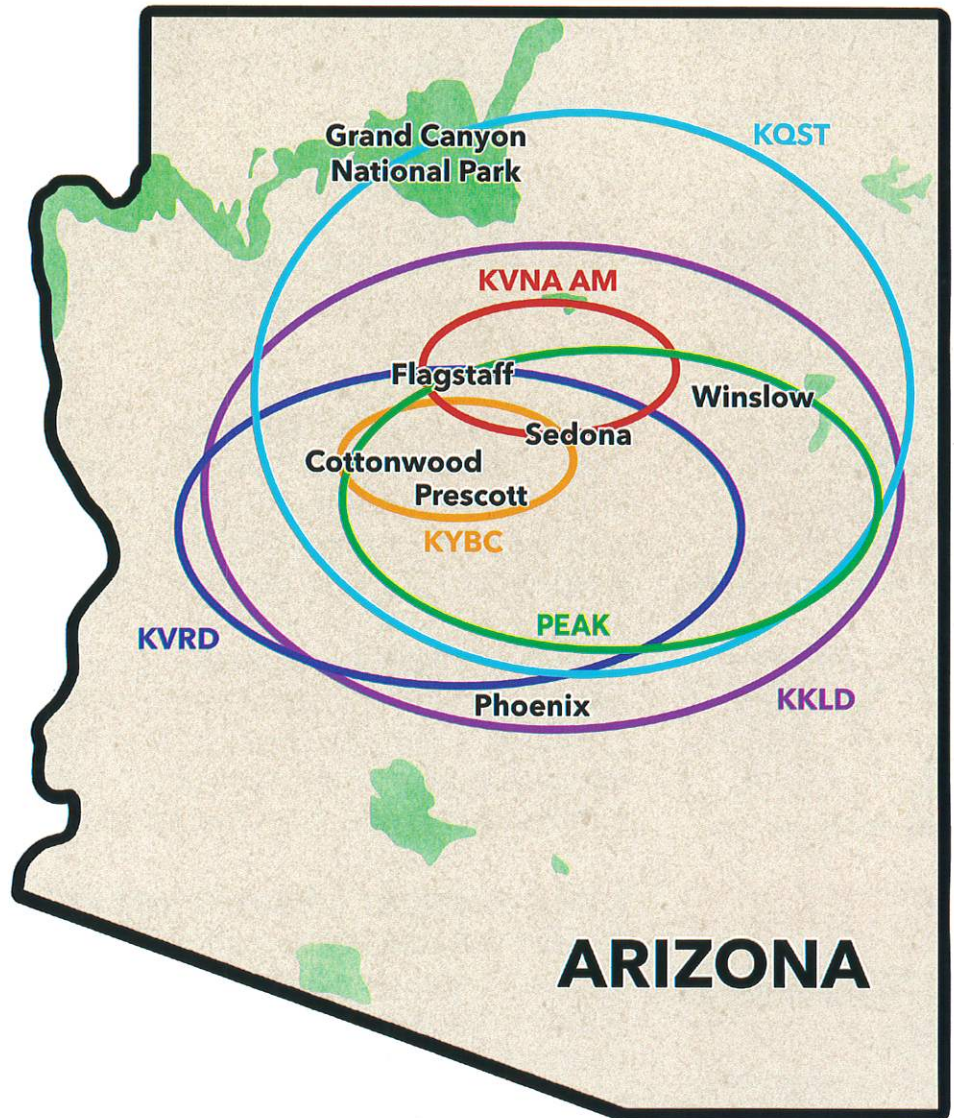


# COMPLETE RADIO COVERAGE OF NORTH AND CENTRAL ARIZONA



## YAVAPAI BROADCASTING

### Cottonwood Main Office

Phone (928) 634-2286 PO Box 187 Cottonwood AZ, 86326

### Prescott Valley, AZ

Phone (928) 775-5200 7120 Pav Way, Suite 104 Prescott Valley, AZ 86314

### Flagstaff, AZ

Phone (928) 526-2700 1800 S. Milton Road, Suite 105 Flagstaff, AZ 86001



# REACH YOUR TARGET MARKET!

TAKE ADVANTAGE OF THE FLEXIBILITY OF MULTIPLE STATIONS!



Target Audience: 35+

**KKLD "THE CLOUD" 95.9** - Classic Hit's play here! The greatest pop, soul, and rock n' roll from '70s, '80s, and early '90s. From Journey to Madonna, Fleetwood Mac to Billy Joel, Bon Jovi to Elton John we play feel good music! Hosted by entertaining personalities with fun daily features and weekend themes.



Target Audience: 18+

**KVRD COUNTRY 105.7** - Yavapai County's Country Home features today's chart topping hits from stars like Morgan Wallen, Old Dominion, Luke Combs and Lainey Wilson. KVRD also blends in superstar veterans like Alan Jackson and George Strait. Wake up weekdays with Brad Mille in the morning.



Target Audience: 18-49

**Q 102.9** - Today's Hit Music Lives HERE! Covering all of Northern Arizona take us on the go with artists like Taylor Swift, The Weeknd, Sabrina Carpenter, Post Malone, Lady Gaga, Ariana Grande and Ed Sheeran. Start your Day with Bryan & Bekah in the morning! In Cottonwood you can listen at 104.9.



