

more music.more variety.

established on 12.26.2024



MEDIA KIT

ALL PRO BROADCASTING

A FULL SERVICE MEDIA COMPANY - DIGITAL ■ EVENT MARKETING ■ ON-SITE ■ ON-AIR



Latest Foundation Research Shows Radio Delivers For Advertisers

RAB RADIO
ADVERTISING
BUREAU

Survey Shows Radio Delivers For Advertisers

A comprehensive research study recently completed by Foundation Research provides further evidence why so many national and local advertisers are turning to radio to reach their target customers. Some of the highlights showing how radio adapts to the lives of busy listeners from this national study of 1,028 consumers include:

- Radio accounts for 1/3 of listeners daily media time.
- Radio Listeners increased their daily radio listening in the last year by 5% to 2.3 hours per day.
- Hard to target groups like higher income adults and working women listen to radio daily, spending more time with radio than any other medium.
- Radio is the most compatible medium with the Internet as 42% of adults 18-49 listen while on-line, either directly or streaming.

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WHY RADIO?



70%

% STATE RADIO IS AUDIO
SOURCE USED IN-CAR

Infinite Dial 2024



228,472,000

PEOPLE 12+ LISTENING EACH
WEEK

RADAR 162, September 2024 © Nielsen Audio, M-
Su 24-Hour Cume Est.



10.6

HOURS LISTENING EACH WEEK

RADAR 162, September 2024 © Nielsen Audio, M-
Su 24-Hour Cume Est., P12+



91%

% REACHED EACH MONTH
(P18+) -- RADIO IS AMERICA'S #1
REACH MEDIUM

Nielsen Audio Today June 2023

TARGETING

- Radio's diversity of programming affords advertisers niche channels to zero in on narrow target groups.
- Formats allow advertisers to speak selectively to consumers they want to reach.
- Local/Regional structure means brands can focus on key marketing areas.

IMMEDIACY

- Radio is on 24/7, reaching 90% of people age 12 and older every week.
- Consumers vary in the stages of the purchase cycle - on-going Radio ads allow your product or brand to be front and center when people are ready to buy, even during off seasons.

UBIQUITY

- Radio is a mobile medium, reaching people at home, at work, at play and in cars.
- It's a companion and an advertising force that accompanies advertisers' customers wherever they go.
- On average, 80% of listeners listen while driving to and from a shopping trip and 60% identified Radio as the last medium they were exposed to before a purchase occasion.

LOYALTY

- "Radio continues to be perceived as central to people's lives, especially when contrasted with the precipitous decline by other traditional media" (Arbitron/Edison, "Infinite Dial").
- Listeners tend to listen to relatively few radio stations and are extremely loyal to their favorites.
- Research shows that Radio listeners have a low level of ad avoidance, staying tuned in through commercial breaks.
- RADIO ADS ARE HEARD! Only 26% of adults indicated that they avoided radio advertising, the lowest of all media, 10 points lower than the closest competitor.

COST EFFECTIVENESS

- Radio production costs less than TV or Print.
- Radio is significantly less expensive to buy than most major media, allowing advertisers to afford maximum reach and effective frequency.

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ABOUT US



ALL PRO BROADCASTING is a 100% independently owned Radio Broadcast Group that is deeply embedded in the communities we serve. As a family owned radio broadcast group, we're in a unique position to be able serve our *communities*, rather than shareholders. We remain focused and dedicated to delivering an exceptional product with relevant news, events, and music that resonate with local listeners, without the constraints of corporate policies. To that end, we pride ourselves on providing our media partners with unparalleled client support, service, and experience that one rarely sees in a *Wall Street* radio world.

Our combined 101.3/103.9 terrestrial radio footprint begins as far north as High Desert Area(s), as far south as Escondido or Southwestern Riverside County, and all the cities in between. Because of our overlapping footprint, both the 103.9 and 101.3 frequencies specifically target, and widely serve the Inland Empire while at the same time, provide a very dominant presence in the Temecula Valley with 101.3 specifically. The 101.3 and 103.9 frequencies, now known as KATY FM, are measured by Nielsen as one entity; as a result, our advertisers are now reaching two measured markets: Riverside/San Bernardino and Riverside West Outer (Temecula Valley) for a fraction of the price of one!



