



Audacy

# Sacramento

2026



# Audacy is

a leading, multi-platform audio content and entertainment company.

Purposefully serving communities of passionate music, news, sports and lifestyle listeners. Curated **for humans, by humans** across every platform.



AUDACY REACHES

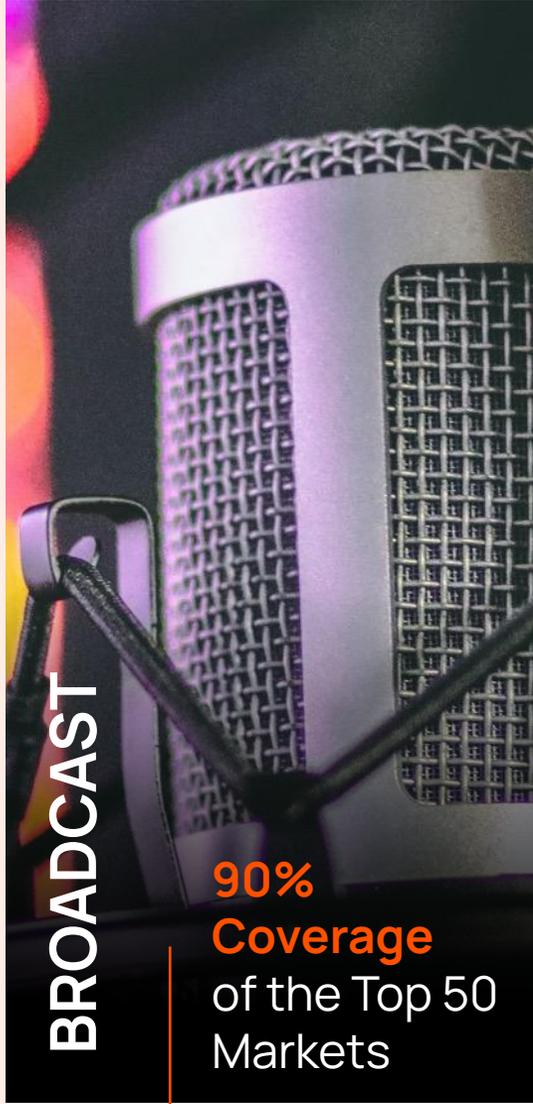
# 200 Million Listeners Monthly



Sources: Most Current Data by platform: OTA: Nielsen Audio, Spring '21, 4 week cume, Mon-Sun 6a-6a, P12+, P6+ in PPM Markets All Audacy O & O stations, All Audacy affiliates of Audacy produced content for : CBS Sports Network, MLB, NFL, NHL, NCAA Football, NCAA Basketball, America's Greatest Hits, Texas State News Network, Michigan State News Network. Streaming: Oct'21, Triton Digital, Google Analytics, comScore VMX, Podcast: Oct'21 Triton Digital, Pro Forma Combined Podcast Listeners. De-duplication using Edison Research, Triton Digital, Infinite Dial Survey '21 factors

