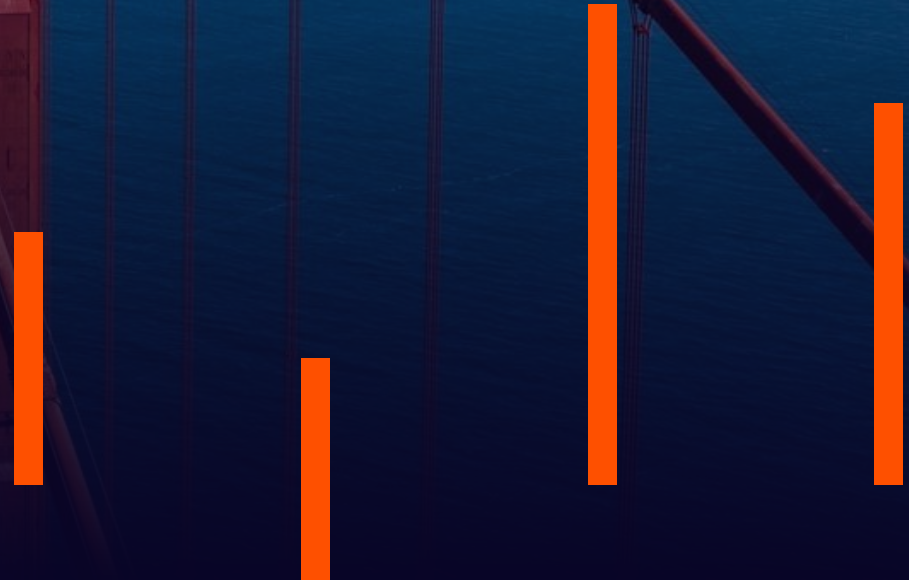




# San Francisco

2026



# Audacy is

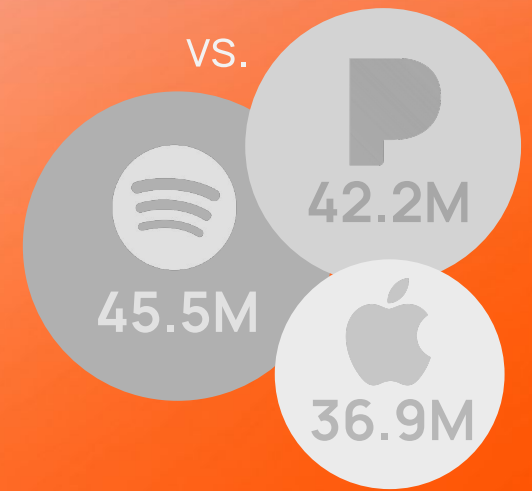
a leading, multi-platform audio content and entertainment company.