Originally owned by the late great Willie Davis, NFL Hall of Fame (1981), and Green Bay Packer Hall of Fame, Willie's outstanding collegiate career started by playing for Eddie Robinson at Grambling University and lead to two NFL seasons playing for Paul Brown in Cleveland, and then on to ten amazing seasons under the legendary coach Vince Lombardi.

In 1976, Willie became the President and Chief Executive Officer of All Pro Broadcasting; in doing so, Willie brought with him the same passion, dedication, and a relentless pursuit of excellence he learned under the tutelage of Vince Lombardi for so many years.

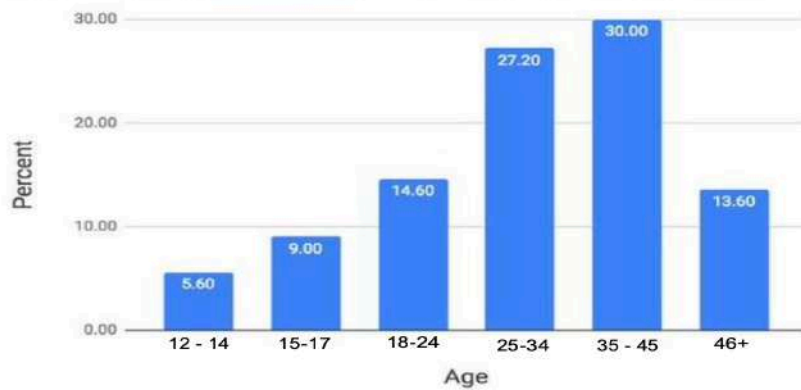
With Willie's passing in 2020, Duane Davis (Willie's son) now serves as the President/CEO and shares sole ownership with his sister Laurie. We are a full service media group that has been around for over 40 years mainly due to Willie's vision and commitment. Those strong company values, culture, and relentless dedication to our partners and clients are the reason for our longevity and stability. Let us develop, strategize, and work hard every day to help you achieve your goals just as Willie Davis did, and the Davis family continue to do, at All Pro Broadcasting!

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KATY 101.3/103.9 FM

Audience Profile



Gender

145,650
Listeners Tune
In Weekly



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RETAIL SPENDING POWER



KATY FM LISTENERS SPEND
OVER **\$2 BILLION**
ANNUALLY IN GOODS AND
SERVICES!

DEMOGRAPHICS AND SPENDING POWER OF KATY FM LISTENERS

CATEGORIES	ANNUAL SPENDING POWER
HOSPITALS	\$467,397,000
NEW CAR DEALERS	\$414,673,000
SUPERMARKETS/GROCERY STORES	\$397,643,000
OFFICES OF PHYSICIANS	\$286,962,000
WAREHOUSE CLUBS/SUPERSTORES	\$244,001,000
LAWYERS	\$178,953,000
PHARMACIES/DRUG STORES	\$137,533,000
LIMITED SERVICE RESTAURANTS	\$154,560,000
GAS STATIONSWITH CONVENIENCE STORES	\$136,470,000
WIRED TELECOMMUNICATIONS	\$121,638,000
FULL SERVICE RESTAURANTS	\$121,515,000
WIRELESS TELECOMMUNICATIONS	\$113,700,000
HOME CENTERS	\$86,686,000
TEMPORARY HELP CENTERS	\$82,022,000
PAYROLL SERVICES	\$71,844,000
OFFICES OF DENTISTS	\$64,132,000
NURSING CARE FACILITIES	\$48,481,000
USED CAR DEALERS	\$47,071,000
GAMBLING FACILITIES	\$41,465,000
AMUSEMENT PARKS/THEME PARKS	\$23,400,000
FURNITURE STORES	\$25,073,000
DEPARTMENT STORES	\$30,930,000
BUILDING MATERIAL DEALERS	\$37,458,000
OTHER GAS STATIONS	\$30,917,000

