



Kansas City

Think Big. Act Local.

MARCH 2022



WE ARE AUDACY.

The Most Influential Voices In Audio

An audio universe of discovery and connection. Fueled by dynamic innovation.
With advertising solutions that drive exceptional results.



Immersive Engagement

We provide the news our fans need. The sports they love. The podcasts they crave. The music they can't live without. Live and on-demand.

Original, premium content, made by humans, available everywhere, on every device. Meet our audiences on their time and when they're most engaged to hear and respond to your message.

Trusted Influence

Our listeners, our communities, connect deeply with talent they trust and know. Coming from voices our communities rely upon, your messages have real impact, and spark real action.

INNOVATIONS IN CONTENT

BetQL
An Audacy Company

podcorn
An Audacy Company

LOCKED ON
★ PODCAST NETWORK ★

FIRST PARTY DATA + PREMIERE DATA PARTNERS

Audience
Solutions

Attribution

Data
Services

SUCCESSFUL PARTNERSHIPS

HBO



USbank



United States
Census
Bureau

Exceptional Results for Brands

Innovation secures our leadership position in the audio universe.

First party data fuels our deep understanding of our listeners and drives effective advertising campaigns for our partners.

Dynamic innovation and powerful analytics fuel creative and smart solutions that drive measurable results for brands.



Audio content and experiences with the power to move people, at scale

MUSIC

#1 Source of Music Discovery

150+ Music Radio stations nationwide

20+ formats including Top 40, Alt, Rock, Pop

#1 or #2 in virtually all formats

NEWS

#1 Local News Platform

27 News & News Talk Stations in 22 Markets¹

#1 Reaching All-News Station in the Country, 1010 WINS

SPORTS

#1 Sports radio ownership group

Nearly 30M Sports Fans Monthly

39 All Sports Stations

Flagship Home of 41 Professional Teams

100+ Local Sports Shows

Leader in radio Play-by-Play Coverage

PODCASTS

3000 Podcasts

140M Monthly Podcast Downloads

Originals Studios

EVENTS

4 tentpole music events with the biggest stars on the most prestigious stages across the US

Livestreamed concerts and intimate sessions keeping fans and artists connected

CSR

Supporting Sound Communities



**Reaching
our total
audience**
wherever
they are,
however
they choose
to connect.

**STREAMING,
SITES & SOCIAL**

Social Media Marketing
Display Ads
Video
Email
E-Commerce

BROADCAST

Personality Endorsements
Branded Content
In-show Integrations
Contests and Promotions
Play-by-Play

PODCASTS

Host Endorsements
Organic Integrations
Branded Podcasts
National and Local

EVENTS & EXPERIENCES

Concerts & Events
Live Podcast Events
Sampling
Retail Activation
CSR



Kansas City, community is our core.

Connecting brands with audiences in meaningful, engaging ways.

Dedicated sports coverage for a city of superfans, home of the Kansas City Chiefs, flagship station for the Kansas City Royals and K-State Athletics

The largest media footprint in Kansas City, reaching over 60% of the market with eight stations in six distinct formats

The biggest, influential names in Kansas City are live and local in the morning, midday and afternoon, and mobilize a loyal audience like no one else. Including Johnny Dare Morning Show, Church of Lazlo, and Dana & Parks.

Text Here

Go-to source for breaking regional news and weather as well as balanced national political coverage from local and syndicated personalities

