



***New  
Downtown  
Business  
Special***

**TV + Digital Advertising on *KRDO13* and *NewsNow***

**20 30-second commercials on *KRDO13*  
6 30-second commercials on *NewsNow*  
24,285 digital impressions on KRDO.com**

**Monthly Investment: \$1,000**

Campaign will deliver more than 206k monthly impressions for the campaign!

Exclusive opportunity to Downtown Colorado Springs Businesses with a 3-month minimum commitment  
Commercials set to air between 5am and 1235am Monday – Sunday over two weeks in a month  
Cannot be combined with other current marketing campaigns on KRDO Networks  
\$400 production fee for TV script and production of 30-second commercial





***New  
Downtown  
Business  
Special***

**TV + Digital Advertising on *KRDO13* and *NewsNow***

**24 30-second commercials on *KRDO13*  
8 30-second commercials on *NewsNow*  
71,428 digital impressions on KRDO.com**

**Monthly Investment: \$1,500**

Campaign will deliver more than 315k monthly impressions for the campaign!

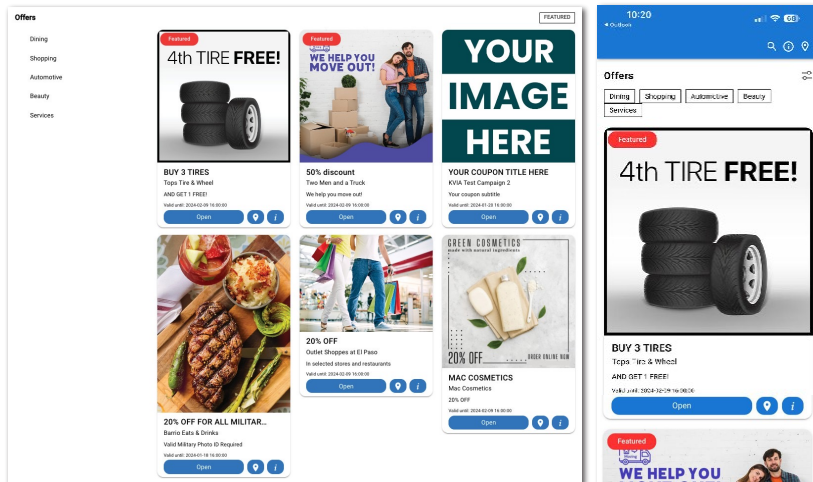
Exclusive opportunity to Downtown Colorado Springs Businesses with a 3-month minimum commitment  
Commercials set to air between 5am and 1235am Monday – Sunday over two weeks in a month  
Cannot be combined with other current marketing campaigns on KRDO Networks  
\$400 production fee for TV script and production of 30-second commercial



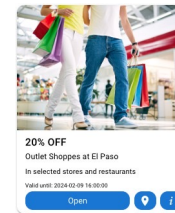
KRDO13 would like to salute our Active Military, Veterans, Law Enforcement and Firefighters by featuring a **Patriot Perks** discount directory!  
 Feature your business' unique offerings, coupons and savings to reach with very special audience.

**Featuring**

- Custom ad on the Patriot Perks page with your choice of size
- 30,000 run of site shared banner ads promoting Patriot Perks with logo attribution

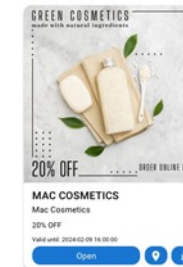


**OPTION A**  
**SIZE: 535x375**



**\$100/Month**  
**\$1,200/Year**

**OPTION B**  
**SIZE: 500x500**



**\$150/Month**  
**\$1,800/Year**

**OPTION C**  
**SIZE: 535x700**



**\$175/Month**  
**\$2,100/Year**

KRDO13 would like to salute our Active Military, Veterans, Law Enforcement and Firefighters by featuring a **Patriot Perks** discount directory!  
 Become a **Title Sponsor** and feature your business' unique offerings, coupons and savings to reach a very special audience.