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



AUDACY REACHES

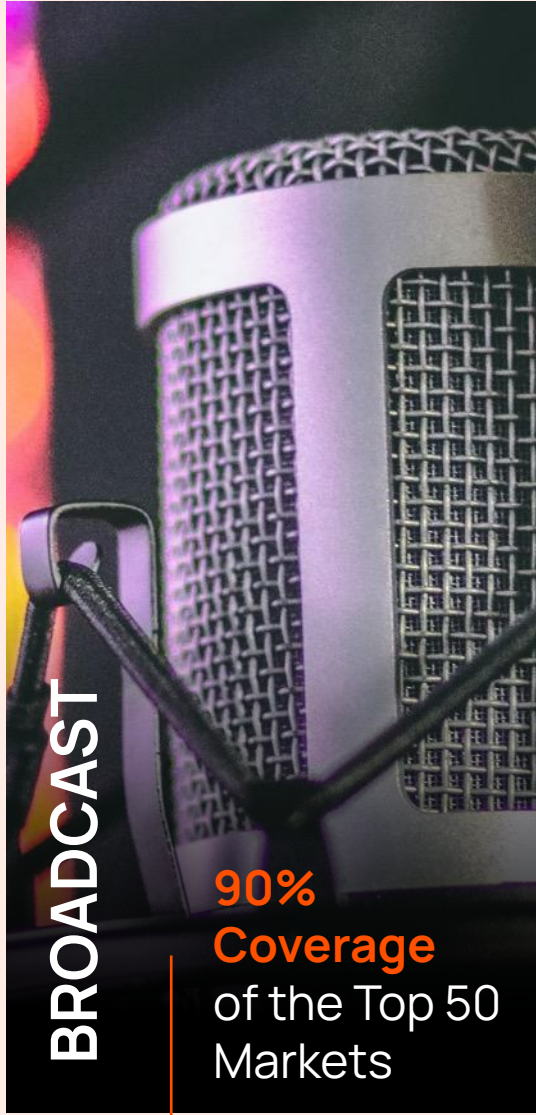
# 200 Million Listeners Monthly



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

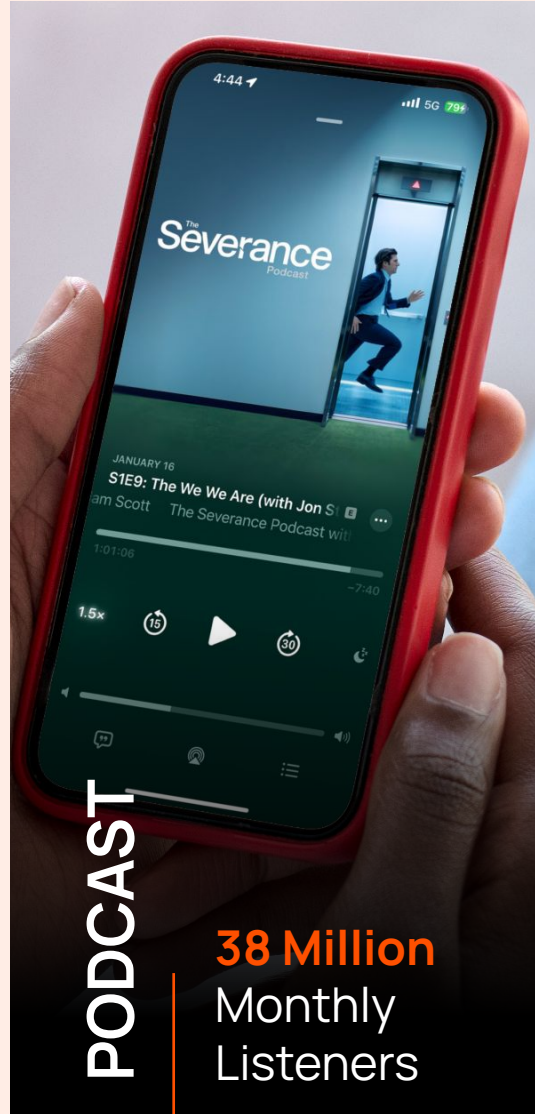


# One Audio Home. A Universe of Content.



**BROADCAST**

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



**PODCAST**

**38 Million**  
Monthly Listeners



**DIGITAL**

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



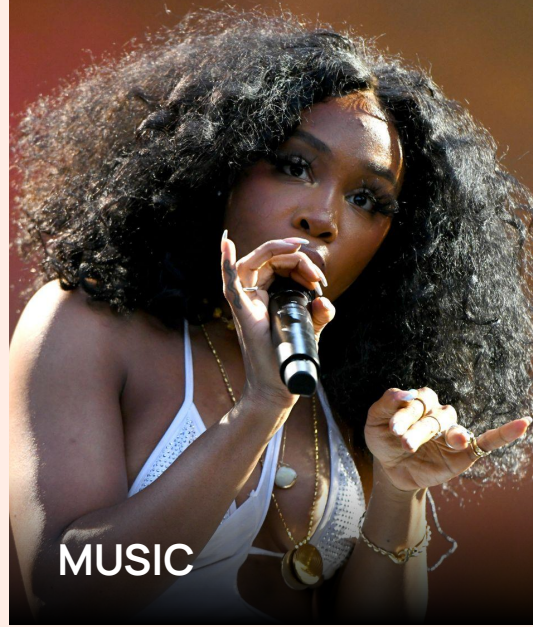
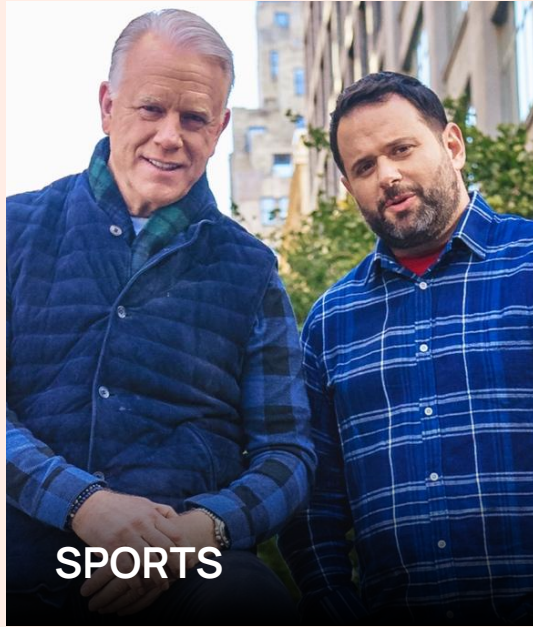
**EVENTS**

