

am 780 KAZM

NEWS ♦ TALK ♦ SPORTS ♦ MUSIC



KAZM OVERVIEW



KAZM is the #1 radio station in Northern Arizona. This is why we were chosen as affiliates to the **DIAMONDBACKS, CARDINALS, COYOTES, SUN DEVILS, WORLD SERIES, SUPER BOWL, NCAA BIG 4 BOWL GAMES, DAYTONA 500** as well as **NBA & NCAA BASKETBALL**.



Our coverage area includes everything from **FLAGSTAFF** to **PRESCOTT**. There's no better way to reach the masses.



Using **KAZM** gets you the **focused demographic** you are looking for. The Station's programming is set to reach people **25-55+**. We have found that the people **making and spending money** want to be informed. They tune in for the news, weather, traffic, sports scores and our other live talk shows and sporting events. =



We have 2 different types of listeners:

LOCALS (300,000+ in our local broadcast range):

We are the only 24 hour live station this side of Phoenix. Local people tune in especially for our up to the minute News, Talk Shows (Example: **"THE DUO"** Northern Arizona's #1 Daily call-in show and **"SPORTS TALK"** Northern Arizona's #1 live, call in, sports talk program) and Sporting Events. Also, there's no substitute for quality. Every year **KAZM** receives a number of awards for everything from having the **best News and Talk Shows to the best Production and Sports Reporting**.



VISITORS (Average of 5 million a year/32,000 vehicles a day):

Sedona (where our station is based) gets over **5 million visitors a year**. They come from Phoenix and all over the world. **Everyday 32,000 vehicles** pass through this area. All have radios, and because the terrain **kills FM signals**, most are tuned to the **clearest AM signal, 780**. Why are they tuned to **KAZM**? Easy, the traffic updates, local news and sports.



Quick Facts:

Over 235 million Americans listen to radio regularly
 3 million new listeners were added between 2007 and 2008

RADIO VS.

Quick Facts:

93% of Americans 12 and older listen to Radio weekly
 92% say Radio plays an important part in American Life

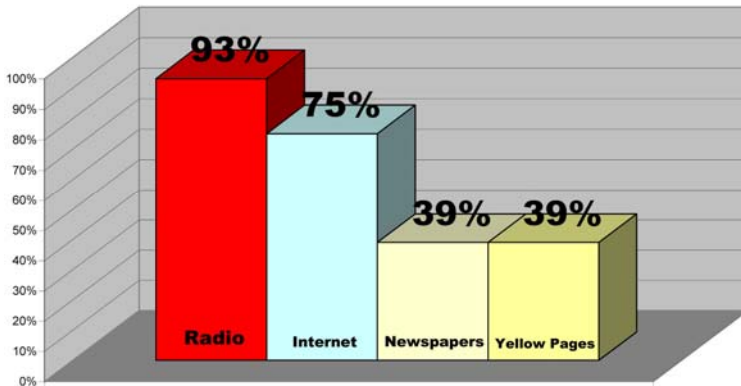
Other Media

It's no secret that Newspapers across the country are losing readers and advertisers each month... With the Advent of the Internet, it was only a matter of time...

As far as TV is concerned, if you want hit all the TV viewers, you'll have to buy ads on 4 different cable networks and that still leaves out all the people with Direct TV and Dish Network... Besides look at how many people Tivo through the Commercials...

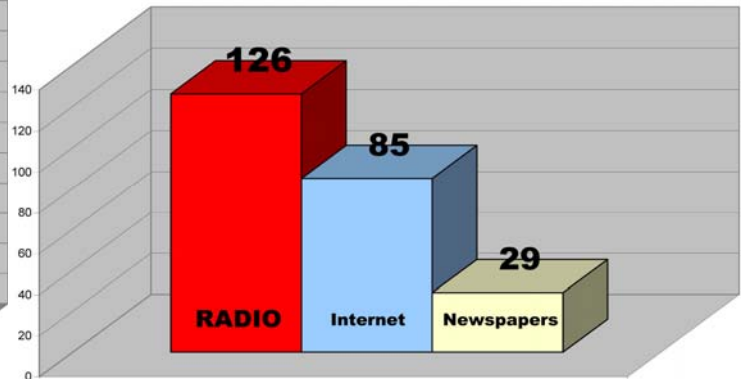
Radio Reaches More People

Percentage of Consumers Reached by Each of these Major Media Sources in a Typical Week



