



Audacy

# Dallas / Fort Worth

2026

# Audacy is

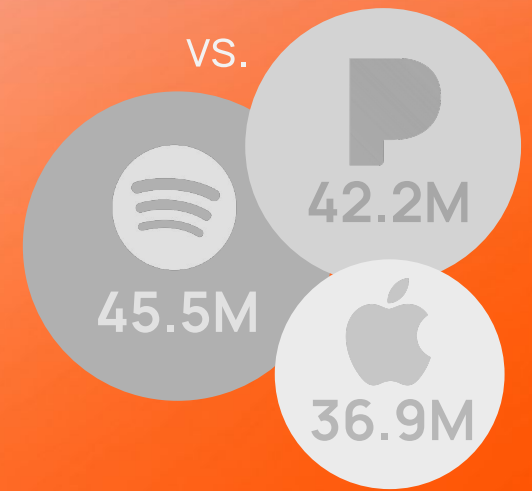
a leading, multi-platform audio content and entertainment company.

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



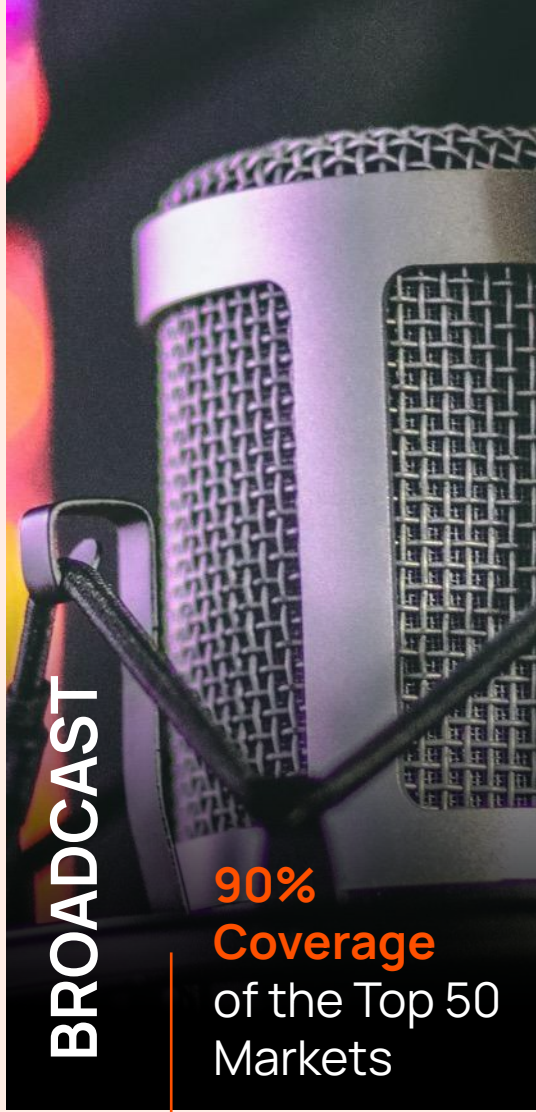
Sources: Most Current Data by platform: OTA: Nielsen Audio, Spring '21, 4 week cume, Mon-Sun 6a-6a, P12+, P6+ in PPM Markets All Audacy O & O stations, All Audacy affiliates of Audacy produced content for : CBS Sports Network, MLB, NFL, NHL, NCAA Football, NCAA Basketball, America's Greatest Hits, Texas 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.