**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



Claritas

Chartable



DEEP  
ROOT



dynata™

FOURSQUARE

KANTAR MILLWARD BROWN



Megaphone

neustar

podlights

Quantcast



snowflake



VERITONE



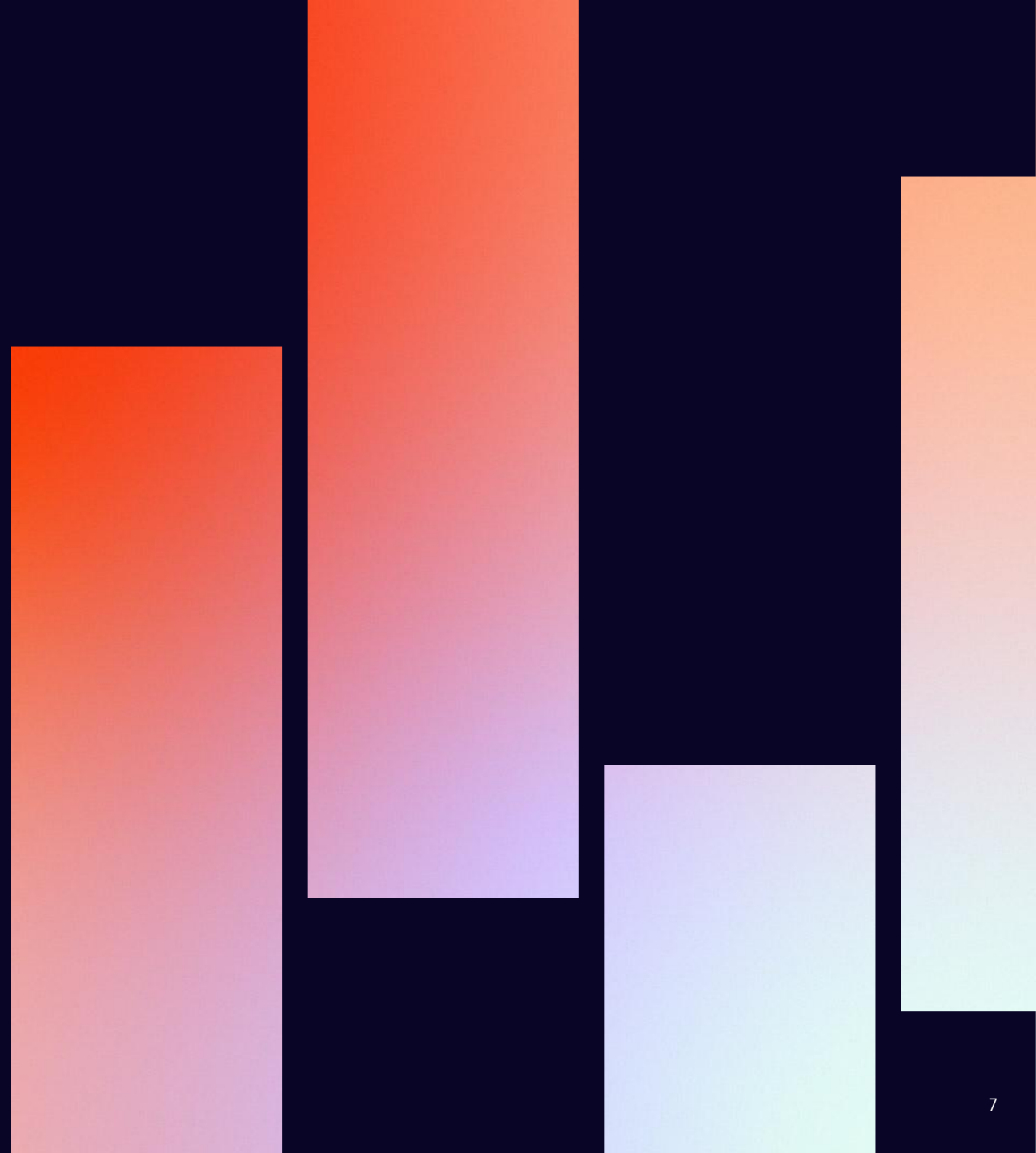
VERITONIC





# San Francisco

Massively Influential.  
Daringly Innovative.



# San Francisco

**Six distinct stations** that reflect and serve the diversity of Bay Area lifestyles.

**Local personalities and shows** with mass appeal and reach across the entire Bay Area including a leading, appointment-listening morning show and the biggest radio brand in the United States

**Iconic, award-winning, dominant all news station** delivering live and local news 24/7.

**Number one sports station** with engaging sports content and the flagship of the six-time NBA Champion Golden State Warriors.

**Trusted partner in local events and causes** with deep fan engagement and community resonance.

**We strive to be a partner not a vendor** – creating custom, integrated campaigns that deliver strong ROI.

Connecting brands with audiences in meaningful, engaging ways.



# Market Overview

## SPORTS



## MUSIC



## NEWS



## Powerful Reach

**3.76M+**  
Monthly Listeners

**2.3M**  
Monthly Digital Users

**995,729**  
Social Followers

**35,847**  
Newsletter Subscribers



# Complete Coverage for Young, Passionate Sports Fans

FORMAT

**SPORTS & PXP**

TARGET DEMO

**MEN 25-54**

MONTHLY LISTENERS<sup>1</sup>

**454,000**

SOCIAL FOLLOWERS

**715,000**

NEWSLETTER SUBSCRIBERS

**15,201**

## CURATED CONTENT

- Complete coverage of all Bay Area sports teams
