

KRDO News Radio 105.5 FM 1240 AM 92.5 FM

KRDO Newsradio and Beyond

Presentation design a service of Andrew Hershberger Creative | www.ahershbergercreative.com

Ted Robertson
ted.robertson@krdo.com
719.330.5137



399 S. 8th St. | Colorado Springs, CO 80905 | www.krdo.com



Advertising with KRDO Newsradio and NPGDIGITAL

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KRDO Listening

General Audience Composition

58.9%/41.1% male to female. 82% earn between \$75,000 and \$100,000. Nearly half of the KRDO audience are women aged 35-54; moms with 1-3 kids at home aged 2-17. 48% have lived in Colorado Springs for between 5 and 20 years in homes valued between \$200,000 and \$350,000. *

KRDO News Radio Broadcasting

KRDO News radio airs on 105.5 FM, simulcasts on 1240 AM, 92.5 FM, streams live with all content included at www.krdo.com/newsradio and on our web and mobile platforms, and, iPhone and Android apps.

On-Line and Mobile Listening

Live Stream: 25,000 audio streaming sessions launched per month on average

Android and iPhone Apps combined: 30,000 audio streaming sessions per month on average

Social Channels

KRDO Radio Facebook page "Likes" stand at 9,700 and climbing

KRDO Radio Twitter Followers stands at 9,400 and climbing

Our Female Radio Audience

We find that mainly women engage with us on our social channels and contesting. KRDO Radio advertisers in the service industry category have told us that their businesses are growing and that their clients are mainly women. While anecdotal in nature, those things tells us that women are an active and attentive audience segment for KRDO.

The On-Line Audience

Targeting only those individuals of the most value and with the highest potential to become your customers, and increase your business, can be done with surgical precision. KRDO has at its disposal, a broad range of on-line assets that can be leveraged to your advantage.

* Source: Scarborough 2015

Advertising with KRDO Newsradio and NPGDIGITAL Connected to the Community

In General

KRDO's culture is that of connecting directly with the community. We recognize that to be essential to our success and that of our advertisers. To that end, we have committed ourselves to delivering community-focused news and programming for our listeners seven days each week.

On Weekdays

News and information make up our broadcast from 5:00 a.m.-9:00 a.m. At 9:00 a.m. we deliver a full hour of extended, in-depth coverage of our news and community including monthly visits from healthcare experts; chiefs of our fire and police departments; our mayor; CEOs of our utilities department, visitor's bureau, better business bureau and chamber of commerce; the editor and publisher of one among our most prominent print publications; and even a new feature delivered by a humorous pair of well-known auto-care specialists. We regularly accept calls from our audience during these visits and further engage the audience through contesting and on-air giveaways.

On Weekends

One year ago, KRDO Newsradio embarked on a program to eliminate infomercials and deliver localized weekend programming. As of April 2017, we are on the threshold of our goal to provide 100% local and non-infomercial programming. During weekend days, we currently feature local hosts whose programs serve the senior citizen community; meet spiritual and faith-based needs; provide inspiration and information to the small business community; legal, retirement and financial advice and guidance; home care and maintenance tips and much more. Soon to be added to the lineup is the American Heart Association program and another originating from the largest local school district in our state which will provide a rich variety of educational resources for school children and their parents. These programs are provided and presented by local hosts and supported by members of the business, non-profit and educational communities.

Additionally

We support our local chambers of commerce through our membership in those organizations and participation in their activities; the members of our team are well networked and connected contributors in the region with hearts for service; we sponsor women's, business and sporting events and we carry sports programming originating from our local colleges and more.

The offerings of this and other of our unique content and trusted personalities has positioned KRDO Newsradio as the number one such station in the Colorado Springs community and surrounding areas.

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KRDO Performance

References

Every one of the individuals below will gladly accept your phone call and answer any of your questions with regard to the results KRDO has delivered for them and will speak to their relationship with the station and staff.

Allen Shipley, Owner

Carpet Care Craftsman

719-391-0623 – main

“We’ve done a lot of marketing campaigns and ever since we’ve been advertising with KRDO we’ve been turning a four to one return on investment. This is my first exposure to radio and the return on investment has been phenomenal!”

- Allen Shipley, Carpet Care Craftsman

Lisa Coffy, Owner

Furnace World

719-473-9276 – direct

Jeanne Turner

Salvation Army

719-684-1050 – office

719-465-6532 – cell

R’Lynn Parker, Director of Marketing

Honest Accurate Auto Service

719-428-8175 – cell

Jay Garvens

Host of the Jay Garvens Show

Owner, Churchill Mortgage of Colorado Springs

719-330-1457 – cell

Catherine Hammond, Owner

Hammond Law Group

719-520-1474 – main

“Our results on KRDO have been phenomenal from the very beginning. KRDO has outperformed any other radio advertising we’ve done by nearly three to one. We’ve gotten an amazing return on our investment, not only have we gotten a great response to our ads, but the clients who’ve found us through KRDO are the kind of clients we really enjoy working with.”

- Catherine Hammond, Hammond Law Group



Advertising with KRDO Newsradio and NPGDIGITAL Trust in the KRDO Brand

Mike Lewis and Renae Roberts

KRDO has been broadcasting in Colorado Springs for more than 50 years and has become known for accurate and trustworthy reporting, and, for representing only those advertisers we know will deliver a superior customer experience. KRDO's 'listener-first' programming has been thoughtfully selected for tone and content, appealing to the broadest possible audience. There is something at KRDO Newsradio for everyone.