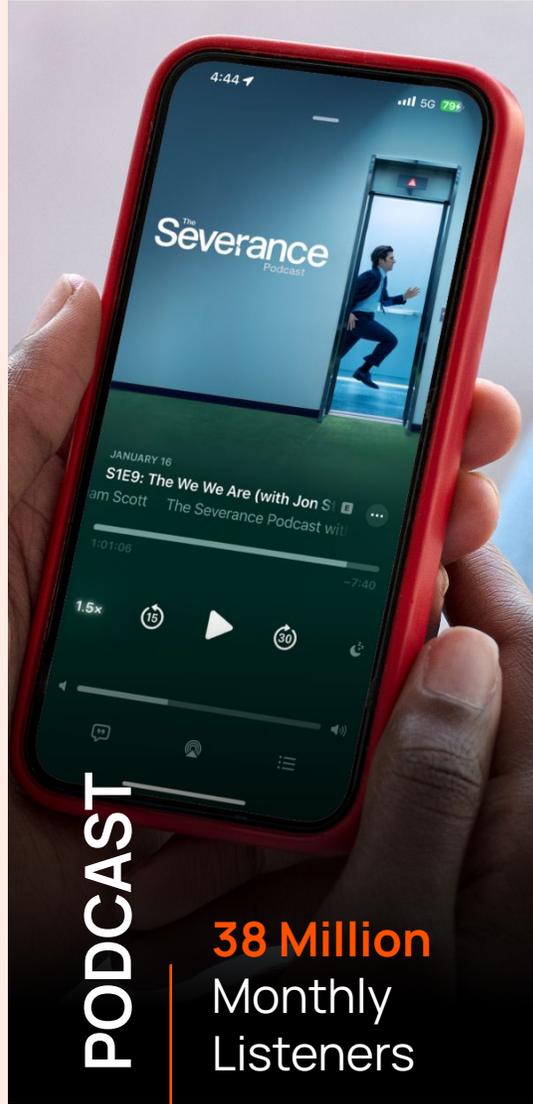


# One Audio Home. A Universe of Content.



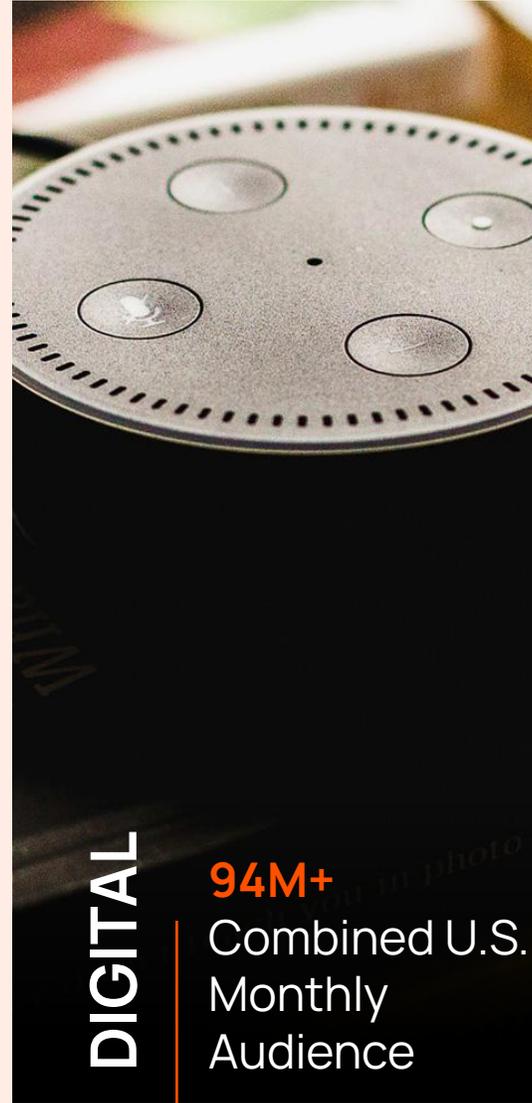
**BROADCAST**

**90% Coverage**  
of the Top 50 Markets



**PODCAST**

**38 Million**  
Monthly Listeners



**DIGITAL**

**94M+**  
Combined U.S. Monthly Audience



**EVENTS**

**Countless**  
Once-in-a-Lifetime Memories



\*Sources: 94M Combined Monthly Audience comprises 56M Streaming Listeners across O&O and Network Partners (comScore: Audacy Network, Media Metrix, MultiPlatform, Standard Data, Total Audience Desktop 2+, Total Mobile 18+, January 2025) and 38M Podcast Listeners (Audacy Podcast Network: Pro Forma Combined Podcast Listeners, Triton, December 2024; Audacy Creator Lab Podcasts: Google Analytics, Triton Digital, Megaphone, Audacy Creator Lab Analytics, January 2025)

A Leading Creator of  
Premium Audio Content



# Data-Driven Solutions

## Audiences<sup>1</sup>

### Audiences Based Insights and Targeting

- Data-Driven OTA Radio
- Audience Match
- Behavioral Targeting

## Attribution<sup>1</sup>

### Tie Advertising Exposure Directly to Performance Outcomes

- Web Conversion
- Foot Traffic
- Brand Lift
- App Download
- Sales Lift
- Optimization

## Data as a Service<sup>1</sup>

### Amplify Advertiser & Agency Planning With First Party Data

- Media Planning
- Attribution Conversion Data
- Digital Dashboard

DATA PARTNERS



Chartable



dynata™

FOURSQUARE

KANTAR MILLWARD BROWN



neustar

podlights

Quantcast



snowflake



VERITONE

VERITONIC





# Sacramento

We're All About You.



