

FAQ'S

FREQUENTLY ASKED QUESTIONS

“Why are ARBITRON rankings in Northern Arizona misleading?”

ARBITRON has attempted to rate this market without success for many years... The problem is ARBITRON wants to make Flagstaff, Prescott, and the Verde Valley all one market... Which is impossible because only a couple radio station signals reach all three markets with one frequency... Of course KAZM is one of them... We have the largest broadcast coverage in the area... Blanketing N. AZ from North of Flagstaff through South of Prescott, and everything in between...

“What are the benefits of advertising on a News, Talk, Sports station?”

There are more benefits than I could list here... So, I'll just give you a few...

- 1) **Listenership**—Did you know that the top station in almost every major market is a News, Talk, Sports Station... It is the most popular format...
- 2) **Demographic**—The Demographic of a News, Talk, Sports station is usually between 25 and 55... Our advertisers want Baby Boomers... And, we deliver...
- 3) **Focused listener**—The person listening intently to talk radio is more likely to hear the message being sent in a commercial than the person who has a music station turned on for background music... This makes each spot more effective...

“What's better FM or AM?”

The most popular station in most major markets is an AM News, Talk station... The difference between AM & FM is how you receive the signal... The FM signal is based on line of sight... Like your remote control for your TV... If it's pointed directly at the TV it works... But, if you point it behind you it doesn't... In the Mountainous terrain of Northern Arizona the FM signals bounce repeatedly off of the rocks... This is why they come in so scratchy and cut out... The AM Signal goes straight up from the antenna to the atmosphere... Where it bounces back down and lays over the area like a blanket... So the mountains, hills and valleys don't interfere with it... In short, both are fine but, AM works much better here in Northern Arizona...

“What is Live, Local Radio and why is it the most popular?”

Most stations in Northern Arizona are not live 24 hours a day like KAZM is... They use taped news and weather reports... And, we all know, the weather, traffic and other news stories are unpredictable to say the least... Most stations also use a satellite fed music format, that comes from a different state... So you'll often hear some disc jockey in Omaha telling people in Arizona to remember to turn their clocks back for daylight savings time... Whoops!.. KAZM has daily locally hosted talk shows as well as a live, local disc jockey and news reporter to give you updates every hour... People prefer live and local programming...

“How do I know Advertising on KAZM works?”

On our website (www.kazmradio.com) and in our Media Kits you'll find many testimonials from our clients... Mind you, these are not nearly all of our clients, just a few of the regulars... When you see this, you will realize that KAZM has more testimonials than most people have total advertisers... Not to mention the number of clients who have been with us any where from 10 to 30 years... You can even disregard all of the above and simply ask yourself why the Arizona Diamondbacks, Arizona Cardinals, Phoenix Coyotes, ASU, Nascar, Bob Costas show, Rosie on the House show, Dr. Bob Martin show, and others all sought out KAZM to run their programming... Because they want the most listeners and KAZM Has'em...

“How much should be spent on KAZM advertising?”

The key to any marketing campaign is consistency... If you start with the wrong budget and run out of money, it doesn't do you or KAZM any good... The proper budget varies for different companies... Most KAZM advertisers spend about \$600 to \$900 a month... Some spend over \$5000 or more... The trick to finding your correct budget is simple... It needs to be a comfortable amount that can be paid easily every month... Just like any other monthly expense for your business... Once you have that dollar amount in mind, we will work with you to spend it on the best programming , that will get you the results you are hoping for...