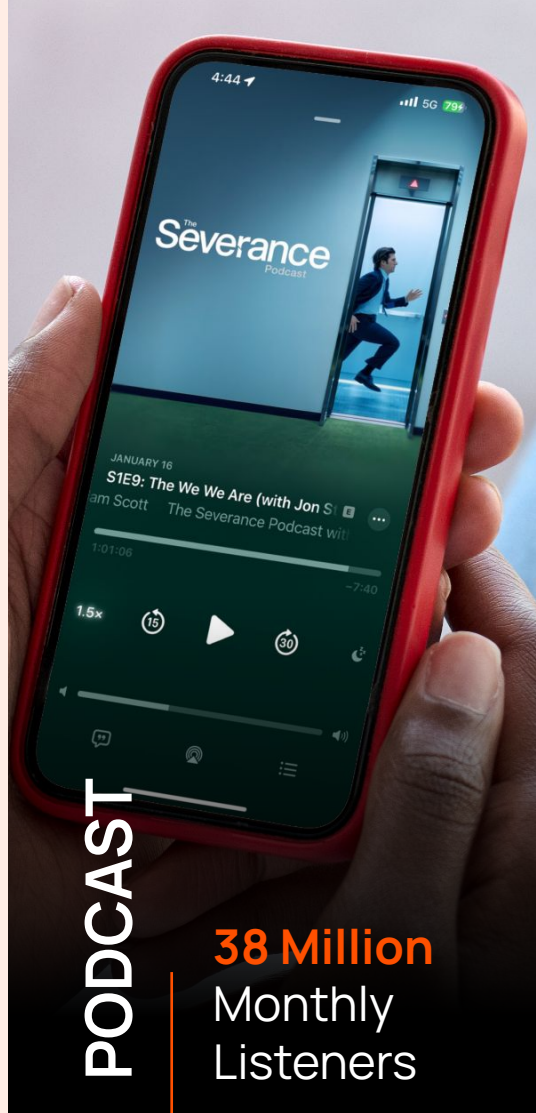
## BROADCAST

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



## PODCAST

**38 Million**  
Monthly  
Listeners



## DIGITAL

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

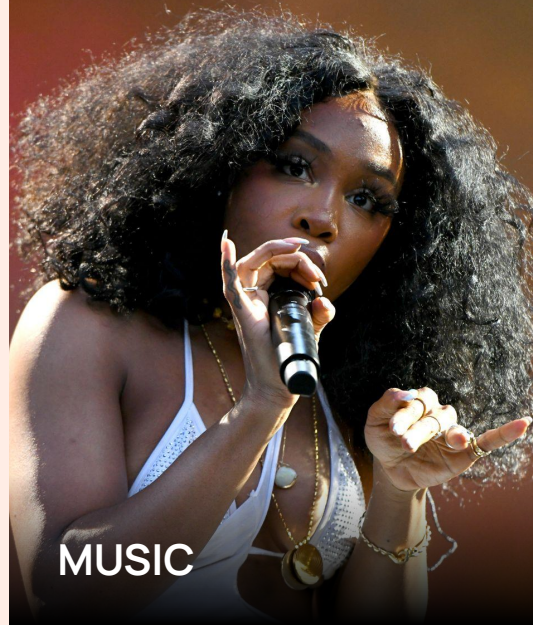
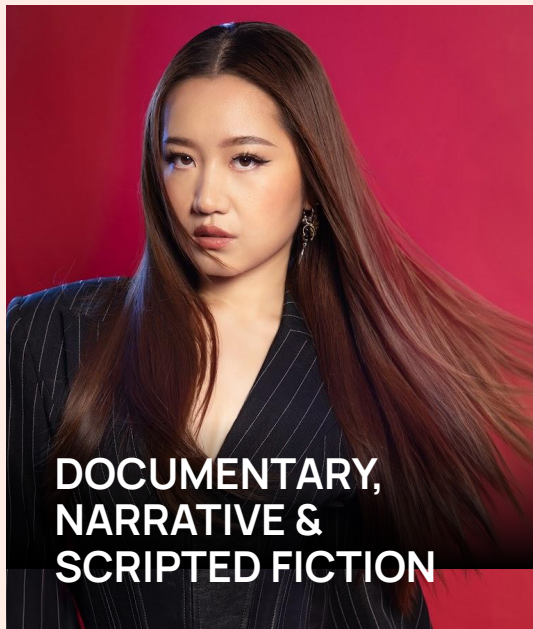