More Than 2 Hours A Day

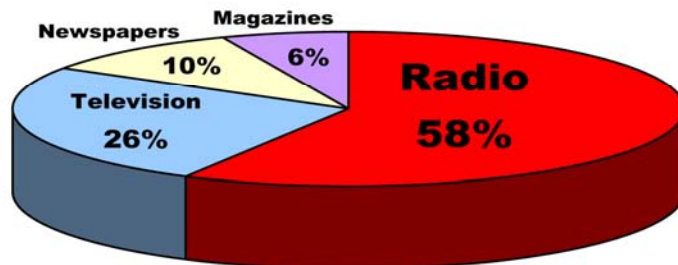
Average minutes consumers spent with these major media sources in the last 24 hour



Quick Facts:

89% of Newspaper Readers Listen to the Radio during their commute to work. For an average of 45 min. a day

Average Weekly Share of Time Spent w/ each Medium



Quick Facts:

90% of Television Viewers Listen to the Radio during their commute to work. For an average of 47 min. a day

TV and Newspapers can't reach people at work.

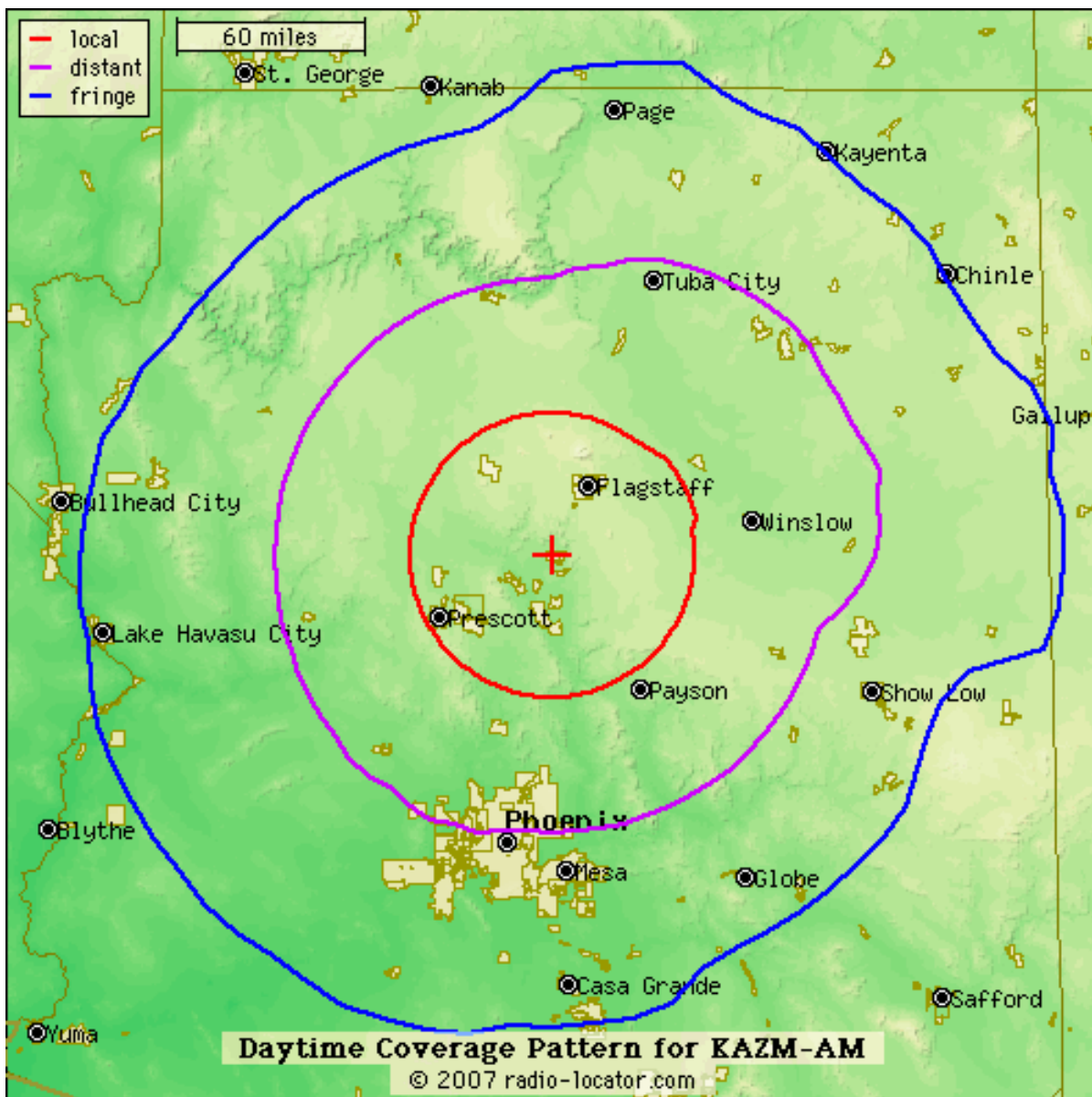
but **RADIO** can.