**Featuring On-Air**

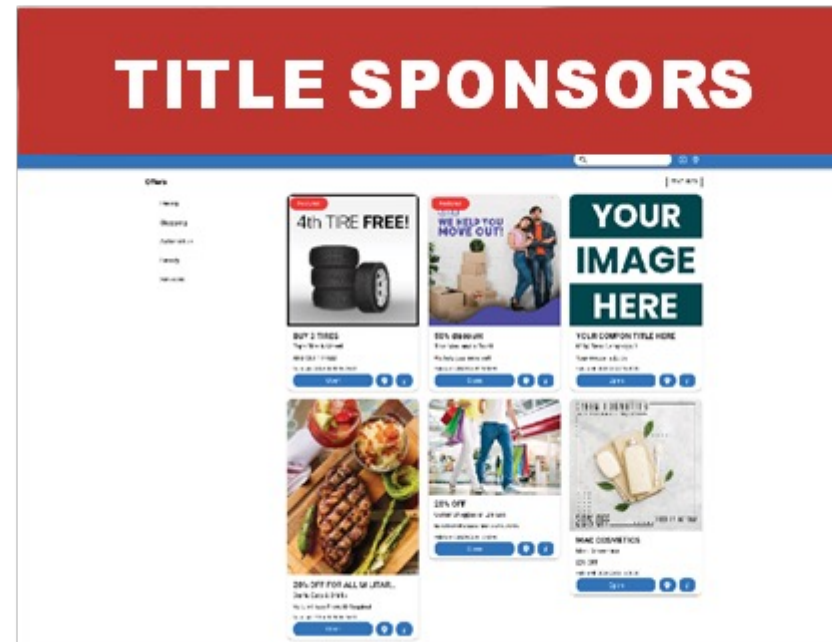
- 20x :30 second promotional announcements with logo attribution
- 20x :30 second custom commercials

**Featuring Online**

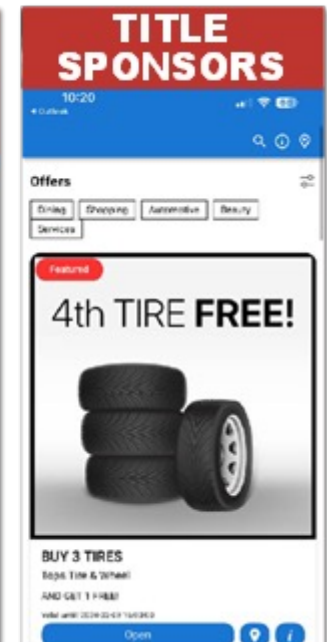
- Shared fixed position on the Patriot Perks page
- 10,000x in-content video commercials promoting Patriot Perks with logo attribution
- 1x shared Facebook story and post promoting Patriot Perks with logo attribution
- 1x shared Instagram story and post promoting Patriot Perks with logo attribution

**Monthly Investment \$2,500**  
**Category Exclusivity**  
**Annual Commitment Required**

**DESKTOP**



**MOBILE**





**tap&table** is a comprehensive food and drink podcast for the Pikes Peak region presented by Matthew Schniper (Side Dish) and Ryan Hannigan (Focus on the Beer/Focal Pint). Combined, Matthew and Ryan have 30+ years experience covering food and beer here in Colorado Springs.

**tap&table** aims to elevate voices and ideas directly from our local service industry community with commentary, insight, guests and its **tablestakes** product-of-the-week segment. By default, each episode will be nomadic by nature, recording via pop-ups in various unique local spaces, to provide texture and ambiance from those environments.

Video episodes will be available bi-monthly on YouTube and Social Media in various video formats, and each episode will be available to listen on all major audio streaming platforms. Episodes will also be emailed directly to ~3k combined *Side Dish* and *Focal Pint* subscribers before being publicly available, offering an engaged, built-in audience at launch.

Thank you for your interest in supporting local independent journalism.

### amuse-bouche

get your message out on tap&table

**\$200**  
audio-only

**\$350**  
w/ visuals

**includes:**

- » Up to 60 second host-read ad
- » Audio only or visual cutaway
- » Visuals: Photo slideshow or video
- » Link in show notes

### tablestakes

feature your product in tap&table

**\$400**  
per episode

**includes:**

- » Product "live" tasting (if provided)
- » Video closeup highlight
- » 30 second host read ad
- » Link in show notes

### plat du jour

sponsor an entire episode of tap&table

**\$1,250**  
per episode

**includes:**

- » episode recorded on-location
- » interview segment with your business
- » 60 second host-read ad
- » Link in show notes

### soigné

sponsor an entire season of tap&table

**\$10,000**  
per season (10+ episodes)

**includes:**

- » "Presented by" in episode intros
- » logo inclusion on all marketing
- » 2 - 60 second host-read ads
- » Link in show notes
- » (optional) TableStakes segments