## EVENTS

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



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

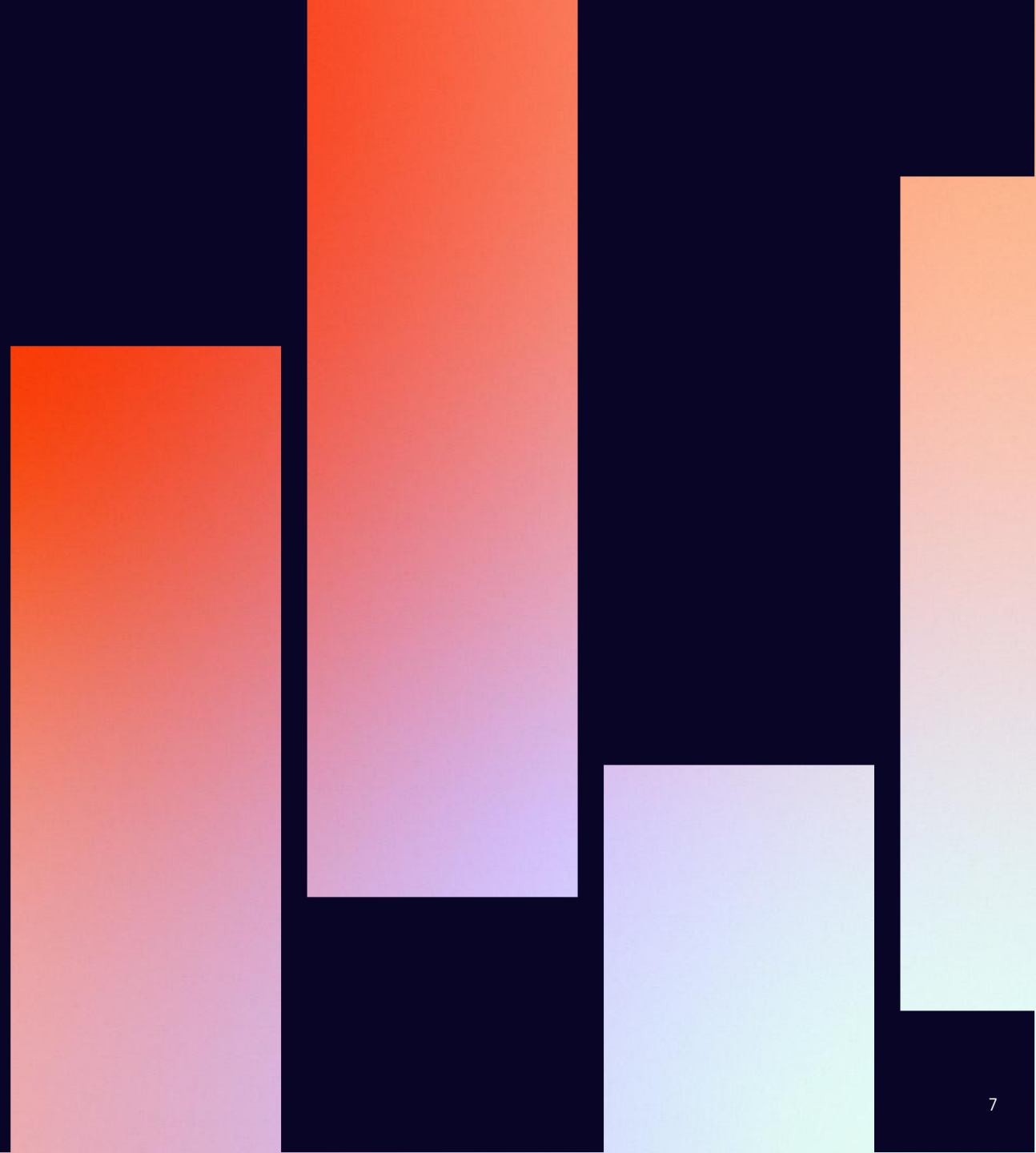
VERITONIC





# Dallas / Fort Worth

Live. Local. Diverse by Design.



# Dallas/Fort Worth

**Six diverse station formats reflect** the market's diversity and listening habits

**The only local English-language broadcaster with a Spanish language station,** to serve the area's sizeable Hispanic population

**Idea-based services,** tailoring custom, cross-platform marketing programs to deliver on your objectives

**Established local on-air personalities** who extend your message from on air to online via 360° endorsements

**Home of local news and sports** – only all news, all day station that is the News Voice of North Texas and the go-to station for the Dallas Cowboys and Texas Rangers

Connecting brands with audiences  
in meaningful, engaging ways.