50% of workers have a radio at work.

Sources:

Arbitron RADAR 80,84,88,92 & 96, Arbitron Radio Today 2007 edition, Newspaper Association of America, Radio Advertising Bureau, Scarborough Research, Yellow Pages Advertising Tips-The Straight Facts about Yellow Pages Usage.

Coverage Map Northern Arizona



**As You Can See KAZM Reaches All of Flagstaff, Prescott
& The Verde Valley All At The Same Time**

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...

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DEMOGRAPHICS

If you are going to spend your hard earned money marketing your product, shouldn't you know who you are marketing to... KAZM works very hard to program the station so that our listeners are what our advertisers are looking for... The BABY BOOMERS... The largest, most affluent, age group in society... The News, Talk, Sports format is the most popular format with people 35-65 years old... Check out these numbers...

KAZM DEMOGRAPHICS: Age20-55: 52% Age55+: 42% Male: 46% Female: 54%

AGE ANALYSIS

90% of all people between the ages of 35 to 64 listen to the radio on their way to work.
Average Time spent listening to Radio during daily commute—52 minutes

88% of people between the age of 35 and 64 Driving to go shopping are listening to the radio.
Average Time the radio is on while driving to shop—32 minutes

88% of all people between the age of 35 and 64 Driving to Eat Out are listening to the radio.
Average Time the radio is on while driving out to eat—28 minutes

LISTENER AFFLUENCE

Want the Affluent Listeners! KAZM Has'em.

90% of Jewelry Purchasers listen to the radio during their commute to work.
For an average of 50 minutes a day.

88% of Major Appliance Purchasers Listen to the Radio during their commute to work.
For an average of 56 minutes a day

90% of Major Furniture Purchasers Listen to the Radio during their commute to work.
For an average of 46 minutes a day

83% of Luxury Car Purchasers Listen to the Radio during their commute to work.
For an average of an hour and a half each day

As of 2006 Census Estimate-Our market (Flagstaff through Prescott) had:

6,998 homes with an income between \$100,000 and \$149,999

1,636 homes with an income between \$150,000 and \$199,999

2,092 homes with an income between \$200,000 or more

Total of 10,726 Homes - APPROXIMATELY \$12.8% of AZ Wealthiest Households

FEMALE LISTENERS

A number of our clients are marketing towards our female listeners, since they make the majority of daily household decisions... The Majority of KAZM Listeners are Female...

KAZM Female Stats

KAZM has 16817 women 35+ listening to 780 KAZM each hour

Women 35+ are the largest portion of KAZM's demographics

54% of KAZM's listeners are Female

Of that 54%, 73% are 35+

Sources:

Arbitron, Radio Advertising Bureau, 2000 U.S. Census and 2006 Census Estimate

TESTIMONIALS

“We have been a consistent advertiser on KAZM going on 11 years now and I feel that it has been an important element in our continued success and growth”

Steve Coury
Steve Coury Automotive Family
Ford Lincoln Mercury & Buick Pontiac GMC

KAZM has been awesome to work with. The whole staff is very professional and at the same time treat me as if I was their only client. They are committed to our success and have gone above and beyond to help us promote our company. The most important thing is their exceptional customer service and the highest level of integrity. The ‘Around the House’ segment is a blast!

Trisha Thompson
Enmar Hardwood Flooring

“I have advertised on KAZM for over 20 years, It works! Thanks for all the great support Tom”.

Dr. Don Adams
Adams Chiropractic

“Being on KAZM has been a good choice for my Business. Both current and prospective patients hear us on “Chick Chat” and during the “Sports” broadcasts. Our name recognition and reputation have grown as a result of our relationship with 780 KAZM”

Dr. Mike Hughes
Red Rock Dental

“I am a new client for KAZM radio, and the results were immediate. After my very first spot on air I had a client call and made a sale within 1 week. KAZM is a great way to reach the public”.

Jack Stock
Arizona Solar Power

“The folks at KAZM have been a Gem to work with, I wish there were more people like them.”