# tap&table

contact [sidedishschnip@gmail.com](mailto:sidedishschnip@gmail.com)  
to book your spot

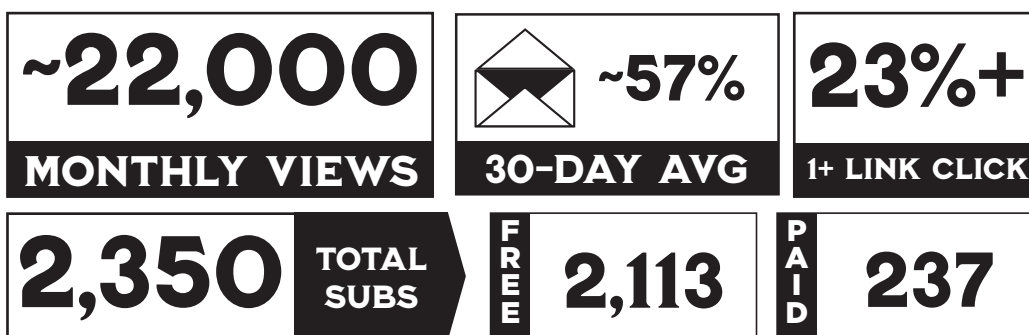
### discounts

support 3+ **tap&table** episodes  
will receive 20% off  
(must be booked all at once)



Side Dish is written and curated by Matthew Schniper, an 18-year food reporter/critic and 10-year culinary industry alum. Each newsletter contains a unique combination of local food and drink news, reviews, commentary and industry stories in order to educate eaters and drinkers about culinary happenings, trends and concepts.

Side Dish connects eaters and drinkers with the personalities and businesses that make up our culinary scene and provides a place for industry professionals to keep up-to-date with culinary happenings, connect and celebrate each other's success.



AS OF JULY 7, 2024



## SPONSORSHIP OPPORTUNITIES

Sponsor copy + photo (or rotating gif) in the Side Dish newsletter

- » \$300 per newsletter
- » \$1,100 monthly (4x)
- » \$6,000 annual bi-monthly (24x)
- » \$12,500 annual weekly (52x)

## BENEFITS OF SPONSORSHIP

- Unique product from a trusted food and drink voice in our community
- Engaged audience acutely interested in food and drink news
- Limited number of sponsors per newsletter means increased visibility
- Create a sponsorship strategy\* to meet your business' values or needs



**iHeart**  
MEDIA

AMERICA'S #1 AUDIO COMPANY  
REACHING 9 OUT OF 10 AMERICANS EVERY MONTH

RADIO · DIGITAL · SOCIAL · PODCASTS · INFLUENCERS · DATA · EVENTS



**iHeart**  
MEDIA

**CHRISTMAS 2024!**

*The Time of Joy & Cheer is  
Surprisingly Near!*

**GET HEARD**  
This Holiday Season



Let iHeartMedia ensure  
your holiday success

# Reach Holiday Radio Listeners Primed to Spend & Shop IRL And Online

Radio Rings the Register  
Efficiently



**6 in 10**

Bought a product after hearing a radio ad



**7 in 10**

Researched something after hearing a radio ad

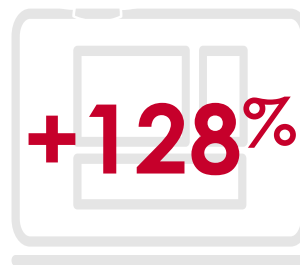
Radio is Closest to the  
Point-of-Purchase