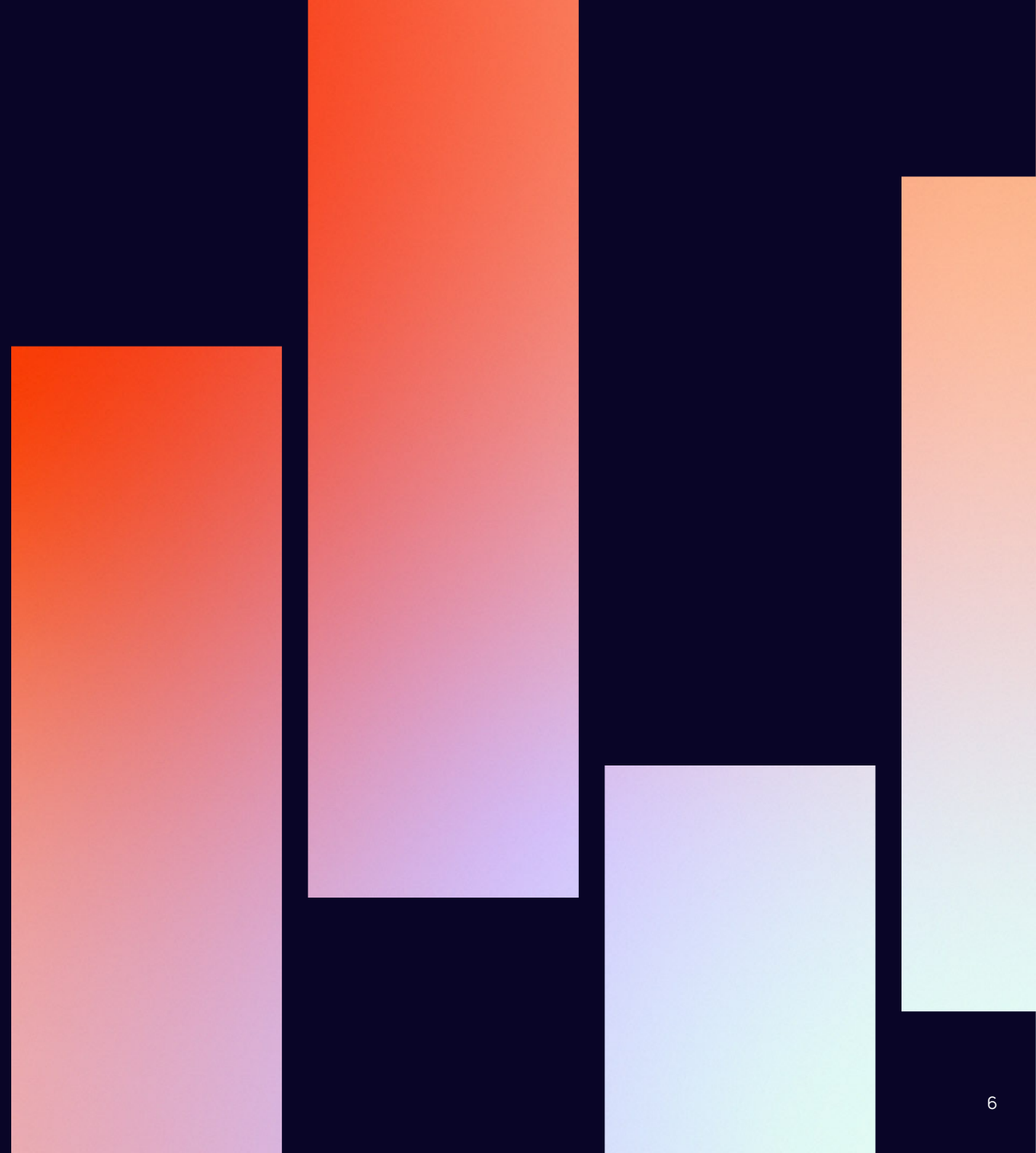
Trusted and proven partner to our communities, businesses and brands, creating customized, integrated campaigns and events with deep fan engagement and community resonance





Kansas City

Our Brands



Market Overview

SPORTS



NEWS



Powerful Reach

1.6M+

Weekly Listeners

700K+

Monthly Streams

510K+

Social Followers

78K+

Opt-in Database



#1 for KC Sports – Home of the Royals and Broadcast Partner of the Chiefs

FORMAT

SPORTS

TARGET DEMO

MEN 25-54WEEKLY LISTENERS¹**203,200**MONTHLY STREAMS²**100,656**SOCIAL FOLLOWERS³**119,555**NEWSLETTER SUBSCRIBERS⁴**6,072**

CURATED CONTENT

- Play-by-play coverage for the Kansas City Royals and K-State Wildcats in a sports-focused market.
- On air personalities are part of listeners' daily lives, and well-known guest hosts make regular on-air appearances.
- The official broadcast partner of the Kansas City Chiefs featuring the only weekly interview with Patrick Mahomes and exclusive access to players & coaches.