Hayden Seales
Tri-City Computers

I have been advertising with KAZM since 2000. My business has grown remarkably, and I have had a tremendous surge in contacts by potential new clients and revisits by former clients. There is no doubt that the KAZM advertising has been great for my business. Also, the staff and management of KAZM make the advertising easy and fun. Their planning and analysis has taken the "pain" out of radio ads!!!

Gary W. Kazragis
Law Offices

My experience working with KAZM radio and their family of employees has been wonderful. The entire staff exemplifies a professional commitment to details and prompt production of quality broadcasts.

Michael A. Zito
CEO BySynergy

“We've worked with KAZM to help promote events here and have been very pleased with the results”.

Steven Wood
Marketing-Cliff Castle Casino

“Tom and his team have always gone out of their way to accommodate both myself and my client.”

Catherine Nassa
E.B. Lane Agency

“The Sun Devils Sports Network and ASU Athletics are proud to partner with KAZM Radio”.

Tim Healy
Voice of the ASU Sun Devils

“Getting involved with team KAZM has doubled our business in less than 3 months! “

Ed Farrow
Regional Manager-Arkopharma Inc.

Our agency has recommended and will continue to work with KAZM as an excellent media for our clients. With a broad Northern Arizona market reach, great customer service and budget conscious pricing, the agency has been very pleased to work with KAZM.

Tracy Horn
President—Helken & Horn Advertising Agency Inc.

Mike and KAZM TEAM...! Thank you...! I have two direct Advertising expenses in my budget, one for print and one dedicated to KAZM as my choice to reach our shoppers... Over and over we receive positive comment from our message on the Radio and the shows we sponsor... KAZM delivers a professional creative product that reaches the customer base Valley wide.... You work to get them to our door... We invite them in and earn their business...! Weber's IGA is very proud to be part of the KAZM TEAM of advertisers... but more so would like to Thank you for all the efforts put forth in our Advertising needs...Advertising with KAZM WORKS...! You make a difference! Kindest Regards and all the success you can handle... Your Favorite Grocer...

Jake Weber
Weber's IGA Food and Drug

TESTIMONIALS

"Nothing better than talking NASCAR with people ya like, Unless your as Blessed as the Crew Chief and get to express your opinion every Friday... Thank You KAZM Radio and Thanks to Mike for filling in my dead air time. KAZM and Steve Coury Automotive Family have been partnered since 1995 when Steve Coury came to Northern Arizona. It has been a great relationship over the years and as our family grows KAZM AM Radio with it's large coverage area is able to reach most all of our customers."

Mark Haynes "The Crew Chief"
Steve Coury Automotive Family

"Through the use of the Business Profile each month on KAZM, the sales have increased at all our stores... We at Earnhardt Auto Centers couldn't be more pleased with the response from KAZM's Listeners".

Don Arey
Earnhardt Auto Centers-Phoenix, AZ

"KAZM really knows their stuff! They are in touch with our market and have really helped us reach our customer with just the right message".

Alan Sparks
Owner-Home Furnishings Direct

"Tom and the gang at KAZM/Sedona are terrific and a joy to work with!"

Mike Chase
Arizona News Radio

"I would like to thank KAZM and Mike Tabback for their professionalism and service for nearly 10 years... Here's to 10 more".

Keli Carey
Carolina Media Professionals

"As a long time advertiser in Sedona, Giant Gasoline and Convenience Stores has always supported KAZM. They deliver and audience that helps us get the message out to our customers. As a retail store, we also need promotional support and KAZM has always come to the table with turn key support."

Erik Lohmeier
Senior V.P.-Rick Johnson & Company

"We've thoroughly enjoyed our relationship over the years with KAZM because the staff makes doing business with them professional, productive and comfortable. Bottom line...great product, great people".

J. David Chamberlain
VP-Skyview Satellite Networks

"I truly appreciate KAZM Radio & their support".

Steve Waugh
Yavapai County Sheriff

"KAZM is always willing to go the extra mile to make sure our messages are accurate, timely and informational... What ever the situation we can always count on KAZM to be there for the Sedona Fire District and the public"

Gary Johnson
Sedona Fire District

"When we made KAZM an integral part of our media mix -- our sales increased immediately. KAZM will always be a huge part of our advertising budget because they deliver customers to our dealership.

Scotty Hengtgen
General Manager
Oxendale Chrysler Dodge Jeep

"The folks at KAZM are terrific to work with. Advertising on KAZM is very effective in bringing new customers to CommSpeed".

