



Denver

Live. Local. Loved.

2026



Denver

Proven partner to local businesses, delivering creative multi-platform campaigns, **including Digital products, that move business forward**

Premier event producer in the market, with a full calendar of local events that serve communities and partners...and always draw crowds

Actively involved with causes important to the diverse Denver population

Homegrown and well-known on-air personalities in all major dayparts who listeners feel connected to, follow and adore

Connecting brands with audiences
in meaningful, engaging ways.



Market Overview

SPORTS



Powerful Reach

1.9M+

Monthly Listeners

76K+

Monthly Streams

6.3K+

Social Followers

23K+

Opt-in Database



Denver’s #1 Source for Hit Music, Hot Gossip and Entertainment

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMS ²	SOCIAL FOLLOWERS ³	NEWSLETTER SUBSCRIBER ³
HOT AC	WOMEN 18-49	696,600	242,000	814,022	11,884

ENGAGING CONTENT

- **23+ years as the source for** what’s trending in music, pop culture, and original content
- **Personality driven station** known for honest, hilarious and daring programming that captures a highly responsive fan base
- **Connects trendsetting**, educated women with companies and brands they’ll use for a lifetime
- **One of the largest social media footprints** in the country – over 1.2 million followers
- Produces some of **Denver’s most attended events** – fun, cool and lifestyle-aligned
- **Leading community advocate and fundraising partner** for The Children’s Hospital of Colorado

INFLUENTIAL VOICES



BJ & JAMIE
WEEKDAYS 5:30AM-10AM



HEATHER COLLINS
WEEKDAYS 10AM-3PM



THE SLACKER SHOW
WEEKDAYS 3PM-7PM



CARSON
WEEKDAYS 5:30AM-10AM

LEE HARRIS
WEEKDAYS 7PM -12MID

Where Denver Comes To Rock...

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMING HOURS	SOCIAL FOLLOWERS ³	NEWSLETTER SUBSCRIBER ³
ADULT ROCK VARIETY	MEN 25-54	867,300	>100K+	17,889	5,291

- **Eclectic Rock Variety:** Curating the best mix of rock from the 70s, 80s, 90s, and 2000s, 99.5 The Mountain delivers a diverse range of classic and adult rock music that resonates with both men and women.
- **Nonstop Music Blocks:** Home of 99 minutes of nonstop music, weekdays at 9 AM and 3 PM, offering listeners long stretches of uninterrupted rock to start and end the workday.
- **Veteran Support:** Proudly dedicated to giving back to the community, with initiatives like the Project Sanctuary Radiothon, supporting Veterans and their families.
- **Top-Ranked Station:** Consistently ranking in the top 5 with M25-54, and boasting one of the highest unduplicated listenerships in the market.

INFLUENTIAL STATION VOICES



IAN CAMFIELD
WEEKDAYS 6AM-9AM



DAN HARDEE
WEEKDAYS 3PM-7PM

Denver's Next Generation of Influencers

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMS ²	SOCIAL FOLLOWERS ³	NEWSLETTER SUBSCRIBER ³
RHYTHMIC TOP 40	ADULTS 18-34	776,000	26,600	394,096	9,463

ENGAGED CONTENT

- **Established station** that evolves to stay fresh and current to maintain a younger audience

ENGAGED AUDIENCE

- **Hosts one of Denver's hottest annual concerts:** Summer Jam with 17k+ in attendance
- **The go-to station** for Denver's active, trendsetting millennials
- **On-air influencers** connect with a diverse audience that mirrors the market
- **#1 in market with Hispanic audience** across non-Spanish stations⁴.



THE DANA CORTEZ SHOW
WEEKDAYS 6AM-10AM



JARARD J
WEEKDAYS 10AM-2PM



TOSHAMAKIA TAKEOVER
WEEKDAYS 2PM-6PM

 Nielsen Audio-August 2024-P6+-MS 6a-12a-Cume; 2 Nielsen Audio-Aug24-P6+-MS 6a-12a-Cume
Comp-Top 20 Stations; Total Fans includes weekly listenership, and social media and database current
August 2024.