ENGAGED AUDIENCE

- Over 493,000 residents listened to K-State Wildcats basketball or football or the Kansas City Royals on the radio in the past year. That's 1 in 3 persons 18+ in Kansas City⁴!
- Attracts a young, diverse male audience with friendly, unintimidating, fresh, edgier sports commentary; 73% of listeners are male; 47% are M25-54⁴!
- Facebook Live innovators with creative events drawing huge audiences, such as a live playoff game from a former Kansas City Chief's home (2 million viewers).



Nielsen Oct/Sep/Aug 2021; Comps: P18+, M-Su 6a-12m; *Nielsen Oct/Sep/Aug 2021, M-Su 6a-12m. ** Scar R1 2021: Jan20-Jan21, DMA, KCSP-AM: M-F 6a-7p Cume, Target Index.

INFLUENTIAL VOICES



FESCOE IN THE MORNING
WEEKDAYS 6AM-10AM



CODY & GOLD
WEEKDAYS 10AM-2PM



THE DRIVE
WEEKDAYS 2PM-6PM



BINK AT NIGHT
WEEKDAYS 6PM-9PM

Weekends: Bink Sunday 10am-12pm

Engagement Through Connection, Passion, Experiences



HOME OF ROYALS BASEBALL

610 Sports Radio is the home for Royals play by play and the best coverage in Kansas City! 610 Sports Radio is the exclusive home to The Brad Keller Show, The Whit Merrifield Show, and a weekly appearance with manager Mike Matheny. Royals Insider Josh Vernier continues pre and postgame coverage as part of the flagship along with weekly appearances across the station.



OFFICIAL BROADCAST PARTNER OF THE CHIEFS

While you can listen to the games on our sister station, 106.5 The Wolf, 610 Sports Radio features exclusive Chiefs content throughout the week including the only weekly interview with QB Patrick Mahomes in the entire country. The station also features weekly interviews with players, the voice of Chiefs Kingdom Mitch Holthus and exclusive press conferences with Andy Reid. The station also works closely with the Chiefs organization on ticket giveaways and promotional items throughout the year.



PROMOTIONAL OPPORTUNITITES

Create, create, create; this is what 610 Sports Radio is all about. We want to create unique opportunities for our listeners, clients, and sponsors. With ideas like the 610 Combine, St Patrick Mahomes Day, Cody & Gold's Garage Sale, Survivor League and more, the 610 calendar is full of opportunity to have some fun throughout the year!

Kansas City's #1 Rock Station




FORMAT	TARGET DEMO	WEEKLY LISTENERS ¹	MONTHLY STREAMS ²	SOCIAL FOLLOWERS ³	NEWSLETTER SUBSCRIBERS ⁴
ACTIVE ROCK	MEN 25-54	283,800	66,504	107,719	33,578

CURATED CONTENT

- High-energy mainstream rock that's entertaining yet edgy.
- Home of the Johnny Dare Morning Show – a Kansas City staple for more than 25 years.

ENGAGED AUDIENCE

- **Leading station for men**--without alienating women (63% male / 37% female; 1 in 3 are female)¹.
- The top performing station in many adult and male demographics, including #1 Adults/Men 18-49 and Men 25-54¹.
- **18%** more likely than the market average to be employed full time⁴.
- **8%** above the market average to have a household income of \$75,000 or more⁴.
- Expansive **digital reach** across proprietary database, social media and text club.
- The Rock is a mass appeal radio station that delivers the city's most desirable audience.