# Market Overview

## SPORTS



## MUSIC



## NEWS



## Powerful Reach

**5M+**

Monthly Listeners

**1.6M+**

Monthly Digital TLH

**680K+**

Social Followers

**165K+**

Opt-in Database



# DFW's Largest Sports Talk Audience and Home of the Dallas Cowboys & the Texas Rangers

FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	MONTHLY STREAMS <sup>2</sup>	SOCIAL FOLLOWERS <sup>3</sup>	OPT-IN DATABASE <sup>3</sup>
<b>SPORTS</b>	<b>MEN 25-54</b>	<b>821,700</b>	<b>497,440</b>	<b>220,600</b>	<b>9,705</b>

## CURATED CONTENT

- Largest Sports Radio Reach in DFW<sup>1</sup>: Reaches up to 427K passionate, loyal DFW sports fanatics weekly.
- Live & Local from 5:30a – 11p.
- Marconi Nominated Sports Talk station in 2016.

## ENGAGED AUDIENCE

- Highly targeted: 56% of the Fan audience is aged 25-54.
- Extremely loyal: 31% of the Fan's target M25-54 listen to the station more than any other station in DFW.
- Consistently in the Top 5 in M25-54.
- 105.3 The Fan is the ONLY radio station where you can watch our shows on the Fan Cam, YouTube, and Twitch

## INFLUENTIAL VOICES



**SHAN & RJ**  
WEEKDAYS 5:30AM-10AM



**K&C MASTERPIECE**  
WEEKDAYS 10AM-2PM



**GBAG NATION**  
WEEKDAYS 2PM-7PM



**THE FAN AFTER DARK**  
WEEKDAYS 7PM-11PM

# Engagement Through Connection, Passion, Experiences



## EXCLUSIVE PLAY BY PLAY

DFW's home to the Dallas Cowboys and Texas Rangers with exclusive content opportunities with team representatives and insiders throughout the year.

## ENGAGING EVENTS

105.3 The Fan hosts a variety of fun, engaging, and interactive events throughout the year. Each event is packed with family fun, live music, sports personalities, and a chance to hang with the Fan on-air hosts!

## CHARITABLE PARTNERSHIPS

Service to the community is part of the station's fabric and plays an important role within the organization. 105.3 The Fan supports several charitable events throughout the year. The station partners with Dallas/Fort Worth charities to produce one of a kind events and campaigns to bring awareness to their cause.



# DFW's Only Spanish Morning Show That is Live and Local.

FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	MONTHLY STREAMS <sup>2</sup>	SOCIAL FOLLOWERS <sup>3</sup>	OPT-IN DATABASE <sup>3</sup>
<b>SPANISH</b>	<b>ADULTS 25-54</b>	<b>941,100</b>	<b>164,396</b>	<b>212,300</b>	<b>5,858</b>

## CURATED CONTENT

- A full coverage Regional Mexican format station.
- Home of the Dallas Cowboys in Spanish Format.
- No other Hispanic station caters to the issues that are more relevant to Hispanic Americans, including the economy, immigration, employment, healthcare, education, politics, and entertainment.

## ENGAGED AUDIENCE

- Appealing to the 1st and 2nd generation Hispanic adults with deep roots in Mexico and Latin America. Effectively reaching working adults aged 25-54 and super serving men aged 25-54.
- Hispanics represent 28% of DFW's total population, with 1.6 million Hispanics. La Grande reaches over 404K Hispanic Persons 12+ weekly, including 87% of the DFW Hispanic market (69% Spanish dominant and 54% bilingual).

## INFLUENTIAL VOICES



**EL CHIQUILIN**  
WEEKDAYS 5AM-10AM



**CRISTINA ZUNIGA**  
WEEKDAYS 5AM-10AM



**LUKA**  
WEEKDAYS 5AM-10AM



**LIZ LIZ**  
WEEKDAYS 5AM-10AM



**CARLOS ESTRADA**  
WEEKDAYS 10AM-12PM



**PIOLIN**  
WEEKDAYS 12PM-4PM



**ERAZNO**  
WEEKDAYS 4PM-9PM

**WEEKENDS:**  
Luka de La Radio

# Engagement Through Connection, Passion, Experiences



## MORNING SHOW

La Grande is home to the only full coverage signal local morning show in Spanish: "Chiquilin Todas Las Mañanas". Chiquilin was recently recognized by Radio Ink as the Personality of the Year and given the prestigious Medalla De Cortez Award.