Nielsen Audio PPM Data: RSP Data Dec23-Dec 24: Riverside-San Bernardino Metro, Mon-Sun 6a-12a, Persons 18+

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Station Profile



ON-AIR LINE-UP



Jeff Pope
6a-10a



Mia
10a-3p



Chris Donovan
3p-7p



The Anna & Raven
Show
7p-12m



John Tesh
12m-6a



Core Artists:

- Sabrina Carpenter
- Cold Play
- Roxette
- U2
- Train
- 3 Doors Down
- Tom Petty

Listenership:

- 145,650 combined weekly listeners
- Riverside/San Bernardino/Temecula Valley Metro
- Female: 63% Male: 37%

Successful Business Categories:

- Automotive (domestic & luxury)
- Real Estate
- Home Entertainment
- Gaming/Casinos
- Healthcare (Plastic Surgeons, Research, Hospitals)
- Financial Services (Banking, Investment, Insurance)
- Home Furnishings
- Recruitment

Comprehensive Marketing:

- Social Media & Email Blasts: Utilize all social media channels (Facebook, Instagram, Twitter, Snapchat, and Pinterest) along with weekly email blasts to reach thousands of enthusiastic consumers
- On-Air Promotions: Giveaways, Sponsorships and product features are available via KATY FM on-air
- Event Marketing: Sampling opportunities, branding, and interactive opportunities at KATY FM concerts, family events, and night clubs
- Digital Marketing: SEM, SEO, Email Marketing, OTT/CTV

Era Balance: 15% 1980-1989 • 20% 1990-1999 • 25% 2000-2019 • 40% Present Day

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THE PRESS ENTERPRISE
28TH ANNUAL READERS
CHOICE AWARDS



THE PRESS-ENTERPRISE

BEST OF
INLAND
EMPIRE

28TH ANNUAL

READERS' CHOICE

2023



AND THE WINNERS ARE:

"JEFF POPE" HOT 103.9 (M-F 5:30A-10A)

"MIA" KATY 101.3 (M-F 10A-2P)



HOME & GARDEN • HOMETOWN FAVORITES
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THE JEFF POPE SHOW

Mornings on KATY FM 6a-10a

Jeff Pope has entertained radio listeners throughout the Inland Empire for well over thirty years. Jeff began his broadcast career as a radio DJ at Cal State San Bernardino in the 1980's. Known as "Dr. Disco", Jeff parlayed his three year stint into a three decades long and storied radio broadcast journey.

After three markets, and as many morning shows, Jeff is back for good, bringing his massive talent to the all new KATY FM!

FAVORITE MOMENT ON THE MICROPHONE

Singing BOTH the Canadian and American national anthems before a sold-out LA Kings game at Staples Center. YES, the Kings won!

Jeff's voice can also be heard at Toyota Arena during the hockey season, as he's the PA Announcer for the Ontario Reign!

Over the years, he's also emceed numerous charity events across the IE – and he's also on the Board of Directors for the Humane Society of San Bernardino. And yes, he and his wife (both Upland High grads) have a lovable rescue dog named Otto.