Mike Lewis has been with KRDO Newsradio more than 20 years and has largely been responsible for the integrity of the KRDO Newsradio brand in that time. His morning news co-anchor, Renae Roberts, has been on-air in the market for 20+ years as well. The pairing works well as both Mike and Renae have earned the trust of their listeners.

Ultimately, our audience knows it can depend on each and every 'recommendation' we make with regard to doing business with our advertisers, each of whom, are vetted carefully before we represent their brands.



Mike Lewis

News and Program Director
Anchor, Morning News
KRDO Newsradio



Renae Roberts

Anchor, Morning News
Host, The Extra
KRDO Newsradio





Advertising with KRDO Newsradio and NPGDIGITAL **KRDO at Your Service**

Representing Your Brand

We thank you for considering KRDO Newsradio. We look forward to spending time with you discussing your business' current state and status, and your drive to expand and grow.

We will consider it a privilege to represent you and your brand.

The contact information below is that of Ted Robertson own and the KRDO Newsradio General Sales Manager, Ms. Jo Anne Rowley, and is presented here for your ease of reaching us quickly and conveniently.

We thank you for the opportunity to serve and support you!

Very sincerely,



Ted Robertson
Senior Account Executive
(719) 330-5137 – Direct
ted.robertson@krdo.com



Jo Anne Rowley
General Sales Manager
(719) 575-6288 – Direct
j.rowley@krdo.com



Advertising with KRDO Newsradio and NPGDIGITAL All Things Digital

Starting With a Full Analysis

We are staunch advocates of marketing and advertising in the digital space. It is necessary in any competitive field. Your prospective customers are using the internet to help make – if not validate – their buying decisions.

They are no longer looking at your website as a measure of first impressions, they are judging you on the on-line experience you deliver and researching your on-line reputation.

Is your site easy to use? Can your customer set appointments and pay their bills on your site? Is making contact with live staff easy? Can they leave reviews on your site? Do the associations you belong to and your certifications display prominently on your site? Can the user independently verify those associations? Can they see your reviews? Do you have a social media presence? Are you using videos to your full advantage and that of your prospective customers? Where do you place in organic and paid search? Do you own the right keywords? What is the quality of your banner ad graphics? Do these contain a CTA? Are you committing enough funding to compete in your category?

These are questions we ask as we conduct a full analysis of your on-line presence from your website to your search rankings, key word usage, on-line reputation and many more criteria.

As part of the analysis process we will pair you with our Digital Strategist for a needs analysis and follow-up meetings to present our findings and offer our recommendations.

On your direction to move forward, we will leverage our digital division to your full advantage and provide monthly reports and progress meetings along the way.

All digital advertising services are provided for KRDO Newsradio by NPGDIGITAL.

NPGDIGITAL is a full service digital advertising agency operating under the auspices of parent company, News Press & Gazette, CO. NPGDIGITAL offers customized, audience-based digital advertising solutions. The product mix includes various SEO, SEM, email, mobile, targeted display and native elements.

NPGDIGITAL

A DIVISION OF NEWS PRESS & GAZETTE COMPANY | KRDO NEWSRADIO 105.5 FM 1240 AM 92.5 FM

Advertising with KRDO Newsradio and NPGDIGITAL Additional Offerings

More to Leverage

Our range of offerings is comprehensive, varied and unique. We will welcome providing information about these as you request or as they are available.

- We offer exclusive NFL Football season coverage, sponsorship and in-game advertising. The season extends from September through December most years and attracts a younger, mainly male audience.
- We carry CC Hockey and again, offer sponsorship and in-game advertising. The CC Hockey audience includes CC alumni many of whom have done well in life.
- We are the exclusive sponsor of the Women's Living Expo and can offer discounted rates on booth space and sponsorship opportunities.
- KRDO is the exclusive radio sponsor of the annual Pikes Peak International Hill Climb. There are opportunities to participate on race day and the run-up promotion.
- There are times when we can make unsold inventory available at discounted rates.
- We run holiday promotions year round to include Mother's Day, Valentines Day, Christmas and more.
- There are in-program advertising and program sponsorships available. For example, there is spot time available for Sunday morning's hour of Focus on the Family programming. The program may be sponsored by Colorado Living as well. There is also spot time available inside KRDO's Business Connection program.
- There are more voices to add to your campaign including endorsements from Sean Hannity (upon vetting and approval + endorsement fee) and Kim Komando (on our recommendation – no fees).
- When the opportunity is available, Tom Martino or co-host, Marc Mager, can make personal endorsements.
- If support of education and schools is of import and value, an opportunity to add your support to a new program originating from the largest school district in the state is in the offing.
- Banner space and video pre-roll on the KRDO Newsradio listen live player page.

Details are available upon request for any or all of the above.



Advertising with KRDO Newsradio and NPGDIGITAL How May We Serve You?

We Thank You!

Again, we thank you for considering KRDO Newsradio.

As we have previously noted, we will consider it a privilege to represent you and your brand.

It is our sincere desire to partner with you and work together to meet your objective of gaining name recognition in the Colorado Springs market, deeper market penetration and share, and your goals for growth and expansion. To that end, we are fully prepared to mobilize on your behalf.

How may we serve and support to you?

Very sincerely,

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