## IN THE COMMUNITY

The DFW community is a primary focus for La Grande. The station is highly active on the streets, engaging with listeners through local businesses, community programs and station events.

## FIERRO "PURO TEJANO"

Fierro HD is the brand that Tejanos turn to each and every day from all across Texas (and the world). Bo Leo in DFW and Jonny Ramirez in San Antonio wake up Tejanos from 6am-10am. Lorena Macarena in Houston gets Tejanos through their work day from 10am-2pm, and Bo Corona from Houston drives Texas home from 2pm-6pm. Fierro HD is the official station of the Tejano Music Awards. .

# DFW's ONLY Classic Hits Station

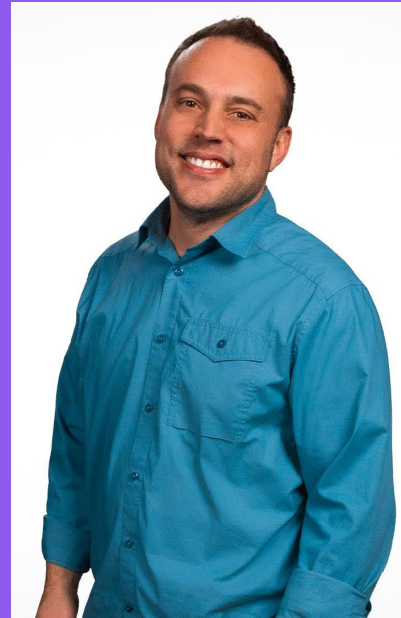


FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	MONTHLY STREAMS <sup>2</sup>	SOCIAL FOLLOWERS <sup>3</sup>	OPT-IN DATABASE <sup>3</sup>
<b>CLASSIC HITS</b>	<b>ADULTS 35-54</b>	<b>1,784,700</b>	<b>76,887</b>	<b>51,576</b>	<b>10,892</b>

## ENGAGED AUDIENCE

- 98.7 The Spot is DFW's only Classic Hits station with a family-friendly, energetic presentation that keeps its large and loyal audience highly engaged.
- 98.7 The Spot attracts a large Gen-X audience and Baby Boomers who have the time and financial resources to make large-scale discretionary purchases.
- 98.7 The Spot is targeted, with 61% of listeners aged 35-64.
- 98.7 The Spot connects our listeners with the best music ever recorded, not just on the air but also in concert and online.

## INFLUENTIAL VOICES



**CARTER**  
6am-Noon



**LUCKEY**  
Noon-6p

FORMAT	TARGET DEMO	WEEKLY LISTENERS <sup>1</sup>	MONTHLY STREAMS <sup>2</sup>	SOCIAL FOLLOWERS <sup>3</sup>	OPT-IN DATABASE <sup>3</sup>
<b>ALTERNATIVE</b>	<b>ADULTS 18-49</b>	<b>651,900</b>	<b>27,341</b>	<b>64,739</b>	<b>8,215</b>

## CURATED CONTENT

- All about the music and bringing people closer to the artists, with a focus on new music discovery, education, and the alt-music lifestyle.
- Reaching listeners disenfranchised with today's radio options. People who want a station that is active, fun, and plays the Alternative soundtrack of their life.
- Camfield & Marci both named Top 20 Alternative Hosts of 2024 by Barrett Media!

## ENGAGED AUDIENCE

- Great gender balance: 50% men/50% women.
- 57% are aged 18-44.
- THE station to reach millennials who are true music fans.
- Highly engaged digitally and on social media.
- 103-minute music stretches at 7am and 4pm

## INFLUENTIAL VOICES



**IAN CAMFIELD**  
6am - 11am



**MARCI WISER**  
11am - 3pm



**SLUGGO**  
3pm - 7pm

# DFW's ONLY Adults Hits Station

FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	MONTHLY STREAMS <sup>2</sup>	SOCIAL FOLLOWERS <sup>3</sup>	OPT-IN DATABASE <sup>3</sup>
<b>ADULT HITS</b>	<b>ADULTS 25-54</b>	<b>1,855,200</b>	<b>70,770</b>	<b>44,634</b>	<b>4,609</b>

## CURATED CONTENT

- Owner of the variety position in the market.
- The most recognizable brand in radio. Music is the priority, spanning from the 70s to today. Playful, self-deprecating, and listener involved.
- JT was named Top 20 Adult Hits Show of 2024 hosts by Barrett Media!