 Nielsen Oct/Sep/Aug 2021; Comps: P18+, M-Su 6a-12m; * M-F 6a-7p, AQH Rtg. ** Scar R1 2021:Jan20-Jan21 DMA, KQRC-FM:M-F 6a-7p Cume, Target Index

INFLUENTIAL VOICES



JOHNNY DARE MORNING SHOW
WEEKDAYS 6AM-10AM



RYAN WESTWARD
WEEKDAYS 10AM-3PM



NIVENS
WEEKDAYS 3PM-7PM



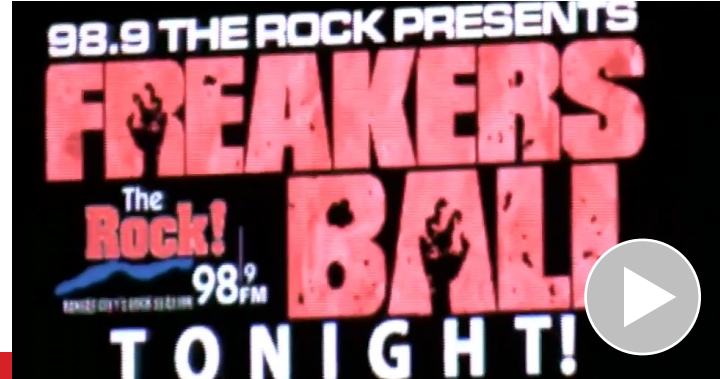
FRITZ
WEEKDAYS 7PM-12AM

Engagement Through Connection, Passion, Experiences



JOHNNY DARE MORNING SHOW

Since 1993, The Johnny Dare Morning Show has dominated morning drive in Kansas City. With a full staff of Kansas City natives, The Johnny Dare Morning Show is fully reflective of the market. Not only does Johnny lead the market in day-to-day entertainment, the show is part of the city. The Johnny Dare Morning Show has raised millions of dollars for local charities. Local officials call on Johnny when help is needed or to get information to a large audience quickly. When it comes to high profile guests, Johnny Dare has no rival in Kansas City.



FREAKERS BALL

Nothing else can compare to The Rock's annual Halloween concert, Freakers Ball! On this night, the freaks come out in costume to rock out to some of the best bands in the industry.

Past headliners include Slipknot, Chevelle and Five Finger Death Punch.



REVVING UP SALES

In the first quarter of 2021, Worth Harley-Davidson turned to The Rock to generate off-season traffic and introduce their first electric motorcycle, the LiveWire. During the months of January and February when dealership traffic is normally at a minimum, The Rock's LiveWire giveaway promotion drove more than 500 people per week into the dealership. Their entries generated new leads that translated into record first quarter motorcycle sales. The Rock's audience is very engaged and active when the offer is compelling!

Big personalities, millennial magnet, atypical alternative



FORMAT	TARGET DEMO	WEEKLY LISTENERS ¹	MONTHLY STREAMS ²	SOCIAL FOLLOWERS ³	NEWSLETTER SUBSCRIBERS ⁴
ALTERNATIVE	ADULTS 25-44	200,400	55,405	174,718	22,211

CURATED CONTENT

- Popular personalities anchor big, influential AM and PM drive shows including The Church of Lazlo.
- Alternative that stands for something—the most popular music that also represents shared values and lifestyle.

ENGAGED AUDIENCE

- **True millennial station**, 65% of audience is between the ages of 21 and 40 years old¹.
- Reaching both men (52%) and women (48%)⁴.
- Discovering and defining the **local alternative music scene**
- **Inclusive community involvement with impact:** Active appearance schedule (avg. 2 shows/week) and Third Thursdays at the Nielsen Art Museum partner.