Activity 30 Minutes Before Arriving  
at the Store<sup>2</sup>



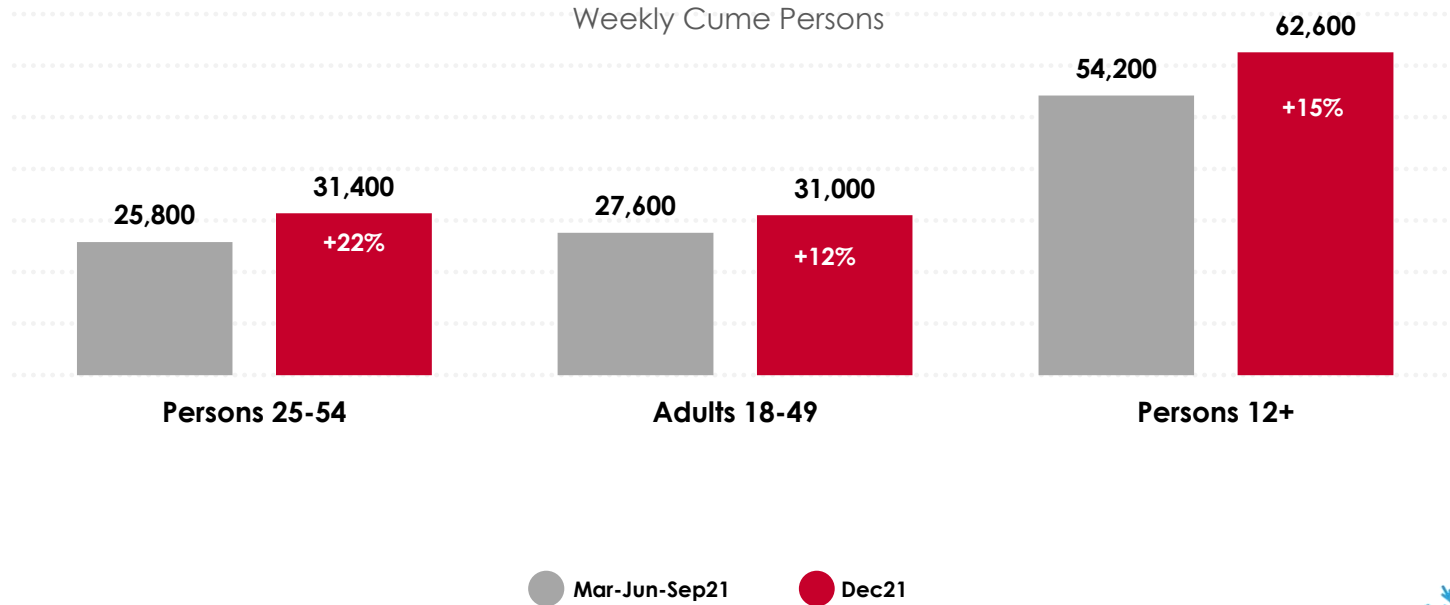
Radio Drives Search Activity

Average Increase In Online Search when  
iHeartRadio is Part of a Campaign<sup>3</sup>





# KKLI Delivers More Customers During the Holiday Season



Source: Nielsen CDM Mar21 (Jan-Mar), Jun21 (Apr-Jun), Sep21 (Jul-Sep) vs Dec21 (Oct-Dec), M-Su 6a-12m, Metro Survey Area, Weekly Cume Persons



# WHY SUNNY 106.3 THIS HOLIDAY SEASON?

Colorado Springs residents and visitors flock to Sunny 106.3 every holiday season for the best mix of Christmas music, upcoming events, traffic and weather information, and award-winning personalities

- **Sunny 106.3 transforms the station from 'Feel Good Music' to *All Christmas Music* starting the afternoon of Friday, November 8, 2024, through Christmas Day!** Sunny's resident Elf, Tammy Oakland, spreads cheer all season long!
- Sunny 106.3 mixes classic renditions of holiday favorites like Blue Christmas and Silver Bells with seasonal recordings by popular Adult Contemporary artists like Mariah Carey and Carrie Underwood.
- Everything related to the station transforms into a special holiday theme. On-air, online, and on-site across Southern Colorado, Sunny 106.3 is Home for the Holidays during the Christmas season and defines traditions around the Pikes Peak Region.



# Sunny 106.3 Christmas Music – Own A Day

Be The Exclusive Sponsor of Sunny Christmas Music For The Entire Day!  
**(11/08/2024-12/24/2024) Based on availability.**



Nothing kicks off the holiday season like Christmas songs on the radio! This year, be the brand that brings the gift of music during the most important weeks of the year.

- 24x :15 second promotional mentions with name and 8 word message day of sponsorship
- Example: *“This Day of Sunny Christmas Music brought to you by (Client/Slogan)”*
- 1 social post day of sponsorship
- Website inclusion day of sponsorship

**Weekday - \$250.00**





# Sunny 106.3



## Advertising Package Options

.....