# Sacramento

**We're here to solve business challenges**, starting by getting to know our client's business and then delivering and managing strategic, multi-tiered campaigns across our 6 powerful brands that connect with our fans to drive the best results

**We are constantly radio-active within our community**, so we're in-the-know and often at the forefront when it comes to the issues, opportunities and events that are important to our city and the people who live, work and play here

**Our one-of-a-kind events and experiences** deliver high fan engagement and prime promotion and partnership opportunities

**We've built a full creative services agency, to ensure high-quality messaging & creative within our properties.** Resulting in authentic and seamless brand integration for clients; and an impactful experience for listeners.

**We're committed to doing business with integrity**, from unbiased media placement and coordination to transparently delivering on what we say we'll do

Connecting brands with audiences in meaningful, engaging ways.



# Market Overview

## SPORTS



## MUSIC



## Powerful Reach

**2.29M+**  
Monthly Listeners

**1M+**  
Monthly Digital Users

**474K+**  
Social Followers

**42K+**  
Opt-in Database



# Sacramento's #1 Sports Station

FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	MONTHLY STREAMING TLH <sup>2</sup>	SOCIAL FOLLOWERS <sup>3</sup>	OPT-IN DATABASE <sup>3</sup>
<b>Sports</b>	<b>M25-54</b>	<b>86,000</b>	<b>14,772</b>	<b>18,064</b>	<b>1,000+</b>

## CURATED CONTENT & ENGAGED AUDIENCE

- ESPN 1320 is the undisputed voice of the Sac sports fan - leading the Kings conversation each weekday with passionate discussion from our line-up of live and local sports personalities.
- ESPN 1320 is the flagship station for the Oakland Raiders and Sacramento State University. They are also the market leader for live sports play-by-play for most major professional and collegiate sports.
- The Insiders James Ham & Kyle Madson are a winning combination for midday's. James Ham is undisputedly one of the most well-respected and reputable Kings reporters in Sac - offering invaluable and well-balanced insights on the team.
- D-Lo & KC are one of the most dynamic duos in town. D-Lo's and KC's authentic and strong connection to the surrounding communities make them among the most effective influencers in sports and beyond. Their live comment section, The Chatty House, is always bursting with engagement - a true testament to their relationship with their audience.

## INFLUENTIAL VOICES



**Unsportsmanlike with Evan, Canty & Michelle**  
WEEKDAYS 6AM-7AM



**Clinton & Friends**  
WEEKDAYS 7AM-9AM



**Joe & Q**  
WEEKDAYS 9-10AM



**The Insiders**  
WEEKDAYS 10AM-12N



**D-LO & KC**  
WEEKDAYS 12PM-4PM



**RUN IT BACK: D-LO & KC**  
WEEKDAYS 4PM-6PM

Sources: 1. Nielsen Radio PPM Spring 2024 (April/ May/ June), Sacramento, Metro, Persons 6+. 2. Amperwave, August 2024. 3. Social Media (Facebook, Instagram, Twitter) and Second Street(2024).

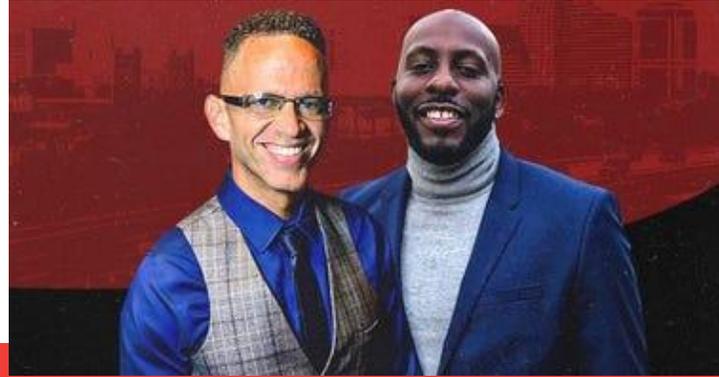


# Engagement Through Connection, Passion, Experiences



## NFL FOOTBALL

Every year, Football fans countdown the days until the start of the NFL season. As Sacramento's radio home for NFL football, we cover the drama and exploits of the entire NFL battling their biggest rivals and sometimes themselves.



## D-LO & KC

New to ESPN, both D-Lo and KC are Sacramento natives. Both have extensive media and journalism backgrounds as well as sports and community outreach. Their show airs weekdays from 12n-4pm.