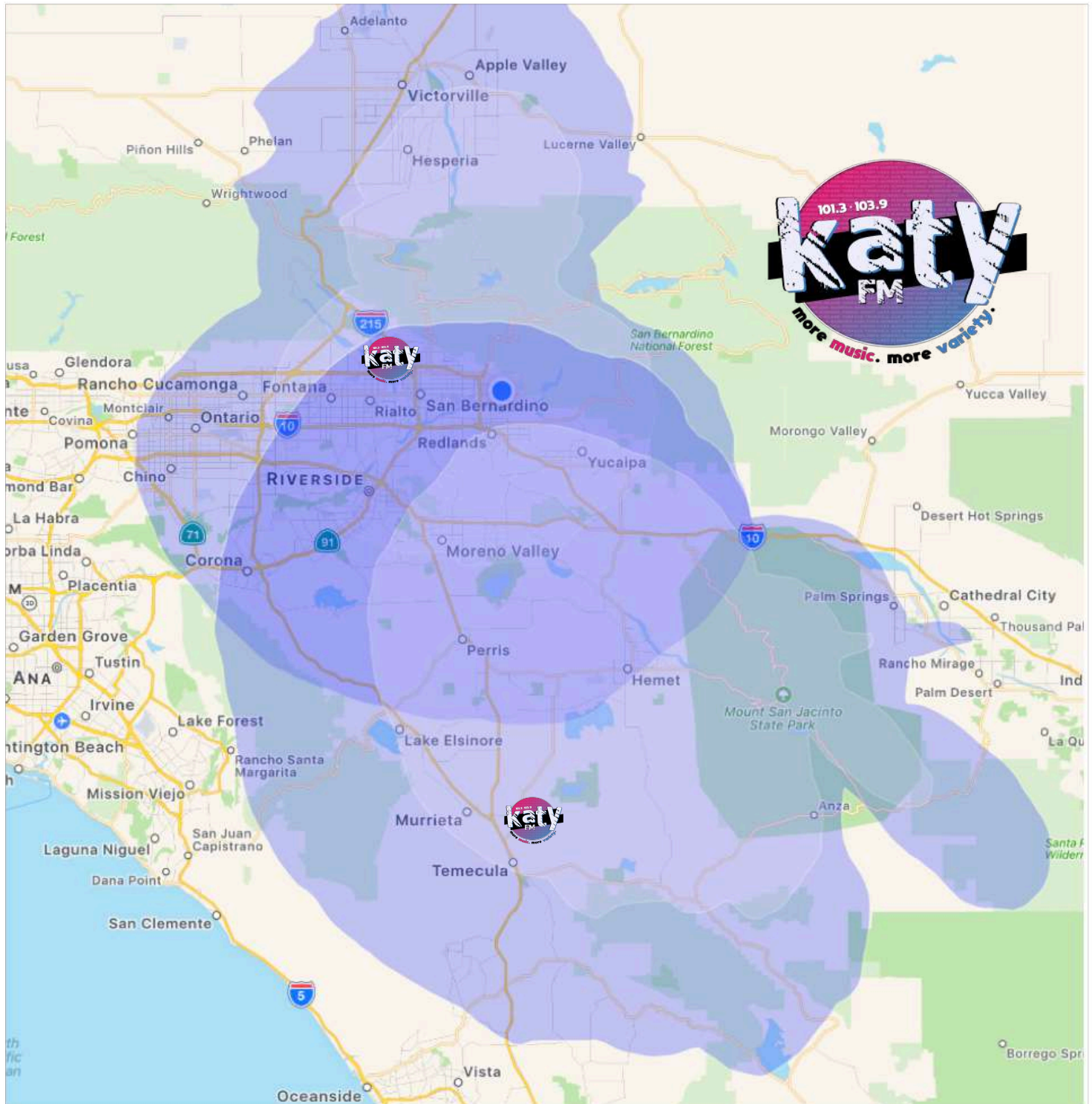


ADVERTISE ON THE INLAND EMPIRE AND TEMECULA VALLEY'S HOTTEST MORNING SHOW TODAY!

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COVERAGE MAP



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RATE CARD



RATE CARD



:60 COMMERCIALS

MORNING 6AM-10AM	MIDDAY 10AM-3PM	AFTERNOON 3PM-7PM	EVENING 7PM-12M	OVERNIGHT 12M-6AM
\$85	\$85	\$85	\$35	\$25

:30 COMMERCIALS

MORNING 6AM-10AM	MIDDAY 10AM-3PM	AFTERNOON 3PM-7PM	EVENING 7PM-12M	OVERNIGHT 12M-6AM
\$75	\$75	\$75	\$35	\$25

ASK ABOUT OTHER SPONSORSHIPS:

- TRAFFIC
- WEB BANNER
- CHARGERS FOOTBALL
- Phone App
- AM/ Midday/ Pm/ Evening Show Sponsorship
- Y2k/Throwback Sponsorship
- Studio Sponsorship
- Prize Closet Sponsorship

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