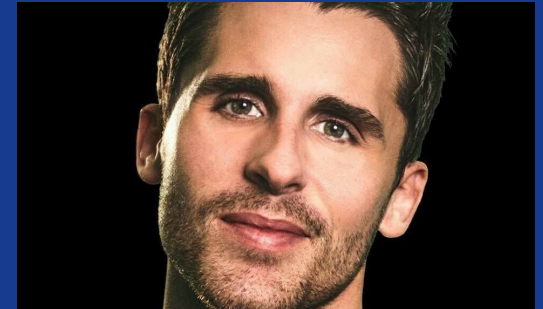
## ENGAGED AUDIENCE

- JACK is a top performer in all prime dayparts.
- Consistently brings a balance of male (55%) and female (45%) listeners, as well as young and old demos:
  - 18-34=22%, 35-44=19%, 45-54=22%, 55-64=27%
- Local engagement with market veteran, JT. Popular features include the 7:20 Game and Five 90s At Five.

## INFLUENTIAL VOICES



**THE 7:20 GAME**  
WEEKDAYS 7:15AM-8AM



**JT**  
WEEKDAY MORNINGS



**Five 90s At Five**  
WEEKDAYS 5PM

# Engagement Through Connection, Passion, Experiences



## JT

JT resides in morning drive but also pops up all over the station for fun local and music tidbits, special features, and the playful banter JACK-fm is known for. JT is one of the only DFW radio personalities to have lived and worked in the market for his entire life and career. JT is a graduate of Texas Christian University in Fort Worth and is known for his client and listener engagement. A true music and radio geek, as the station's Brand Manager he curates the music playlists and creates the iconic liners from the JACK FM "voice."



## 7:20 GAME

JT hosts the 7:20 Game weekday mornings starting at 7:20 Game. The "hottest game in DFW radio" with the quirkiest rules. We're on-demand and you're in control. Every song is a request but the song you pick must start with the last letter of the last song played. Songs that start with the letter "N" create an "open" category, and JT reserves the right to veto any song with Rick Astley!



## FIVE 90s AT FIVE

Every weekday afternoon at 5pm 100.3 JACK-fm plays 5 90s songs in a row. From rock, to pop, to hip hop and the songs you forgot, JT hosts this trip down music memory lane. We'll also play audio from the big moments in pop culture when these songs were on the radio (News, Movies, TV Shows, etc.).

# DFW's Exclusive Live and Local News

FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	MONTHLY STREAMS <sup>2</sup>	SOCIAL FOLLOWERS <sup>3</sup>	OPT-IN DATABASE <sup>3</sup>
<b>NEWS/TALK</b>	<b>ADULTS 35-64</b>	<b>353,600</b>	<b>48,051</b>	<b>86,713</b>	<b>41,193</b>

## CURATED CONTENT

- DFW's #1 for News, Weather, and Traffic
- Largest and most decorated staff of anchors and reporters in the Southwest and one of the only radio stations with a team of meteorologists led by Chief Meteorologist, Dan Brounoff
- Uncluttered environment- short commercial breaks just before Traffic and Weather on the 8s in mornings/afternoons
- Powerful 50,000-watt signal that is heard throughout North Texas.
- All-News Format in Morning Drive, 5a-10a and 3p-7p driven by engaging news personalities
  - Morning News featuring Joe Kelley, John Liddle & Heather Behrens
  - Afternoon News featuring David Rancken & Kristin Diaz
- Long-form Midday programming, featuring:
  - Market legend news personality Mike Rogers 10a-12p
  - DFW's local Chad Benson Show 12p-3p

## ENGAGED AUDIENCE

- A loyal audience: 3 hours of listening every week!
- Median income is higher than the market average!



