2 decades. Live and local from the Tri-State, The Knack Morning Show on weekday mornings from 6:00am-10:00am is the most fun, upbeat, and lively way to start the day...and Bri and Loke get the entire Tri-State goin' first thing every weekday morning. It's the only locally broadcast Top 40 station in the market - not syndicated from another state. It's live AND local.



With daily prank phone calls, entertainment chatter, Bri's Beat, celebrity cesspool...The Knack Morning Show includes plenty of contests and fun. And now that Carmen is a daily weekday feature, The Knack is THE place to be.



Sponsor The Knack's Morning Show and you, too, can get some of that morning attention for your business. The sponsor package includes:

Sponsor Monday-Friday 6:00am, 7:00am, 8:00am or 9:00am hours

Each 1-hour segment sponsor receives:

- :10 open, :10 mid hour, and :10 close every hour
- 3 times an hour, 1 hour every weekday
- 64 average sponsor mentions per month

Package prices available!





Bri's Beat Sponsor Packages

Weekday mornings Knack listeners get to play Bri's Beat on the Knack! Bri asks simple questions like "What's the capital of Nevada?", "Who's the Mayor of Havasu?" or "How many stripes are on the Flag?" - or any number of random trivia questions.

Bri asks the questions. Listeners who get 2 out of 3 correctly win incredible prizes!



Bri's Beat Package

Sponsor Bri's Beat at 8:20am and 9:40pm weekdays
 One :30 spot adjacent to the morning Bri's Beat
 88 Total Mentions per month 22
 Total Spots/month

Only \$299 per month

Loke's Lies Sponsor Package

Weekday Mornings on The Knack it's Loke's Lies!
 Loke tells two truths and one lie and asks Knack listeners to call in and guess which one was a lie!

Guess correctly and win a cruise for 2! (Oh no sorry that was a lie!)
 But listeners can win great prizes if they know which one is the lie!

Loke's Lies Package:

Sponsor Loke's Lies weekdays on The Knack Morning Show
 One sponsor announcement at the beginning of each
 Loke's Lies segment every Monday-Friday
 22 Total Sponsor Mentions per Month
 Only \$199 per month





The Ryan Seacrest Show Weekday Sponsor Package

The Knack 107.1 rocks weekday afternoons with Ryan Seacrest - one of the most popular radio shows in the nation. Advertisers everywhere find the Ryan Seacrest Show to be extremely responsive with Adults 18-49.

The Knack's Ryan Seacrest Package includes a :10 opening sponsor mention showcase, a :10 mid-hour, and a :10 closing each hour. The opening will include an intro such as "This hour of On Air with Ryan Seacrest is brought to you by the good people at Tri-State Camera where it's always a picture-perfect day!"

One month of sponsoring Ryan Seacrest and listeners will become as familiar with your business as they are with Ryan himself.

The sponsor package includes:

Show airs Monday - Friday 3:00pm - 7:00pm
:10 open, :10 mid-hour, :10 close every hour
3 times every hour
64 average total sponsor mentions per month

\$349 per month per hour

All rates are net to station. 3-month minimum contract

The Ryan Seacrest Show Weekend Sponsor Package

The sponsor package includes:

Show airs Sunday 10:00am - 2:00pm
:10 open, :10 mid-hour, :10 close every hour
Show promos throughout the month
62 average total sponsor mentions/promos per month

\$699 per month

All rates are net to station. 3-month minimum contract





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.



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theknack107.com

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