Mark Davis
VP GM CommSpeed-Prescott Valley

"Because KAZM is so plugged into the community, we know that our ads are being heard by the right audience".

Russ Black
Owner: RHI PEO

"The KAZM team oozes enthusiasm and intelligence when discussing our product to their audience."

Matt Morell
Marketing-Brookfield Communities

"Working with Tom and his staff over the years has been a very pleasurable experience."

Bryce Snyder
Envirosystems - Flagstaff

"I have enjoyed listening to KAZM radio for the last 15 years and really enjoy Hearing the DUO every morning with Tom & JR . Since I am a sports lover, Sports Talk with Mike & JR could be on for hours. I am very proud to advertise with the KAZM family as you can tell they truly care about what they are doing with the community".

Wayne Espeland
Owner-SolarWorks

"Without question, KAZM is the eyes, ears and voice of Sedona - a dependable community asset!"

Marty Laurel
VP Community Relations
Blue Cross Blue Shield of AZ

TESTIMONIALS

“Here at Rosie on the House, in our on-going endeavor of becoming every “Arizona Homeowners Best Friend” it is critical we select the right broadcast affiliate in each Arizona community that are recognized as the authority on local events and breaking news. The entire staff @ KAZM have been a real pleasure to work with in helping us accomplish our mission!”

Rosie Romero
Host “Rosie on the House”

“Tom and the crew at KAZM will always go that extra mile to insure their advertisers are satisfied. From our staff to yours, THANKS”!

Jim Grundy
GM—Yavapai Downs/Yav. County Fair Grounds

“KAZM's programming has helped quench our targeting thirst in Northern Arizona with results. Thanks KAZM!”

Ryan Gneiting
Giant Gas Stations and Convenience Stores

“Picazzo's Gourmet Pizza & Salads has advertised with KAZM for at least the last Year and a Half, It is so nice to reach out to more than just local residence that most of the print media reaches and have definitely seen an increase in sales when they mention KAZM sent them”.

Ronald Warriner
G.M.-Picazzo's Gourmet Pizza & Salads

“Thank you Mike, we've been doing “Around the House” for over 5 years and listeners always come in after the show... It's great working with KAZM!”

Mary Ann Johnson
Saddlerock Barn Consignments

“KAZM news provides great coverage of Yavapai county issues”.

Chip Davis
Yavapai County Supervisor

“KAZM radio has been a great public safety partner for the Sedona Police Department”.

Joe Vernier
Chief of Police—Sedona

“I often recommend KAZM's business profiles to my client. Tom knows how to work with us to make the profile effective for the client, but also of interest to his listeners. It's a win-win situation”.

Mary Schnack
Media Services Inc.

“I can always count on Tom Tabback and his staff at KAZM to deliver”.

Joe Castor
Sportscastor Marketing

“Verde Valley Medical Center has utilized KAZM radio for 15+ years, allowing us to effectively share information and updates with Verde Valley and Sedona listeners”.

Marguerite Lauri-Burnett
Public Relations—VVMC

“When Qwest Communication thinks of Northern Arizona News and Sports, we think of the best! KAZM”

Victor Daniels
Marketing-Qwest Communications

We've tried numerous ways to advertise our restaurant here in Sedona and found our use of KAZM AM 780 to be the most effective of all of them. The staff and owners make a sincere effort to help us plan and produce our promotions. They understand this town and how to reach the audience we need to communicate with – the locals. We have been in business in this town for over 5 years now and tried just about every form of advertisement offered and we still feel KAZM is the only one that has gotten us results. All of the above information is fact. We feel we would not be where we are today without the valuable help KAZM has given us.

Tim & Lori Byrne
Blue Moon Cafe

“Class, integrity and results are second nature to KAZM - proving themselves an ideal partner year after year”.

Bryan Laurel
Senior Marketing Mngr.-Harkins Theatres

"Broadcasting on KAZM has provided wide ranging and instant name recognition for myself and my business throughout the Verde Valley..."

Conrad Homishak
Financial Analyst-Oppenheimer

“I can reach potential clients through KAZM that I couldn't using other media... KAZM lets me get my message across in my own words”.

Dr. Michael Robertson
Robertson Clinic

" KAZM is an important part of ADOT's outreach to the community in Northern Arizona on traffic updates, community meetings and safety information."

John Harper
District Engineer-A.D.O.T.-Flagstaff

"I like to listen to good people, and Cardinals fans. KAZM has both!"

Dave Pasch
Voice of the Arizona Cardinals