Available only to Downtown Merchant Association Partners, can customize other options based on budget:

### OPTION A:

- 50 :30 sec commercials per month. Scheduled 6a-9p Mon-Sun. Schedule customized to clients needs and approved by client.
- One social media post on Sunny 106.3 FM's Facebook & Instagram pages. Promoting the business and the sale or offer for the holiday season. Must be used during campaign run dates.
- Promotion highlighted on Sunny's website & email newsletter
- **Cost = \$1000 per month. Can purchase one or more months.**

### OPTION B:

- 50 :30 sec commercials per month. Scheduled 6a-9p Mon-Sun. Schedule customized to clients needs and approved by client.
- Promotion highlighted on Sunny's website and email newsletter
- **Cost = \$750 per month. Can purchase one or more months.**

### OPTION C:

- 25 :30 sec commercials per month. Scheduled 6a-9p Mon-Sun. Schedule customized to clients needs and approved by client.
- Promotion highlighted on Sunny's website & email newsletter
- **Cost = \$500 per month. Can purchase one or more months.**





**iHeart  
MEDIA**

**AMERICA'S #1 AUDIO COMPANY**

REACHING 9 OUT OF 10 AMERICANS EVERY MONTH

RADIO · DIGITAL · SOCIAL · PODCASTS · INFLUENCERS · DATA · EVENTS



**CHRISTMAS 2024!**

***Thank You!!***

**Kristin DeCocq**

Senior Account Executive  
& Small Business Specialist

**iHeartMedia**

**C: 719-502-5451**

**EMAIL:**

**[kristindecocq@iheartmedia.com](mailto:kristindecocq@iheartmedia.com)**

# NORTH

# Shopping Local

Small business longevity and success is always greater when a consumer base knows that is available to them on the local front.

NORTH is committed to encouraging our listeners, viewers, and readers of the amazing local stores, restaurants, service providers and unique outlets to further support our LOCAL economy.

Join us this edition of NORTH and present your amazing venue to our expended audiences. Remember, our media partners at KKTV will be presenting NORTH to their entire Facebook audience of more than 500K folks! AND, you can embed a video in your digital ad in NORTH!

**Together, we can boost local sales and keep our revenues here in COS!**

Creative deadline: **Nov. 15, 2024**

Digital launch date: **Dec. 1, 2024** / Print launch date: **Early - Mid Dec.**

### **Lets Chat!**

**Dirk Hobbs**, Publisher  
dhobbs@coloradomediagroup.com • 719.330.7448

**Jeff Mohrfeld**, Director of Media Sales: NORTH & The Digest  
jmohrfeld@coloradomediagroup.com • 719.290.0186

## **Your Special Dec/Jan Ad Rates**



**Full Page Ad**  
**\$2100**  
(regularly \$2650)







**Half Page Tower Ad**  
**\$1750**



**Quarter Page Tower Ad**  
**\$1450**

# 2024 Holiday Packages Downtown Partners

Station	#of Spots per week (:15 seconds)	Days	Time	Reach P 12+	Frequency	Reach Women 25-54	Frequency	Price
 Cat Country KATC	30	Monday-Saturday	5am- 8pm	41,000	2.2	12,400	2.2	\$375 per week
	7 WEEKS (11/4-12/22)	210	Monday-Saturday	5am- 8pm	104,700	6.0	31,400	6.0
 98.1 KKFM CLASSIC ROCK	30	Monday-Saturday	5am- 8pm	61,700	2.3	10,500	1.9	\$375 per week
	7 WEEKS (11/4-12/22)	210	Monday-Saturday	5am- 8pm	153,900	6.4	29,100	4.8
 92.9 PEAK FM a mountain of favorite songs!	30	Monday-Saturday	5am- 8pm	43,100	2.4	15,500	2.4	\$375 per week
	7 WEEKS (11/4-12/22)	210	Monday-Saturday	5am- 8pm	103,100	7.0	36,200	7.3
 98.9 MAGIC FM	30	Monday-Saturday	5am- 8pm	65,600	2.1	20,900	2.0	\$375 per week
	7 WEEKS (11/4-12/22)	210	Monday-Saturday	5am- 8pm	175,800	5.4	56,800	5.2

# Holiday Packages 2024

- Buy 1 week or buy the whole Holiday Season ( 7 weeks)
- All creative and production included in package
- Client must set up credit approval for billing or prepay

## CONTACT

Marianne Fields

Senior Account Executive

**Cumulus Media | Colorado Springs**

Broadcast & Digital Solutions Specialist

M: 720-335-0842

[Marianne.fields@cumulus.com](mailto:Marianne.fields@cumulus.com)