- Golden State Warriors Play by Play
- Daily high-profile, local and national sports celebrity interviews, like Steve Kerr, Steph Curry, Jerry Rice to name a few...
- Up-to-the-minute coverage of breaking news sports stories

## ENGAGED AUDIENCE

- Passionate engagement with sports fans.
- 25-54 coverage with Sports Fans (55% of comp) vs competitor KNBR with 56% who are 55+.
- Affluent audience with 63% of our A25-54 earning \$100K+.
- Connecting with sports enthusiasts over the air, on the stream and live on YouTube and Twitch (Mon-Fri 6A-6P).

## INFLUENTIAL VOICES



**THE MORNING ROAST**  
WEEKDAYS 6AM-10AM



**STEINY & GURU**  
WEEKDAYS 10AM-2PM



**WILLARD & DIBS**  
WEEKDAYS 2PM - 6PM



# Always trending. Always breaking. Always engaging.



### THE BIGGEST INTERVIEWS IN AUDIO AND VIDEO

Catch the best of our interviews, from Joe Lacob to Steve Kerr, shared across all our digital platforms – Twitter, Instagram, Facebook and the web – as audio and video clips.



### CHAMPIONSHIP-LEVEL PLAY-BY-PLAY COVERAGE

95.7 The Game provides the best in sports coverage as the official radio broadcast partner of the Golden State Warriors.

With dynamic shoulder programming, commentary and hosts The Game brings sports fans complete coverage of all Bay Area teams.

### 95.7 THE GAME SOCIAL STATS

863.8K+ Engaged Consumers

149K	393K	173K	4K	118K	26.8K

### TRENDING. BREAKING. ENGAGING.

KGMZ has the listener covered through Over the Air, Streaming Audio, Twitch, YouTube, and through Social Media. KGMZ is serving over 15,000,000+ social media impressions a month. This Audience is Engaged!



