



2022 MEDIA KIT

RADIO + DIGITAL MARKETING SOLUTIONS



LOCAL, FAMILY-OWNED MEDIA SINCE 1939

KGY, INC

OUR STATIONS



KYYO FM/HD1 McCleary, WA

96.9 "KAY-O" Country. Your Choice for Country in the South Sound! Playing the Latest & Greatest Country Hits. Big D & Bubba in the Morning, More Music for Your Workday & Nat George hosting Afternoons, 3pm-7pm, Monday-Saturday. Featuring Fun Promotions, Contests On-Air, Online, and KAYO-Crew Brand Ambassadors at Station Events, 96.9 KAYO delivers a passionate, local Country Lifestyle audience eager to hear YOUR LOCAL BUSINESS message. COUNTRY LISTENERS ARE RESPONSIVE & SPEND MONEY.



KYYO F2/HD2, K237FR Tumwater, WA

95.3 KGY "Olympia's Greatest Hits." Appealing to Baby-Boomers, coming of age in the mid-70's to mid-80's Olympia's 95.3 KGY focuses on a carefully selected playlist of Greatest Hits from the 60's, 70's, and 80's for Olympia, Lacey, Tumwater, and Thurston County. 95.3 KGY features a full lineup of personality radio DJs, Special Shows, Local Interest Segments, National News, Local Weather & Traffic reports. Plus, theme weekends, On-Air & Online Contests & Promotions, as well as Remote Broadcasts.



KYYO FM/HD3 McCleary, WA

"KAY-O Legends" 96.9 FM/HD3. "KAY-O Legends" is all about having fun, developing an HD only audience, and adding value to the Country Marketplace in the South Sound. We believe there's a population of Country listeners who prefer their Era of Country Music, commonly called the "Garth Era" during the 1990's – These listeners seek out this music, often on their own...KAYO Legends provides a new choice for HD radio listeners to turn to. Coming Soon!

Streaming Online KAYOLegends.com

RADIO

Celebrating 100 Years!
1922-2022



LIVE INTERVIEWS

LONG-FORM INTERVIEWS (5-15 MINUTES). GUEST SEGMENTS W/DJ. PODCAST RECORDING. VIDEO & PRODUCTION SERVICES.

PROMTIONS & CONTESTS

PROMOTIONS SPECIFICALLY DEISGNED FOR YOUR BUSINESS. STATION PROMO CALENDAR TIE-INS. PLUS ON-AIR CONTESTS; TEXT-IN, CALL-IN, KEYWORDS.

RADIO COMMERCIALS

OUR MARKETING TEAM WILL HELP YOU REACH THE IDEAL AUDIENCE WITH A CUSTOM MESSAGED PROMOTING YOUR BUSINESSES' BRAND, SPECIAL OFFER, PROMOTION, INCREASING AWARENESS, CREATING INTEREST AND DEMAND, DRIVING SALES.
NO PRODUCTION FEES!

SPONSORSHIP MENTIONS

WE HAVE A VARIETY OF SPONSORHIPS AVAILABLE; TRAFFIC, WEATHER & NEWS REPORTS. MUSIC FEATURES; BEATLES BREAK, 420 Hit of the Day, 5 O'CLOCK THROWBACK. SHOW SPONSORSHIPS; RED ZONE TALK / HOOP TALK, COFFEE WITH KEN, 60'S REWIND, B-70'S, HONKY TONKIN COUNTRY. THEME WEEKENDS...AND MORE...



DIGITAL



NXT

Reach Your **Ideal Consumer** by Specifically Targeting **DEMO, Location, and Consumer Interests** with the NXT Product Suite.

- **PROGRAMMATIC & RETARGETING**
- Targeted Display & Video
- Geo-Targeted Display & Video
- OTT

MeDIA MAIL

EMAIL BLASTS – HIGHLY TARGETED FROM A LARGE AND CONSISTENTLY REFRESHED DATABASE of **100+ MILLION EMAIL CONTACTS**.
REACH 10K TO MORE THAN 100K EMAILS.
ASK ABOUT “SEND” PRODUCTS FOR AUTO, RECRUIT, UNIVERSITY, REALTY & MORE