Target Audience: 25-54

**PEAK 100.1** - The NEW Peak 100.1 takes you through the best of the '80s, '90s, and now! From the iconic beats of the '80s to the unforgettable anthems of the '90s, the classic hits of the 2000s, and today's chart-toppers, ALL in one place! Relive the past and enjoy the present. In Cottonwood you can listen at 93.3.



Target Audience: 45+

**KYBC AM1600 & 96.3FM** - Showcasing four decades of the greatest hits of all time with a special blend of the best Pop, Soft AC, R&B, and Easy Listening. From the Beatles, Neil Diamond, Celine Dion, Lionel Richie and Whitney Houston, it's feel-good music! We also feature local, state and national news and local live sports!



Target Audience: 25+

**KVNA SPORTS! AM600 & 104.7FM** - Sports fans you can Listen into the ESPN Radio lineup and catch coverage of the Arizona Diamondbacks, Phoenix Suns, Arizona Cardinals and ASU Football. We also carry the Super Bowl, World Series, NBA Finals and more! KVNA Sports - Your sports leader in Flagstaff.



**Verde Valley TV - Sparklight Channel 1056** - VVTV provides locally produced programming, as well as City of Cottonwood Council Meetings and local sports. View Verde Valley TV on Sparklight channel 1056, or online at VerdeValleyTV.com A service of Yavapai Broadcasting and the City of Cottonwood.



**YBC DIGITAL**  
elevate your business

**YBC Digital** - Yavapai Broadcasting continues to expand our digital media offerings to include Display and Video digital advertising, as well as OTT and Geofencing. Ask Yavapai Broadcasting to set up a meeting to explore you digital advertising options today!



# COCONINO & YAVAPAI COUNTY PROFILES

## Coconino County

Population 144,060

Flagstaff	75,907
Sedona	9,790
Page	7,357
Williams	3,202
Unincorporated	47,804

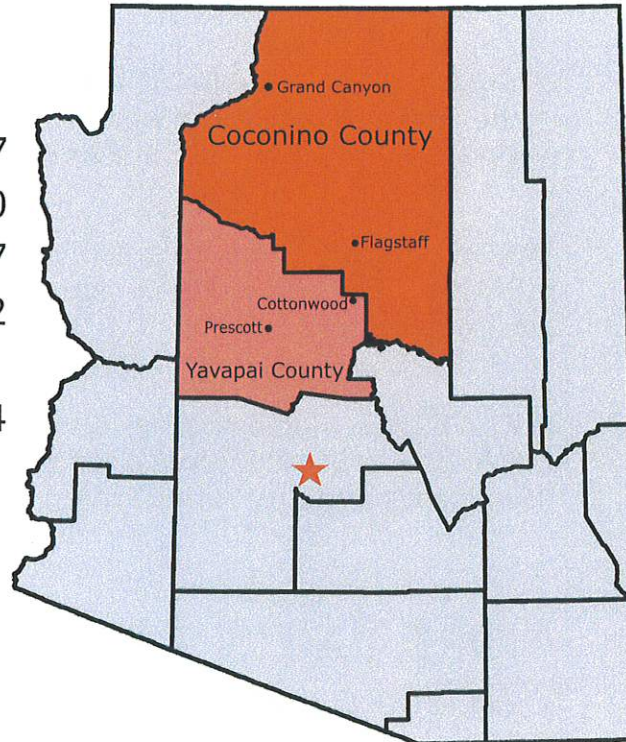
Median Age: 33.0

## Yavapai County

Population 246,211

Prescott Valley	49,075
Prescott	47,603
Chino Valley	13,669
Cottonwood	12,943
Camp Verde	12,409
VOC	6,128
Clarkdale	4,635
Dewey	4,455
Cornville	3,247
Unincorporated	92,047

Median Age: 55.3



Source: 2021 Census

### YAVAPAI BROADCASTING CORPORATION



VISIT US ONLINE @MYRADIOPLACE.COM



# YAVAPAI BROADCASTING FACTS



AWARD-WINNING NEWS!



UPDATED WEATHER!



EXCITING LIVE BROADCASTS!



HIGH SCHOOL, COLLEGE AND PROFESSIONAL SPORTS!



EFFECTIVE MARKETING!



HUGE STATION CONTESTS!

## ADVANTAGES OF RADIO ADVERTISING

**AFFORDABLE!** Studies show radio delivers audiences at an extremely low cost, giving your business the greatest return on investment for your advertising dollar.

**IMMEDIATE!** Advertisers can get their message on the radio very quickly. Updates and changes can be made during the air schedule.

**MOBILE!** Radio is mobile! It follows the listener room to room, in the car, it even follows workers at their place of business or workplace. There are few places radio cannot go.

**TARGETED!** Radio can help you influence your best prospects effectively and efficiently by age, gender, income, and lifestyle.

**SUCCESSFUL!** Radio reaches 63% of shoppers 25-54 within one hour of purchase time! It proves the greatest "purchase proximity" of all major media.

## MORE FACTS ABOUT RADIO!

Radio is the leading reach platform: 86% of all persons 18+ are reached every week. 236,261,000 people aged 12+ listen every week, with an average of 11.2 listening hours per week. The majority of listening happens in cars, with 73% of adults listening while driving. The second most popular is online streaming, with 62% tuning in each week at home or in the office.

[www.MyRadioPlace.com](http://www.MyRadioPlace.com)

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