INFLUENTIAL VOICES



Elliot in the Morning
WEEKDAYS 4:45AM-9AM



MEGAN HOLIDAY
WEEKDAYS 10AM-2PM




CHURCH OF LAZLO
WEEKDAYS 2PM-6PM



KEVAN KENNEY
WEEKDAYS 6-11PM



BRYCE
WEEKDAYS 11-4AM

 Nielsen Oct/Sep/Aug 2021; Comps: P18+, M-Su 6a-12m; *AQH Rtg's Rankings, Oct/Sep/Aug 2021, M-Su 6a-12m. ** Scar R1 2021:Jul20-Jan21, DMA, KRBZ-FM:M-F 6a-7p Cume, Target Index

Engagement Through Connection, Passion, Experiences



ALT 96.5, LIVE!

ALT 96.5 keeps an active calendar, with more concerts than anyone in Kansas City. Signature events included the No Costume Party, Buzz Under The Stars Summer Concert Series, Beach Ball, Basic Witch Party, Night The Buzz Stole X-MAS, Homegrown Music Showcase.



"LOVE LONGER" CAMPAIGN

When a series of billboards with hateful homophobic messages popped up around Kansas City, ALT and the active community took action to combat the negativity with positive messages of inclusivity – Be Kind. Within hours, an on-air-led Kickstarter campaign garnered enough donations to purchase two billboards in support of kindness and acceptance over hate and negativity.



BEACH BALL

The two-day alternative rock music festival hosted by ALT 96.5 featured the best and biggest bands in the country. Twenty bands played on two stages for an audience of 36,000.

Kansas City's One and Only Hot AC



FORMAT	TARGET DEMO	WEEKLY LISTENERS ¹	MONTHLY STREAMS ²	SOCIAL FOLLOWERS ³	NEWSLETTER SUBSCRIBERS ⁴
HOT AC	WOMEN 25-49	394,400	6,450	22,746	5,447

CURATED CONTENT

- Upbeat vibe with tuned in playlist - actively invested in research to ensure the right music for a loyal listening audience.
- Community and connection to local Kansas City businesses – The Best of Kansas City.

ENGAGED AUDIENCE

- Mass appeal reach in the market—a top 4 station in the market reaching more than 405,000 consumers each week¹.
- Reaches 20% Adults 18+ in Kansas City each week⁴.
- A leading station for women--without alienating men (56% female / 44% male; 1 in 3 are male)¹.
- Leading station among women, delivering upscale women in KC with purchasing power. 99.7 The Point listeners spend an estimated \$6.1 billion a year in the metro in retail sales⁵.

INFLUENTIAL VOICES



PONCH & NIKKI IN THE MORNING
WEEKDAYS 6AM-10AM




Top Music
WEEKDAYS 10AM-2PM



MATT GAPSKE
WEEKDAYS 2PM-7PM

WEEKENDS: THROWBACK 2K WITH CHRIS CRUISE, THROWBACK NATION RADIO WITH TONY LORINO, ACOUSTIC SUNRISE

 Nielsen Oct/Sep/Aug 2021; Comps: P18+, M-Su 6a-12m. *Weekly Cume Rankings, Oct 2021, M-F 6a-7p.
** Scar R2 2020:Jul19-Jun20, DMA, KZPT-FM:M-Su 6a-12m Cume, Target Index

Engagement Through Connection, Passion, Experiences



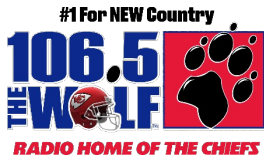
BARKTOBERFEST

Barktoberfest is Kansas City's only pet-/family-friendly and music festival. Families and their four-legged friends take to the park in October for a day of great music and lots of barks. Past performers have included Rachel Platten, Magic!, Simple Plan, for King and Country, and more. In addition to providing free family fun, the event supports adoptable pets at Wayside Waifs.