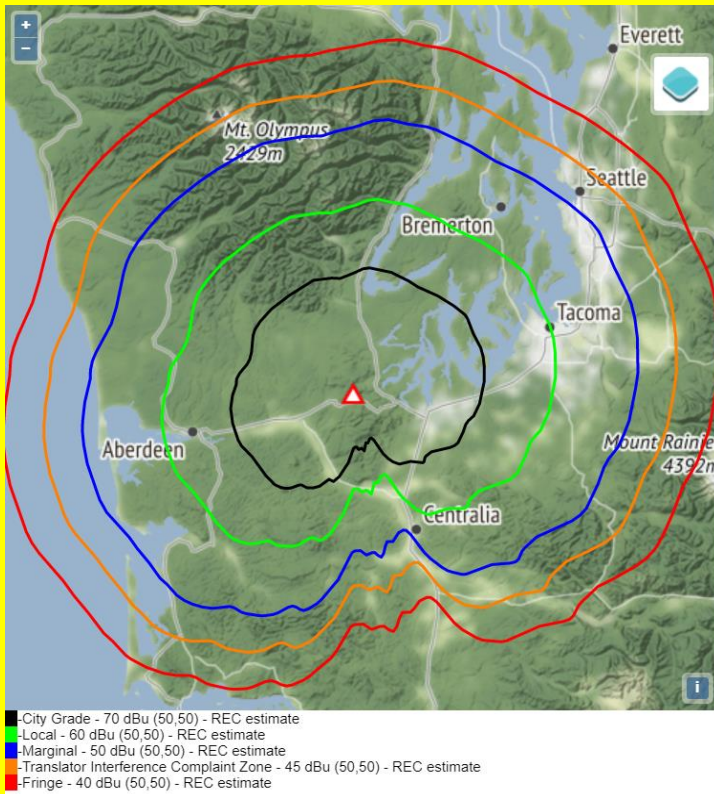
WEBSITES

WE HAVE **TILE-AD, BANNER ADS, STREAMING PLAYER ADS, TAKE-OVERS, FLIPBOOK, EVENTS CALENDAR LISTINGS**-ALL WITH LINK THRU TO YOUR URL. ASK ABOUT OUR WEB ANALTICS.
ONLINE CONTEST PLATFORM: APTIVADA
STREAMING ONLINE – WEBSITE, APP, TUNE-IN, SMART DEVICE

facebook
INSTAGRAM
Twitter



96.9 KAYO – OVER 16K FOLLOWERS, 95.3 KGY – OVER 4K FOLLOWERS
KAYO GIRLS, EVENTS, CONTESTS, SOUTH SOUND LIFESTYLE
LOCAL NEWS/INFORMATION, STATION NEWS, EVENTS, PICTURES



96.9 KAYO-Country blankets the “South Sound,” multi-county area from Seattle south to Centralia, west to Aberdeen. The tower is located on Maxwell Hill near McCleary, WA (City of License), and studio is in Olympia, WA. The station covers a population of OVER 3,447,000 with Thurston & Pierce Counties having the highest POP Density in the area.

CUME PERSONS 12+M-SU 6a-12M

- 55,500 per/week

WEEKLY TSL (HOURS, MINUTES)

- 1 Hour, 51 Minutes

nielsen

Attributed: Nielsen 2020 County Coverage Data

Demographics:

Target: Adults 25-54

Adults 35-64

Core: Adults 35+

Listening:

-In-Car (drive-times)

-At Work (middays)

-On Weekends

Mornings with Big D & Bubba: Monday-Saturday 5a-10a

Nationally syndicated morning show based in Nashville TN, Big D & Bubba have been at it for over 20+ Years, entertaining listeners with their relatable style for the Country lifestyle. They’re joined by Carson and producer Patrick as part of the morning show team.



Afternoons with Nat: Monday-Saturday 3p-7p

Nat’s had a passion for radio since he started broadcasting at age 16. Now, 20+ years later, Nat hosts Afternoon-Drive on 96.9 KAYO-Country, focusing on everything local — Local conversations, events, promotions, interactions with listeners, and fun features like his 5 O’clock Throwback — a favorite country hit of his.