## The Insiders with James Ham & Kyle Madson

Join James Ham and Kyle Madson on ESPN 1320 for 'The Insiders,' a deep dive into Sacramento sports. With over a decade of experience, James has covered the Kings, 49ers, Warriors, and more. Kyle, a Sacramento native and radio pro, adds his unique perspective as a true Nor-Cal sports fan. Weekdays, 10:00 a.m. to 12:00 p.m. PT.

# Sactown's ONLY Alternative Station

FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	MONTHLY STREAMING TLH <sup>2</sup>	SOCIAL FOLLOWERS <sup>3</sup>	OPT-IN DATABASE <sup>3</sup>
<b>Alternative</b>	<b>A25-54</b>	<b>462,300</b>	<b>25,143</b>	<b>65,420</b>	<b>7,000+</b>

## CURATED CONTENT & ENGAGED AUDIENCE

- Alt 94.7 is a mass appeal, mainstream alternative radio station reaching active and connected adults.
- The Alt 94.7 audience is led by people who grew up listening to alternative music and who are passionate about music-forward programming. Alt 94.7 continues to maintain a strong-hold on this position led by the Music Discovery Series, Bacterium and the line-up of other talented hosts like Megan Holiday, Andy Hawk and Dallas Osborn.
- Alt 94.7 is the barometer of what is cool and what is happening in the market - it's one of the best sources for free shows, events and entertainment in Sacramento - things like Concerts in the Park have become a staple in the community. This audience loves to get out and do things and Alt 94.7 is there to provide, and join in on, the fun!

## INFLUENTIAL VOICES



**ZEPHYR/BACTERIUM**  
WEEKDAYS 8AM-8:30AM



**MEGAN HOLIDAY**  
WEEKDAYS 11AM-4PM



**ANDY HAWK**  
WEEKDAYS 4PM-8PM



**DALLAS OSBORN**  
WEEKDAYS 7AM-11AM

# Engagement Through Connection, Passion, Experiences



## MUSIC DISCOVERY SERIES

ALT 94.7 is bringing Sacramento the music our fans crave with the Music Discovery Series. This is a **FREE** concert series happening throughout the year, exclusively for our audience. ALT 94.7 fans will enjoy a night with friends, food, drinks, new music, and intimate artist experiences. YOU can be part of this truly, one-of-a-kind experience that only ALT 94.7 can provide for Sacramento.



## BACTERIUM: 9 | 4 | 7

Bacterium: 9 | 4 | 7 is the only show in Sacramento where you can hear an infectious blend of alternative, indie, electronic, hip-hop, and dance all rolled into 40 non-stop minutes. Hear a new mix every weekday morning from 7:55 am – 8:30 am, created by Sacramento's very own, Zephyr! As Sacramento News and Review's Sammie winner for Best Deejay two years in a row, Zephyr is dedicated to creating mixes on RADIO 94.7 that will wake you up in the morning.



## REAL TIME MUSIC SURVEY

At ALT 94.7 Sacramento's Alternative, we want to know what our listeners want to hear. Our listeners rate the music we play on ALT 94.7 every day by texting LIKE or DISLIKE to 31858. This helps us get to know what the listeners want to hear! This week-long REAL-TIME MUSIC SURVEY is our listener's opportunity to voice their opinion on a wide selection of songs. And if a song gets enough DISLIKES, it will be yanked off the air in real time!

# Sacramento's #1 Rock Station

FORMAT

**Active Rock**

TARGET DEMO

**A25-54**

MONTHLY LISTENERS<sup>1</sup>

**561,500**

MONTHLY STREAMING TLH<sup>2</sup>

**62,671**

SOCIAL FOLLOWERS<sup>3</sup>

**96,575**

OPT-IN DATABASE<sup>3</sup>

**11,000+**

## CURATED CONTENT & ENGAGED AUDIENCE

- 98 Rock is Sacramento's home for Rock Music - playing mainstream rock favorites since its inception in 1987. It's one of the few heritage rock stations that truly reflects the music that people grew up and grew along with - consistently meeting the expectation of the audience and their evolution.
- 98 Rock has a sense of humor and is relaxed, but has the unique ability to build community with their audience in a way that only comes from years of consistency and marketplace dominance.
- The 98 Rock audience is truly ingrained in the NorCal lifestyle and influence - they love going to the lake, the mountains and everywhere in between. They are active and love to go out and experience things.
- Paul Marshall is back at 98 Rock, and can't wait to wake up before you every morning, to deliver the best tunes, and set up your workdays in the most distracting way possible.
- Abe Kanan is the newest addition to the 98 Rock fam. The Abe Kanan Show can be heard every weekday afternoon on 98 Rock. Abe is quickly becoming a fan favorite. He's always topical, on trend, wildly connected and active socially. He's an advertiser's dream influencer, so scoop him up now!