CHRISTMAS IN THE SKY & CHRISTMAS IN THE PARK

Every year 99.7 The POINT kicks-off the Holiday Season with CHRISTMAS IN THE SKY and Jackson County Parks & Rec's CHRISTMAS IN THE PARK with a spectacular fireworks display choreographed to holiday music played by 99.7 The Point. The Annual CHRISTMAS IN THE SKY draws 50,000+ people to the shores of Longview Lake the night before Thanksgiving. Prior to the fireworks display families will enjoy a holiday stage show featuring performances by local musicians, area choirs, and a cast of more than 100 singers and dancers. The night would not be complete without an appearance from Santa Claus, who will hand out the very first gift of Christmas at CHRISTMAS IN THE SKY!

Kansas City's Country Station – Home of the Kansas City Chiefs



FORMAT	TARGET DEMO	WEEKLY LISTENERS ¹	MONTHLY STREAMS ²	SOCIAL FOLLOWERS ³	NEWSLETTER SUBSCRIBERS ⁴
COUNTRY	ADULTS 25-49	284,400	8,713	29,091	5,439

CURATED CONTENT

- Play-by-play coverage for the Kansas City Chiefs.
- Plays 200+ more songs per week than competitors, resulting in a less cluttered environment.
- Best country music experience in the city with an actively researched, curated mix of contemporary and iconic hits for today's modern country listener.
- Well-known community events including Hot Country Nights and Acoustic Christmas.

ENGAGED AUDIENCE

- Reaching both Men (45%) and Women (55%)¹.
- Deep roots in community, with active involvement in local charities and causes including veterans, children in need, and animal shelters; 1 in 3 WDAF listeners participated in volunteer work in the past year⁴.

Nielsen Oct/Sep/Aug 2021; Comps: P18+, M-Su 6a-12m; *M-S 6a-12m, Oct 2021, Weekly Cume **M-S 6a-12m, Oct 2021, AQH Ratings.*** Scar R1 2021:Jan20-Jan21, DMA, WDAF-FM:M-F 6a-7p Cume, Target Index.****Media Monitors

INFLUENTIAL VOICES



WAKING UP WITH THE WOLF – JOSH & CODIE
WEEKDAYS 6AM-10AM



ALI
WEEKDAYS 10AM-12PM



KATIE NEAL
WEEKDAYS 12PM-3PM



SHOTGUN JAXON
WEEKDAYS 3PM-7PM



ROB & HOLLY
WEEKDAYS 7PM-12AM



Brad Miller
Sundays 7p – 12am



Engagement Through Connection, Passion, Experiences



ACOUSTIC CHRISTMAS CONCERT

Now in its 10th year, 106.5 The Wolf has hosted the Acoustic Christmas Concert, trading toys for tickets. A \$10, unwrapped toy earns admission to the concert. The Salvation Army then distributes the toys to local kids in need so they can have a gift to open on Christmas. For the last three years, The Wolf has sold out the show in donations.



HOWLER'S HEROES

The WOLF likes to recognize our community heroes. Maybe they are firefighters, police officers, EMT's, or maybe it's the person that shovels your driveway during a snowstorm or picks up your kids from school when you're sick. We want to recognize these heroes on-air and give them a prize as token of our appreciation.



HOT COUNTRY NIGHTS

Join us all summer long for great country music, ice cold Miller Lites and KC's #1 summer party - Hot Country Nights! Bring the most popular and up-and-coming country artists including Kameron Marlowe, Chris Bandi, Ian Munsick, and more!

Kansas City's #1 News Station – Local, National and Breaking News



FORMAT	TARGET DEMO	WEEKLY LISTENERS ¹	MONTHLY STREAMS ²	SOCIAL FOLLOWERS ³	NEWSLETTER SUBSCRIBERS ⁴
NEWS/TALK	ADULTS 25-54	210,800	55,405	54,753	5,855

CURATED CONTENT

- Kansas City's one and only full-service news, entertainment and sports leads the next generation of news/talk
- Lively and relatable on-air personalities who are part of the community and keep listeners updated with the affairs of the day and issues they care about.