**MEDIA KIT** <https://southerncoloradocumulus.com>





# KATC-FM Listener Profile



## Colorado Springs



**79.4%**  
LISTEN TO RADIO  
EACH WEEK\*



**11:15**  
(HRS:MINS)  
SPENT WITH RADIO EACH  
WEEK\*



**\$86,792**  
MEDIAN HOUSEHOLD INCOME



**25 MIN**  
AVERAGE TRAVEL TIME  
TO WORK



**76,100**  
LISTEN  
TO KATC-FM EACH WEEK



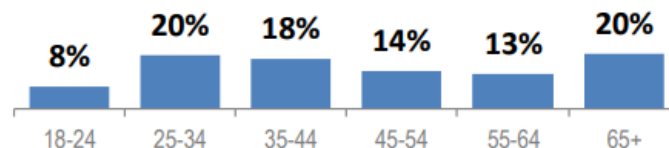
**5:00**  
(HRS:MINS)  
SPENT WITH KATC-FM WEEKLY



**10AM – 3PM**  
KATC-FM TOP DAYPART

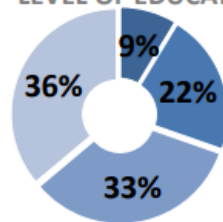


GENDER COMPOSITION



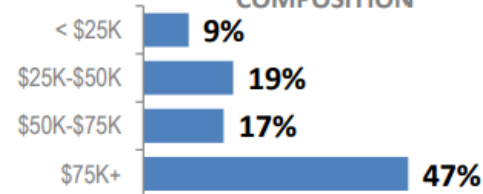
AGE COMPOSITION

LEVEL OF EDUCATION

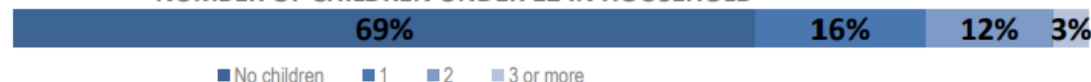


■ <12 Grade ■ HS Graduate ■ Some College ■ College Graduate

INCOME COMPOSITION



NUMBER OF CHILDREN UNDER 12 IN HOUSEHOLD



# KKFM-FM Listener Profile

**98.1 KKFM**  
CLASSIC ROCK

## Colorado Springs



**79.4%**  
LISTEN TO RADIO  
EACH WEEK\*



**11:15**  
(HRS:MINS)  
SPENT WITH RADIO EACH  
WEEK\*



**\$86,792**  
MEDIAN HOUSEHOLD INCOME



**25 MIN**  
AVERAGE TRAVEL TIME  
TO WORK



**115,400**

LISTEN  
TO KKFM-FM EACH WEEK



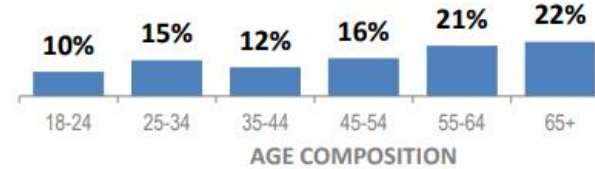
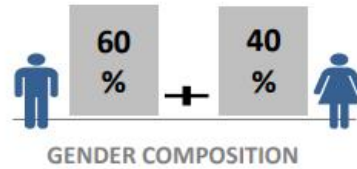
**5:45**