## INFLUENTIAL VOICES



**PAUL MARSHALL**  
WEEKDAYS 6AM-10AM



**ASHLEY O**  
MIDDAYS 10AM-3PM



**ABE KANAN**  
WEEKDAYS 3PM-7PM



**MYKI**  
NIGHTS 7PM-MIDNIGHT

Sources: 1. Nielsen Radio PPM Spring 2024 (April/ May/ June), Sacramento, Metro, Persons 6+. 2. Amperwave, August 2024. 3. Social Media (Facebook, Instagram, Twitter) and Second Street(2024).

# Engagement Through Connection, Passion, Experiences



## ROCK MOB

Listeners can sign up for the ROCK MOB to get exclusive announcements on upcoming shows and events and find out how to enter to win tickets to upcoming shows.



## DELIVERING CHRISTMAS

Get in the spirit of the holidays with Audacy Sacramento for "Delivering Christmas" benefitting Stanford Sierra Youth & Families. Using the power of our stations working together to collect toys for all the children of the greater Sacramento area. For the past 150 years, Stanford Sierra Youth & Families has provided a continuum of care to empower youth and families to overcome challenges together, as well as connect youth in foster care to the permanent loving families they need and deserve.



# Sacramento's #1 Rock Station

FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	MONTHLY STREAMING TLH <sup>2</sup>	SOCIAL FOLLOWERS <sup>3</sup>	OPT-IN DATABASE <sup>3</sup>
<b>Classic Rock</b>	<b>M25-54</b>	<b>764,500</b>	<b>56,308</b>	<b>44,560</b>	<b>6,900+</b>

## CURATED CONTENT & ENGAGED AUDIENCE

- 96.9 FM The Eagle is Sacramento's home for Classic Rock - playing the best collection of Classic Rock from the biggest library of legendary artists.
- The Eagle has an unparalleled record of consistency as Sacramento's #1 Classic Rock station since its inception in 1990. It's reliable, comfortable, familiar and beloved.
- 96.9 The Eagle is the soundtrack for adults in NorCal and is regularly heard playing in places of business or anywhere that you may find people working.
- Iconic and beloved personalities round out the weekday lineup with Justin Case in Mornings, Jolene in Middays, Ken Anthony in Afternoons and Remy Maxwell at night.

## INFLUENTIAL VOICES



**JUSTIN CASE**  
WEEKDAYS 6AM-10AM



**JOLENE**  
WEEKDAYS 10AM-3PM



**KEN ANTHONY**  
WEEKDAYS 3PM-7PM



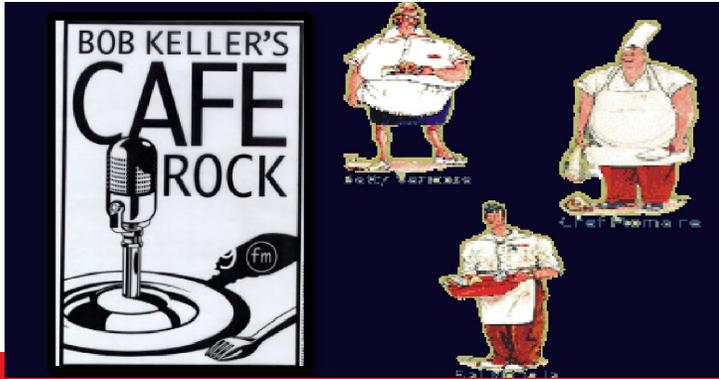
**REMY MAXWELL**  
WEEKDAYS 7PM-11PM



**DOUG THOMAS**  
WEEKENDS

Sources: 1. Nielsen Radio PPM Spring 2024 (April/ May/ June), Sacramento, Metro, Persons 6+. 2. Amperwave, August 2024. 3. Social Media (Facebook, Instagram, Twitter) and Second Street(2024).

# Engagement Through Connection, Passion, Experiences



## CAFÉ ROCK

Bob Keller's Café Rock is the longest running noon-time feature in Northern California.

With Café Rock icons like the Blue Plate Special- the featured artist of the day, Diner Dialogue- memorable sound clips from movies involving foods, Tabloid Zone- unusual food stories, and Fish Head Fridays- a feature that cannot be explained...you just have to listen!