**KRLD LIVE & LOCAL NEWS**



**TRAFFIC & WEATHER ON THE 8'S**



**CBS NEWS TOP OF THE HOUR**



**"YOUR MONEY" & CEO SPOTLIGHT WITH DAVID JOHNSON**



**DAVE RAMSEY SHOW WEEKDAYS 8PM-11PM**



**DFW RESTAURANT WEEK**

# Engagement Through Connection, Passion, Experiences



**THE KRLD MORNING NEWS:**  
5:00 am - 10:00 am

The KRLD Morning News Team consists of award-winning news anchors delivering unbiased news, led by Joe Kelley. Featuring breaking news from overnight and the top stories of the morning in a friendly, upbeat, and fast-paced style that resonates with DFW listeners. Along with the top stories each day, KRLD is the only station in DFW to deliver "Traffic and Weather" every 10 minutes, on the 8s.



**MIKE ROGERS:**  
MID-MORNINGS  
10:00 am - 12:00 pm

Formerly the host of The KRLD Morning News, Mike Rogers moved to an expanded news-magazine style program. Mike goes in-depth on the day's major stories, interviews top newsmakers, and provides listeners with insight and entertaining content that keeps them engaged. The team around Mike delivers breaking news when it happens, plus traffic and weather 4x/hour.



**CHAD BENSON:**  
AFTERNOONS  
12:00 pm - 3:00 pm

DFW's Chad Benson show provides a conversational, informative, and funny take on the issues that impact DFW and the nation. Part of the new generation of talk hosts, Chad can connect with talk radio's existing demo while bringing in new and younger listeners. The team around Chad delivers breaking news when it happens, plus traffic and weather 4x/hour.



**THE KRLD AFTERNOON NEWS:**  
3:00 pm - 7:00 pm

The KRLD Afternoon News Team consists of award-winning news anchors delivering unbiased news, led by market veteran David Rancken and Kristin Diaz. Featuring the day's top stories in a friendly, upbeat style to make the drive home easier for DFW listeners. Along with the top stories each day, KRLD is the only station in DFW to deliver "Traffic and Weather" every 10 minutes, on the 8s.



**THE WILL CAIN SHOW :**  
7:00 pm - 8:00 pm

Texas Native, Will Cain is a prominent American sports journalist and political commentator. He currently hosts "The Will Cain Show" on News 1080 KRLD weeknights, 7:00 p.m. to 8:00 p.m. Previously, he served as a sports columnist for ESPN. On "The Will Cain Show," Cain delivers insightful commentary on the day's top stories, offering his unique perspective on the intersection of news and sports. The show features engaging long-form interviews with prominent figures, lively listener calls, and a focus on audience interaction. Cain also hosts "The Will Cain Show" on The Fox News Channel, weekdays from 3:00 PM to 4:00 PM along with his podcast found on the Audacy App.



# America's Largest State Radio News Network

FORMAT

**TEXAS STATE NETWORK**

TARGET DEMO

**ADULTS 25+**

WEEKLY LISTENERS<sup>1</sup>

**2,644,000**

## CURATED CONTENT

- Real-time, Texas-centric news and agricultural content.
- Engaged listening audience within a credible, uncluttered news environment.
- 120+ affiliate stations throughout Texas.
- #1 Agri-Business Network in Texas with 80+ Station Affiliates.
- One-stop solution to reach and impact the state of Texas, covering all size markets from major metros to rural communities.
- KRLD-AM 1080 is the flagship station for Texas State Networks

## ENGAGED AUDIENCE

- Reaching over 3 million Texans weekly.



# Key Ownership Programs & Opportunities

## Cause Marketing Tie-Ins

- DFW Restaurant Week
  - Lena Pope
  - North Texas Food Bank
- Guns & Hoses Foundation of North Texas
- Children's Miracle Network

## Community Empowerment

- Community Forums
- Blood Drives
- Disaster Relief
- Job Fairs

## Unique Features

- Performance Showroom
- KRLD-AM: Your Hometown
- Active HD Stations:
  - Fierro 107.5 HD
  - The Oasis 103.7 HD2
- Live and local shows

## Sports Partnerships

- Dallas Cowboys
- Texas Rangers
- University of Texas Longhorn Football

## Events

- 26th Annual DFW Restaurant Week





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



Audacy

# Dallas / Fort Worth

Live. Local. Diverse by Design.