# The Bay Area's News Leader

FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	SOCIAL FOLLOWERS	NEWSLETTER SUBSCRIBERS
<b>ALL NEWS</b>	<b>ADULTS 35-64</b>	<b>1,198,700</b>	<b>111,400+</b>	<b>6,523</b>

## CURATED CONTENT

- Trusted and exclusive all news format providing up-to-the-minute, information on news, traffic, weather, finance, sports and entertainment, 24/7.
- Traffic leader with over 1000 reports a week in the nation's worst commute region.
- Powerful lean-in foreground environment with mass reach delivering strong ROI.
- Enduring dedication to serving the Bay area for over 50 years has made it the most honored news station in America

## ENGAGED AUDIENCE

- Delivers the Bay Area's decision makers and business leaders.
- Delivers a loyal, educated highly affluent audience (HHI 100K+), C-level executives, business owners, and decision makers.
- Reaches commuting, employed listeners close to point of purchase.
- 56% of listeners 35-64 are employed full time, and 88% of their average listening takes place out of home!

## CREDIBLE, INFLUENTIAL VOICES



**LIFESTYLE FEATURES:** TECH REPORT, ENTERTAINMENT REPORT, FOODIE CHAP, OUTDOORS REPORT, PHIL MATIER AND DAILY PODCAST BAY CURRENT

Sources: 1. Weekly Listeners: Nielsen Audio; SAN FRANCISCO; JUN25 / MAY25 / APR25 / MAR25 / FEB25 / JAN25; Metro; M-Su 6a-12m; P 12+;; Social media and Database (8/2025)



# Engagement Through Connection, Passion, Experiences



## BREAKING NEWS

KCBS keeps Bay Area listeners engaged and informed with up-to-the minute local, national and international news.



## TRAFFIC

KCBS is the traffic leader. The station provides Bay Area listeners with the information they need to keep on schedule. KCBS is first for traffic, every ten minutes on the :08s



## A DISTINGUISHED NEWS STATION

KCBS has the distinction of being one of the most honored news stations in America, repeatedly receiving accolades and recognition for the station's breaking news reporting and in-depth coverage from the most prestigious news organizations.

# The Quintessential Contemporary Hit Music Station for Bay Area Adults

FORMAT

**HOT AC**

TARGET DEMO

**ADULTS 25-54**MONTHLY LISTENERS<sup>1</sup>**1,190,100**

SOCIAL FOLLOWERS

**109,200**

NEWSLETTER SUBSCRIBERS

**8,172**

## CURATED CONTENT

- Iconic Bay Area station with the most engaging talent (Sarah and Vinnie in mornings and Jayn in afternoons) *and* a local and national reputation for curated music and breaking new artists (for example, Alice was the first station in America to play Ed Sheeran.)
- Sarah and Vinnie are a premiere Bay Area morning destination: Top 3 destination for W25-54! Plus, their full show podcasts are some of the MOST downloaded in our company's podcast portfolio.
- Alice gives back and takes care of the community, from annual partnerships with local charities to acting quickly when there is a local emergency.

## ENGAGED AUDIENCE

- The Alice listener is educated, upscale and engaged with 57% of our A25-54 audience having a college degree or higher and 65% making 100k+.
- Family is everything and 51% of our A25-54 listeners have at least one child under 17 in the home.
- Our audience lives and breathes an active lifestyle, indexing far above the rest of the market in healthy activities like hiking, yoga and running.
- Alice listeners give back. They care about the environment, and volunteer their time to their communities.
- When you message your brand to this audience, you tap into massive buying power - and a community that cares.

Sources: 1. Weekly Listeners: Nielsen Audio; SAN FRANCISCO; JUN25 / MAY25 / APR25 / MAR25 / FEB25 / JAN25; Metro; M-Su 6a-12m; P 12+;; Social media and Database (8/2025)



## INFLUENTIAL VOICES



**SARAH & VINNIE**  
WEEKDAYS 5:30AM-10AM



**MASON**  
MONDAY-SATURDAY 10AM-3PM



**JAYN**  
WEEKDAYS 3PM-7PM

# Engagement Through Connection, Passion, Experiences



## SARAH & VINNIE

The San Francisco Bay Area wakes up with Sarah and Vinnie on Alice @ 97.3. Sarah & Vinnie's decades-long relationship with their listeners has translated into an incredible bond and response, reflected in ratings (one of the top-rated morning shows in the coveted Women and demo) and with engagement (listeners can download full Sarah & Vinnie shows from the Audacy app - and on average, more than 700,000 listeners a month do just that.)