(HRS:MINS)  
SPENT WITH KKFM-FM WEEKLY

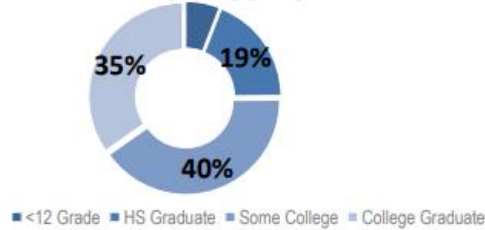


**10AM – 3PM**

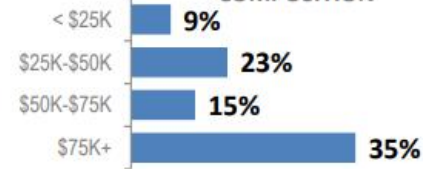
KKFM-FM TOP DAYPART



### LEVEL OF EDUCATION



### INCOME COMPOSITION



### NUMBER OF CHILDREN UNDER 12 IN HOUSEHOLD



# KKPK-FM Listener Profile



## Colorado Springs



**79.4%**  
LISTEN TO RADIO  
EACH WEEK\*



**11:15**  
(HRS:MIN)  
SPENT WITH RADIO EACH  
WEEK\*



**\$86,792**  
MEDIAN HOUSEHOLD INCOME



**25 MIN**  
AVERAGE TRAVEL TIME  
TO WORK



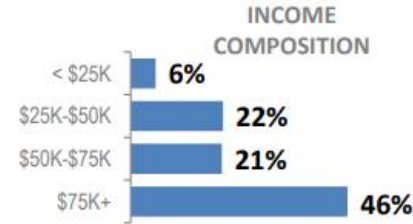
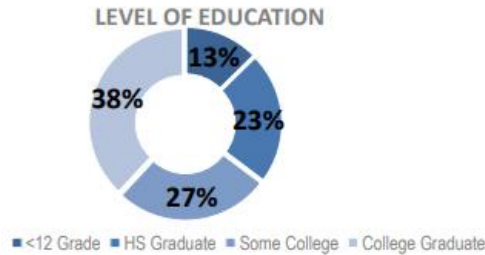
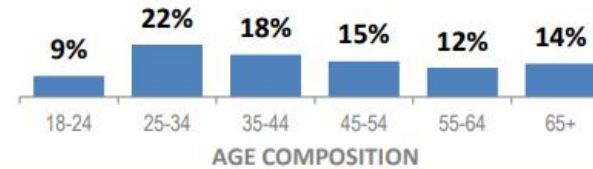
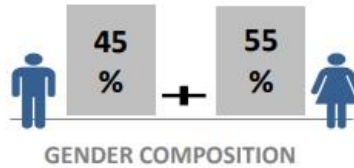
**71,300**  
LISTEN  
TO KKPK-FM EACH WEEK



**4:30**  
(HRS:MIN)  
SPENT WITH KKPK-FM WEEKLY



**10AM – 3PM**  
KKPK-FM TOP DAYPART



For more information, contact:

**Kathi Page**

Office: 719.593.2705 Mobile: 970.342.6872 Email: [kathi.page@cumulus.com](mailto:kathi.page@cumulus.com)

Source: COLORADO SPRINGS TSA; Nielsen Diary Summary JUN24 SD (APR-JUN); M-Su 12m-12m; P 12+

# KKMG-FM Listener Profile



## Colorado Springs



**79.4%**  
LISTEN TO RADIO  
EACH WEEK\*



**11:15**  
(HRS:MINS)  
SPENT WITH RADIO EACH  
WEEK\*



**\$86,792**  
MEDIAN HOUSEHOLD INCOME



**25 MIN**  
AVERAGE TRAVEL TIME  
TO WORK



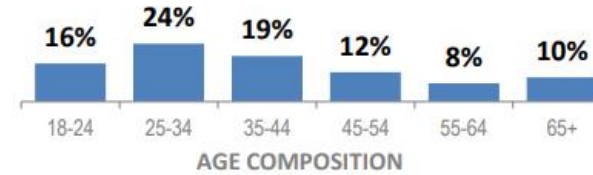
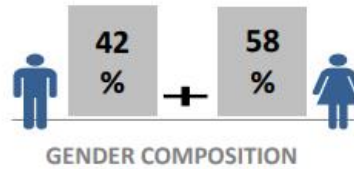
**129,700**  
LISTEN  
TO KKMGM-FM EACH WEEK



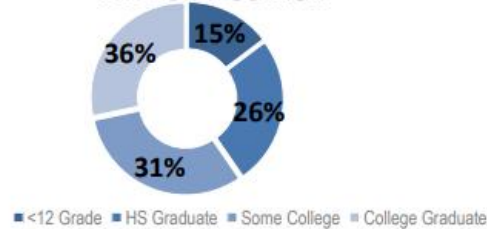
**4:15**  
(HRS:MINS)  
SPENT WITH KKMGM-FM WEEKLY



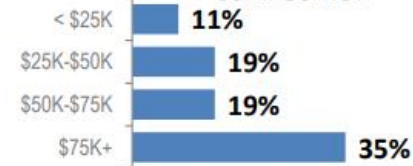
**6AM - 10AM**  
KKMGM-FM TOP DAYPART



### LEVEL OF EDUCATION



### INCOME COMPOSITION



### NUMBER OF CHILDREN UNDER 12 IN HOUSEHOLD



Source: COLORADO SPRINGS TSA; Nielsen Diary Summary JUN24 SD (APR-JUN); M-Su 12m-12m; P 12+