Denver's Source for REAL Country



FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMS ²	SOCIAL FOLLOWERS ³
Country	A 35 - 54	776,000	25,860	218

- Finally, A Denver radio station that plays Real Country...(hooks) FRC 103-1
- Out past where the black top ends...THIS is Front Range Country...
- Where you drank your first beer...where you found Jesus...THIS is Front Range County...
- Don't call him a cowboy til you've seen him ride...just sayin'...Front RANGE County...103.1
- For all of us who SHOULD have been a cowboy...Front Range Country...103.1
- Music that helps you remember...THAT...Summer...Front Range Country, 103.1
- This music is rated B-S...for...Before Selfies...Front Range Country, 103.1
- We need this music, like the crops need the rain. Front Range Country, 103.1
- For y'all workin' til the daylight's gone...THIS is for you...Front Range Country...103.1
- If you loved it on cassette and cd you're gonna love this. FRC 103-1. Denver's All Time Country Favorites.
- Skinny jeans??? Not us, We're still wearing the original bootcut Wranglers! FRC 103-1.
- Ahh the memories of \$22 concert tickets and dollar beers. FRC 103-1.
- When a first name was all you needed. George, Alan, Garth, Reba, and Tim...Front Range Country, 103-1.



Filling A Void In Denver Sports Radio

FORMAT

TARGET DEMO

MONTHLY LISTENERS

WAGERTAINMENT

MEN 25+

13,500

CURATED CONTENT

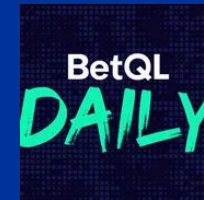
- **You Better You Bet** with Nick Kostos, the undisputed King of Wagertainment, alongside the charismatic Femi Abebefe, cover the biggest matchups, latest line movements and future markers!
- **BetQL Daily** features two of the sharpest bettors in the game, Joe Ostrowski and Sam Panayotovich, who bring unmatched expertise. This show is a can't-miss for any sports or betting fan looking for actionable insights, bold predictions, and high-stakes entertainment.
- **Daily shows provide fans** with game previews, insights into sides, totals, line movements, player props, and more...all backed by BetQL's proven data and analytics.

ENGAGED AUDIENCE

- **According to the Colorado Department of Revenue's Division of Gaming**, Colorado's sports betting industry reached a total handle of \$509.5 million in April 2024. This marked the eighth consecutive month where the state surpassed half a billion dollars in wagers.
- Colorado has now surpassed \$18 billion in total sports betting handle since its legalization. This strong performance underscores the continuing growth of the state's betting market.



THE DAILY LINEUP



BetQL Daily
7am – 10am



Jim Rome
10am – 1pm



You Better You Bet
1pm – 5pm



BET MGM tonight
5pm – 9pm



The Bart Winkler Show
9pm – Midnight

Key Ownership Programs & Opportunities

EVENTS AND CONCERTS

- Colorado Freedom Festival
- Alice in Winterland
- Alice Ski House
- Bourbon and Bacon Fest
- Hudson Garden Concert Series
- The Mountain Golf Tour
- Summer Jam
- Baby & Kid's Expo
- Snow Show
- Denver's Largest Princess ParTEA
- DTC Eats

FAN EVENTS

- Bead Me with BJ & Jamie at the St Patrick's Day Parade
- LIVE@FIVE with Slacker & Steve
- BJ & Jamie's Giving Tree
- Slacker & Steve's Ditch Day
- KS 107.5 Splash Bash

UNIQUE FEATURES

- Overall: Studio Naming Rights
- Alice Tabloid Trash
- Alice Text-nado Contest
- Alice OPP (Other People's Problems)
- Alice Great Mate Debate
- Alice Anarchy (We play what we want: Summertime, 6pm)
- Slacker and Steve's Stupid News
- All Music 9-noon
- The Mountain Breakfast with the Beatles
- Dan's Mini Mixtape
- 80s at 8
- The Mountain Double Play Weekends
- Rosa's Noon Boom Box
- Rosa's Risky Rotation
- Friday & Saturday Night Street Party

CAUSE MARKETING TIE-INS

- Alice Cares for Kids Radiothon
- American Heart Association's Heart Walk
- Courage Classic
- Bike MS and MS Walk
- Tony V's Annual Food Drive
- KS Toy Drive
- Children's Hospital of Colorado
- Mountain of Gratitude Radiothon





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



Denver

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