## ALICE MUSIC

With a 100% local programming team, Alice @ 97.3 has the luxury and leeway to curate their music specifically for exactly who they know their Bay Area audience to be. Not *just* riding the pop culture wave, but also embracing new artists and sounds. Alice's team knows that sonic barriers only exist in limited minds; so they embrace what they know to be right for Alice instead of simply what "everyone else" might be playing. Alice was the first station in America to play Ed Sheeran (and Ed heard himself on the radio in America for the very first time on Alice) ... Alice was the first station in the format to play John Legend, the first station in the world to play Christina Perri (with the release of one of her singles, she flew to San Francisco to actually be in the studio the first time it was ever played) and these incredible moments keep coming - solidifying Alice's place on the local and national stage.

# 100% Throwbacks



FORMAT

**RHYTHMIC**

TARGET DEMO

**ADULTS 25-54**

MONTHLY LISTENERS<sup>1</sup>

**874,300**

SOCIAL FOLLOWERS

**41,100**

NEWSLETTER SUBSCRIBERS

**4,607**

## CURATED CONTENT

- The Bay Area's New 102 JAMS is #1 for Throwbacks
- 102 JAMS delivers a steady dose of 90s/00s Hip Hop (Dr. Dre, Snoop, 2pac, E40, Ice Cube) sprinkled with the right Bay Area RnB (Mary J, Fugees, Aaliyah) to bump loud and proud!
- Anchored in PM Drive by legendary DJ Chuy Gomez who reps the Bay and creates a party over the air every day making it your all day long tune in destination.
- 102 JAMS brings exactly what our audience craves every time they tune in! Get ready for a speaker thumping, throwback station tailored solely for the Bay Area!

## ENGAGED AUDIENCE

- Reach and engage with our diverse audience. Of our 18+ listeners, we are 17% Black and 26% Hispanic.
- Upscale and educated with 57% of our A25-54 listeners having a HHI of \$100k+ and 53% of our audience has a college degree or more.
- Family matters and 37% of our audience A25-54 has at least 1 child in the home under the age of 17.
- 102 JAMS attracts an active listener and we over index in healthy lifestyle activities!



**NATASHA CASTLES**  
WEEKDAYS 9AM-2PM



**CHUY GOMEZ**  
WEEKDAYS 2PM-7PM



**VICTOR 'BIG DADDY' ZARAGOZA**  
WEEKENDS 10AM-3PM

# Engagement Through Connection, Passion, Experiences



## CONTENT CURATED FOR OUR LISTENERS

Every song is curated specifically with the Bay Area in mind. Songs and artists are threaded together in such a way that the party never stops.

## COMMERCIAL FREE FRIDAYS ON 102 JAMS

You're invited to our Commercial Free Party with 102 JAMS EVERY FRIDAY as we roll through the day playing our favorite Throwback hip hop artists with no breaks.

It's appointment listening every Friday for listeners to join the party with all their friends like Tupac, Dr Dre, Ice Cube, Snoop, E40, Mary J and more!

There's no better way to roll into the weekend than Commercial Free classic hip hop from 102 JAMS!

Let's GO!



# The Bay Area's home for Alternative music fans, celebrating the best of Alternative from the 90s, 00s, 10s, and 20s

FORMAT

**ALTERNATIVE**

TARGET DEMO

**ADULTS 25-54**

MONTHLY LISTENERS<sup>1</sup>

**1,063,000**

SOCIAL FOLLOWERS

**88,700**

## CURATED CONTENT

- Exclusive Alternative format in the market owning a high appeal body of music with minimal market duplication
- Globally known for breaking new artists through programming like Soundcheck with Aaron Axelsen
- Home of Not So Silent Night, the Bay Area's biggest alternative holiday show featuring past artists like Green Day, The Killers, Muse, Blink 182 and more.