ENGAGED AUDIENCE

- A balanced source of news reaching both men (53%) and women (47%)⁴.
- Ranked #1 in Kansas City in PM Drive with all persons aged 6+¹, #1 in Men 25-54¹, #1 in Adults 25-54¹, #1 in Women 25-54¹, and the list goes on¹!
- Tech-forward to stay on the pulse and influential in social media; listeners are 20% more likely than the market average to have visited Facebook, Twitter, Snapchat, or Instagram in the past month⁴.

INFLUENTIAL VOICES



KANSAS CITY'S MORNING NEWS
WEEKDAYS 5AM-10AM



MIDDAY WITH JAYME & Grayson
WEEKDAYS 10AM-2PM



DANA & PARKS
WEEKDAYS 2PM-7PM



ARMSTRONG AND GETTY
WEEKDAYS 7PM-9PM



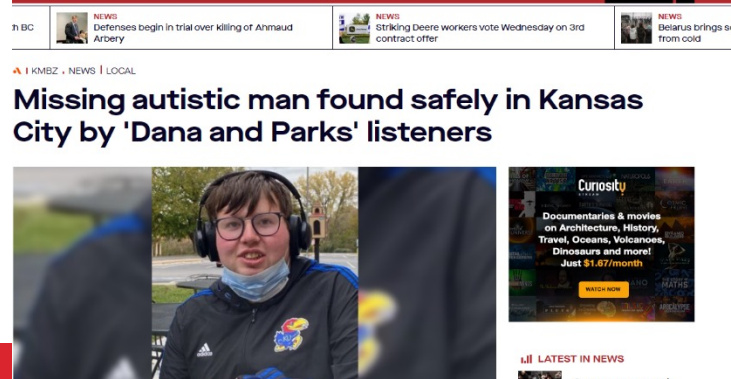
GROUND ZERO W/ CLYDE LEWIS
WEEKDAYS 9PM-12AM

Engagement Through Connection, Passion, Experiences



OPERATION STORM WATCH

When severe threatens, Kansas City turns to 98.1 KMBZ-FM and Operation Storm Watch for the information they need to protect themselves and their property. It's the station of choice, bringing listeners the up-to-date and local information they depend on. Even when power goes out and other media becomes unreliable, Operation Storm Watch is there.



KANSAS CITY'S BREAKING NEWS

KMBZ's veteran newsroom staff is able to quickly shift into live coverage during fast breaking stories. Being live and local, stations reporters can go live from the scene, keeping residents instantly informed on critical breaking news, such as tornadoes, fires and other threats.



COVER STORIES

KMBZ 'Cover Stories' provide in-depth coverage of major news topics. Recently our reports have included; 'Coats for Kids' about making a difference for KC kids who need a coat during the winter. KMBZ's Coats for Kids is a community outreach campaign that collects new and used coats for Kansas City area children who might otherwise go without during the cold Kansas City winter. Through the years Coats for Kids has raised over \$340,000 and distributed more than 122,500 coats to kids in need.

National News, Conservative Views



FORMAT	TARGET DEMO	WEEKLY LISTENERS ¹	MONTHLY STREAMS ²	SOCIAL FOLLOWERS ³	NEWSLETTER SUBSCRIBERS ⁴
NEWS/TALK	MEN 35-64	98,400	50,269	N/A	N/A

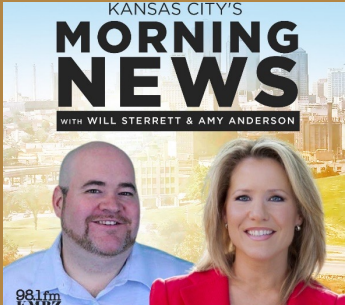
CURATED CONTENT

- Lively and relatable on-air personalities who are part of the community and keep listeners updated with the affairs of the day and issues they care about.
- National-focused syndicated news station for an audience that craves conservative political talk.
- Live and local full service needs covered for you.