## WOODSQUAWK

Take a trip with us to the Keller Family Farm for the annual Woodsquawk Music & Arts Festival – the ONE festival that CAN'T be cancelled. Billed as “The Concert in Your Mind.”

Woodsquawk returns for its 16<sup>th</sup> year over Memorial Day weekend with nearly 100 of Classic Rock's greatest acts performing for all of Sacramento. Tickets are IMPOSSIBLE to come by, but you can HEAR the whole weekend of live Classic Rock on 96.9 The Eagle or via our RADIO.COM app.



## GET THE LED OUT

Nationally known Zeppelin expert, and super-fan, Carol Miller, hosts an hour of Zeppelin music, stories, and interviews. A different show airs each week.



# Sacramento's Biggest Contemporary Rhythmic Radio Station

FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	MONTHLY STREAMING TLH <sup>2</sup>	SOCIAL FOLLOWERS <sup>3</sup>	OPT-IN DATABASE <sup>3</sup>
<b>Rhythmic Top 40</b>	<b>A25-54</b>	<b>479,400</b>	<b>12,973</b>	<b>115,946</b>	<b>4,100+</b>

## CURATED CONTENT & ENGAGED AUDIENCE

- 102.5 KSFM is an active adult station playing rhythmic hits. Our listeners love to interact with the station and the talent through social media, at events - you name it. D-Lo & KC are extremely engaged with our listeners through a multitude of platforms.
- 102.5 KSFM cares about our communities and the people within them. And it's not just the station that is philanthropic, the audience is too! They come out to support their communities with 102.5 KSFM at the Back to School Drive and Thanksgiving Food Drive to name a few.
- Every Friday and Saturday night you're on the list for Club 102 with DJ EightyM and DJ Oasis! No waiting in line here, all you gotta do is turn the volume up and get your weekend moving with 102.5 KSFM!
- 102.5 KSFM has a diverse audience - 39% are Hispanic and 25% are African American.

## INFLUENTIAL VOICES



**The Dana Cortez Show**  
Morning Drive 6AM-10AM



**D-Lo Show**  
Middays 10a-2p



**Toshamakia**  
Afternoons 2p-7PM

# Engagement Through Connection, Passion, Experiences



## CLUB 102 WITH DJ EightyM, DJ OASIS

102.5 KSFM is home for the Hottest Mix in the 916 featuring the hottest DJ's in Sacramento. Friday and Saturday nights stay lit and you're on the list for Club 102 with DJ EightyM and DJ Oasis! No waiting in line here, all you gotta do is turn the volume up and tune in to 102.5 KSFM and get your weekend moving



## KSFM SERVES THE COMMUNITY

With community focused initiatives such as KSFM's Annual Thanksgiving Food Drive 102.5 KSFM is consistently keeping our finger on the pulse of what's going on in Sacramento and how to support the community as well.

# Sacramento's ONLY Top 40 Station

FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	MONTHLY STREAMING TLH <sup>2</sup>	SOCIAL FOLLOWERS <sup>3</sup>	OPT-IN DATABASE <sup>3</sup>
<b>Top 40</b>	<b>W25-54</b>	<b>574,800</b>	<b>46,803</b>	<b>165,059</b>	<b>14,217+</b>

## CURATED CONTENT & ENGAGED AUDIENCE

- 106.5 The End is Sacramento's home for all of the hits from today's biggest stars like Sabrina Carpenter, Charli Xcx, Taylor Swift, Post Malone, Dua Lipa, Sza and Chappell Roan.
- The station is anchored by long-time fan favorite Morning Show - The Wake Up Call. Gavin, Katie, and Kevin are the perfect trio to start your day off with a laugh. This is truly the show for the people of Sacramento.
- The Wake Up Call is filled with a bevy of fun and interactive features like Gavin's Phone Scams, Are You Smarter Than Katie?, Did You Know with Kevin, Married Name Upgrade-Downgrade, No Name Movie Game, Second Date Update.
- 106.5 The End is the station that the hip Mom and her cool daughter both want to listen to and enjoy together. It's family-friendly, entertaining and upbeat!
- The End's audience is fiercely loyal and they want to be included in every part of the station - participating in on-air contests and bits, engaging in social media and attending events hosted by their favorite talent.