## ENGAGED AUDIENCE

- Iconic brand positioning with built in audience passion
- Targeting Adults 25-54 with a sweet spot of 35 equally split male/female
- Audience is responsive to authenticity, nostalgia, new artists and classic alternative sounds
- Reaching an affluent audience with massive buying power
- Brand fans can be reached wherever they find us, over the air or stream

## ICONIC STATION, INFLUENTIAL SOUNDS



**MARCI WISER**  
"MARCI'S PLAYGROUND"  
MONDAY-FRIDAY 6A-10A  
SATURDAY 3P-7P



**MILES THE DJ**  
MONDAY-SATURDAY 10A-3P



**MEGAN HOLIDAY**  
WEEKDAYS 3P-7P



**AARON AXELSEN**  
SOUNDCHECK  
SUNDAYS 8P-10P



**DALLAS OSBORN**  
EVENINGS 7P-11P  
LIVE 105 RESIDENT  
ENTERTAINMENT  
CONTRIBUTOR & SOCIAL CAPTAIN

# Engagement Through Connection, Passion, Experiences



## CONTENT CURATED FOR OUR LISTENERS

The one and only LIVE 105 is back and giving listeners all their alternative favorites like Green Day, The Killers, Red Hot Chili Peppers, Blink 182, Nirvana, Pearl Jam and more. This Bay Area heritage brand is exclusive to the market and caters to an extremely passionate audience. That passion plays out as they discover new music through our Soundcheck program or nostalgically rock out to their classic faves.

## NOT SO SILENT NIGHT

NSSN is LIVE 105's heritage holiday show. It brings an amazing list of legendary alternative artists to a single stage for one night. Past performers have included the likes of Green Day, Muse, Blink 182, The Killers and more. This iconic show is held in the heart of Silicon Valley at the SAP arena.

See you there along with 15,000 of your LIVE 105 alternative brethren!

## BAY AREA RADIO MUSEUM AND HALL OF FAME'S 2026 LEGENDARY STATION OF THE YEAR

The Bay Area Radio Museum and Hall of Fame, a program of the California Historical Radio Society, presents archival broadcasts, historical documents, photos, music surveys and biographies that tell the stories of Bay Area radio. The organization has recognized a Legendary Station each year since 2009, and LIVE 105 will be honored with this award in 2026. LIVE 105 launched in 1986 and pioneered a modern rock format that built a loyal audience and left an indelible mark on the music and broadcasting industries.

# Key Ownership Programs & Opportunities

## EVENTS AND CONCERTS

- California Conference for Women
- 102 JAMS partners with Dia de los Muertos
- 102 JAMS Hip Hop Made the Bay Concert
- Alice @ 97.3 Not So Secret Pride Show
- Alice @ 97.3 Alice in Winterland
- LIVE 105's Not So Silent Night
- LIVE 105's Studio Sessions
- 95.7 The Game Summit Events
- 95.7 The Game Tailgate events
- KCBS Audacy Conversations -Town Hall Events

## UNIQUE FEATURES

- Studio Naming Rights
- Alice's 97 Minutes Commercial Free
- Alice's Saturday Morning Special & Acoustic Sunrise
- Alice's "Best Mom Ever" Takeover
- 102.1 JAMS Hip Hop Made the Bay & Sample This
- 102.1 JAMS Commercial Free Friday
- 102.1 JAMS Traffic Jam
- LIVE 105's Concert Calendar
- LIVE 105's Soundcheck
- KCBS: Sports Desk Entitlement
- KCBS: Money Desk Entitlement
- KCBS: Time Check
- KCBS: Foodie Chap
- 95.7 The Game: Guest Line
- 95.7 The Game: Twitch & YouTube sponsorship

## SPORTS PARTNERSHIPS & FAN EVENTS

- Golden State Warriors
- NBA Playoff Parties
- NFL Draft Party
- NFL Pre/Post Viewing Parties
- LIVE from Warriors Games
- Summit Events
- Elevate Your Tailgate Video Series
- Ask Me Anything (AMA) Segments with high profile talent



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



# San Francisco

Massively Influential. Daringly Innovative.