ENGAGED AUDIENCE

- Perfect complement to 98.1 KMBZ-FM to reach all news lovers with left- or right-leaning views.
- 49% of listeners are Republican; 17% are Independent but feel closer to Republican; 17% are Democrat, 3% are Independent but feel closer to Democrat; 7% are Independent⁴.
- A top 5 radio station with Adults 55+ in Kansas City¹.
- Serves educated, mature adults with expendable income; 1 in 3 earn household incomes of \$100,000+ per year⁴ - that's 41% higher than the market average⁴.

INFLUENTIAL VOICES



KC MORNING NEWS
WEEKDAYS 5AM-9AM



GLENN BECK
WEEKDAYS 9AM-11AM



THE DANA SHOW
WEEKDAYS 11AM-2PM



SEAN HANNITY
WEEKDAYS 2PM-5PM



JOE PAGS
WEEKDAYS 5PM-8PM



LARS LARSON
WEEKDAYS 8PM-10PM

Kansas City's National Sports Talk Leader



FORMAT	TARGET DEMO	WEEKLY LISTENERS ¹	MONTHLY STREAMS ²
SPORTS	MEN 25-54	2,100	2,222

CURATED CONTENT

- Kansas City's only sports betting network
- Home to Missouri State & Johnson County Community College
- **You Better You Bet** with Nick Kostos and Ken Barkley, received an average of over 670,00 monthly downloads since the start of the 2020 NFL Season.

ENGAGED AUDIENCE

- 43% of Sports radio listeners in Kansas City listen to College sports on the radio in the past year⁴.

INFLUENTIAL VOICES



"THE DAILY TIP" WITH CHELSA MESSINGER & MICHAEL JENKINS
WEEKDAYS 6AM-9AM EST



"BETQL DAILY" WITH JOE OSTROWSKI & JOE GIGLIO
WEEKDAYS 9AM-12PM EST



"YOU BETTER BET" WITH NICK KOSTOS & KEN BARKLEY
WEEKDAYS 3PM-7PM EST



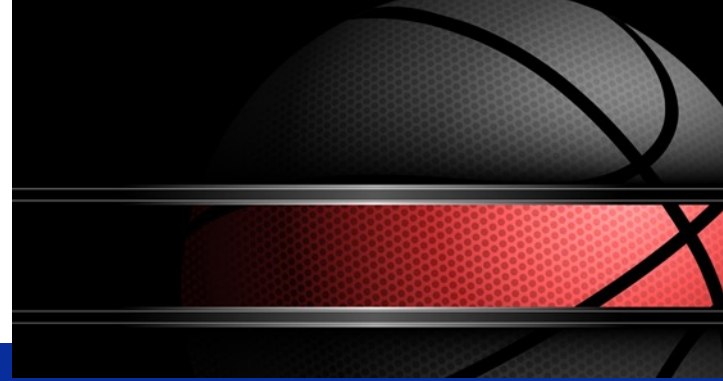
"BETMGM TONIGHT" WITH QUINTON MAYO & RYAN HORVAT
WEEKDAYS 7PM-11PM EST

Engagement Through Connection, Passion, Experiences



MISSOURI STATE ATHLETICS

1660 The Score is the home of Missouri State athletics and the only place in Kansas City where you can hear Bears' football and basketball as they compete in the coveted Missouri Valley Conference.



JOHNSON COUNTY COMMUNITY COLLEGE MEN'S & WOMEN'S BASKETBALL

Award winning broadcaster Mark Miller brings you the play-by-play of the Cavaliers men's and women's basketball teams all season on 1660 The Score.

Audience Solutions

Data-Driven OTA Radio
Audience Match
Audience Targeting

Attribution

Web Conversion
Sales Lift
Foot Traffic
Brand Lift
App Download
TV Tune-In
Optimization

Data Services

Media Planning
Attribution Conversion Data
Digital Dashboard

DATA PARTNERS

claritas

Chartable

DEEP
ROOT



dynata

FOURSQUARE

KANTAR MILLWARD BROWN

LiveRamp

Megaphone

neustar

podlights

Quantcast

snowflake

VERITONE

VERITONIC



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to work for your brand

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