## INFLUENTIAL VOICES



**THE WAKE UP CALL**  
WEEKDAYS 5AM-10AM



**KICKIN IT WITH KEVIN**  
WEEKDAYS 10AM-12PM



**JULIA**  
WEEKDAYS 12PM-5PM



**BRU**  
WEEKDAYS 7PM-12AM

Sources: 1. Nielsen Radio PPM Spring 2024 (April/ May/ June), Sacramento, Metro, Persons 6+. 2. Amperwave, August 2024. 3. Social Media (Facebook, Instagram, Twitter) and Second Street(2024).

# Engagement Through Connection, Passion, Experiences



## THE WAKE UP CALL

For over 14 years, the Wake Up Call has been Sacramento's top-rated morning show in all demographics. Between talking about pop culture, kids, pets, real life, funny news and relationship, no conversation is off-limits. Gavin and Katie spend 5 hours every morning relating to Sacramento's females. After the show, you can catch them involved in various community services and philanthropic causes all over Sacramento. Sacramento wakes up with the Wake Up Call!



## DELIVERING CHRISTMAS

Get in the spirit of the holidays with Audacy Sacramento for "Delivering Christmas" benefitting Stanford Sierra Youth & Families. Using the power of our stations working together to collect toys for all the children of the greater Sacramento area. For the past 150 years, Stanford Sierra Youth & Families has provided a continuum of care to empower youth and families to overcome challenges together, as well as connect youth in foster care to the permanent loving families they need and deserve.

# Key Ownership Programs & Opportunities

## CONCERTS AND EVENTS

- Concerts in the Park
- Music Discovery Nights
- Wake Up Call Live
- Concert Calendar
- Aftershock
- GoldenSky

## SPORTS PARTNERSHIPS AND FAN EVENTS

- D-Lo & KC Live
- Sports Watch Parties

## UNIQUE ON-AIR FEATURES

- KUDL: War of The Roses
- KUDL: Second Date Update
- KUDL: Are You Smarter Than Katie
- KUDL: Gavin's Phone Scams on the :10's
- KUDL: Married Name Upgrade/Downgrade
- KUDL: No Name Movie Game
- KUDL: Dirty Little Secret
- KUDL: Did You Know with Intern Kevin
- KUDL: The Dirty in 30
- KUDL: Throwback of the Day
- KUDL: Celebrity Check-In
- KUDL: Overheard
- KUDL: Julia's Lifehack
- KUDL: What's Bru'In?
- KUDL: The Sixty Second Scandal
- KUDL: Bru's Beats
- KUDL: All the Feels
- KSEG: Woodsquawk
- KSEG: News That Rocks
- KSEG: Get the LED Out
- KSEG: Hey Dude It's the 80's
- KSEG: Early Bird Codeword
- KSEG: Commercial Free Work Zone
- KSFM: CLUB 102
- KSFM: Sac Throwback Lunch Hour
- KSFM: 5 O'Clock Traffic Jam

## UNIQUE ON-AIR FEATURES

- KKDO: BACTERIUM Brunch
- KKDO: 94 Minute Music Stretch
- KKDO: Real-Time Music Survey
- KKDO: Post Modern
- KKDO: Catch of the Day
- KKDO: DTS Sound Space Sundays
- KKDO: Summer Kickoff Countdown
- KKDO: 4th of July Block Party
- KKDO: Labor Day-to-Z
- KRXQ: Nonstop 98
- KRXQ: Attendance Check-In
- KRXQ: Jobber of the day
- KRXQ: Prize Craps
- KRXQ: On This Day
- KRXQ: PSAbe's
- KRXQ: Boombox Thursday
- KIFM: The Insiders: Fantasy Friday
- KIFM: The Insiders: Keys to Victory
- KIFM: The Insiders: Purple & Black Pregame Show
- KIFM: The Insiders: 6 Quick Thoughts
- KIFM: The Insiders: NFL & NBA Injury Report
- KIFM: Kenny's Keys to the Game
- KIFM: D-Lo & KC Chatty House
- KIFM: NFL 2024 Season In Game
- KIFM: NFL Monday
- KIFM: Pocket Watching

## COMMUNITY EMPOWERMENT

- Delivering Christmas
- Socktober
- Sacramento Pride
- Sacramento Heart Walk
- Breast Cancer Walk
- KSFM's Thanksgiving Food Drive
- AAPI Night Market
- AFSP Out of the Darkness Community Walk
- Back to School Drive
- Summer in Sactown



Let's put the **power of Audacy**  
to work for your brand



Audacy

# Sacramento

We're All About You.