Calls/Frequency: KYYO 96.9 FM

Brand: 96.9 “KAYO-Country”

Online: KAYOfm.com

Positioner: Latest & Greatest Country

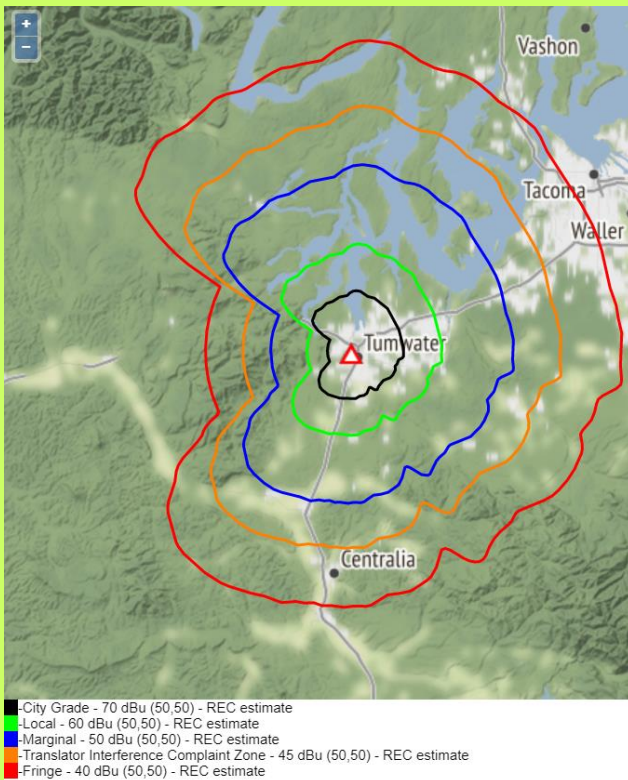
Market Reach: South Puget Sound, Seattle/Tacoma/Olympia

Core Artists:

**Luke Bryan — Carrie Underwood — Blake Shelton — Keith Urban
 Thomas Rhett — Jason Aldean — Zac Brown Band
 Florida Georgia Line — Kenny Chesney**

COUNTRY





95.3 KGY-Olympia's Greatest Hits covers the major population center for Thurston County, represented by Olympia, Lacey, Tumwater. The station is heard throughout Thurston County. The station broadcasts from Tumwater Hill, and the studio is located on the Olympia Waterfront. KGY is Olympia's Heritage station, founded and first Licensed in 1922 as an AM station, by Father Sebastian Ruth at St. Martin's College.

Listener Demographics:

Target: Adults 35-64

Core: Adults 35-54

Listening:

-In-Car (drive-times)

-At Work (middays)

-On Weekends

Good Morning Olympia with Doug Dahlgren: Monday-Saturday 5a-9a

Kevin "the Brit" Middays: Monday-Saturday 3p-7p

Afternoons with Mr. Stein: Monday-Friday 3p-7p

Evenings with Rick Dees: Monday-Saturday 7p-12m

Programming also includes local Weather/Traffic reports, Syndicated Music Shows (Beatles Brunch, 60's Rewind, Back to the 70's, and limited talk programming on Sunday mornings including Weekend Warriors, and Coffee with Ken.

Calls/Frequency: KYYO-F2(K237FR) 95.3 FM

Brand: Olympia's 95.3 KGY

Online: KGYfm.com

Positioner: Olympia's Greatest Hits

Market Reach: Thurston County

Core Artists:

Elton John – Fleetwood Mac – Eagles – The Doobie Brothers
 Rolling Stones – The Beatles – Rod Stewart – Billy Joel
 Daryl Hall & John Oates – Stevie Wonder

Classic Hits/Oldies

Olympia's
KGY 95.3

EVENTS.

STICKER STOPS

GET A STICKER WIN A PRIZE! 2 HOUR ON-SITE.

REMOTE BROADCASTS

2-3 HOUR ON-SITE WITH DJ, PROMO TEAM, PRE-PROMOTION, SPOT SCHEDULE.



KIDS DAY EVENTS

FAMILY FOCUSED
ACTIVITIES & PRIZES.

GRAND OPENINGS. MUSIC FESTIVALS.
CUSTOMER APPRECIATION EVENTS.

LOCAL FAIRS

ALL AROUND THE SOUTH
SOUND & WASHINGTON
STATE FAIR IN PUYALLUP.

NON-PROFIT FUNDRAISERS. GOLF TOURNAMENTS. CAR SHOWS. MARATHONS / 5KS.

Seattle/Tacoma's “South Sound” Market

Where is *South Sound*?

- **Red Circle** = “South Sound” including:

Pierce (Tacoma)

Thurston (Olympia)

Mason (Shelton)

- **Purple Circle** =  Coverage Area

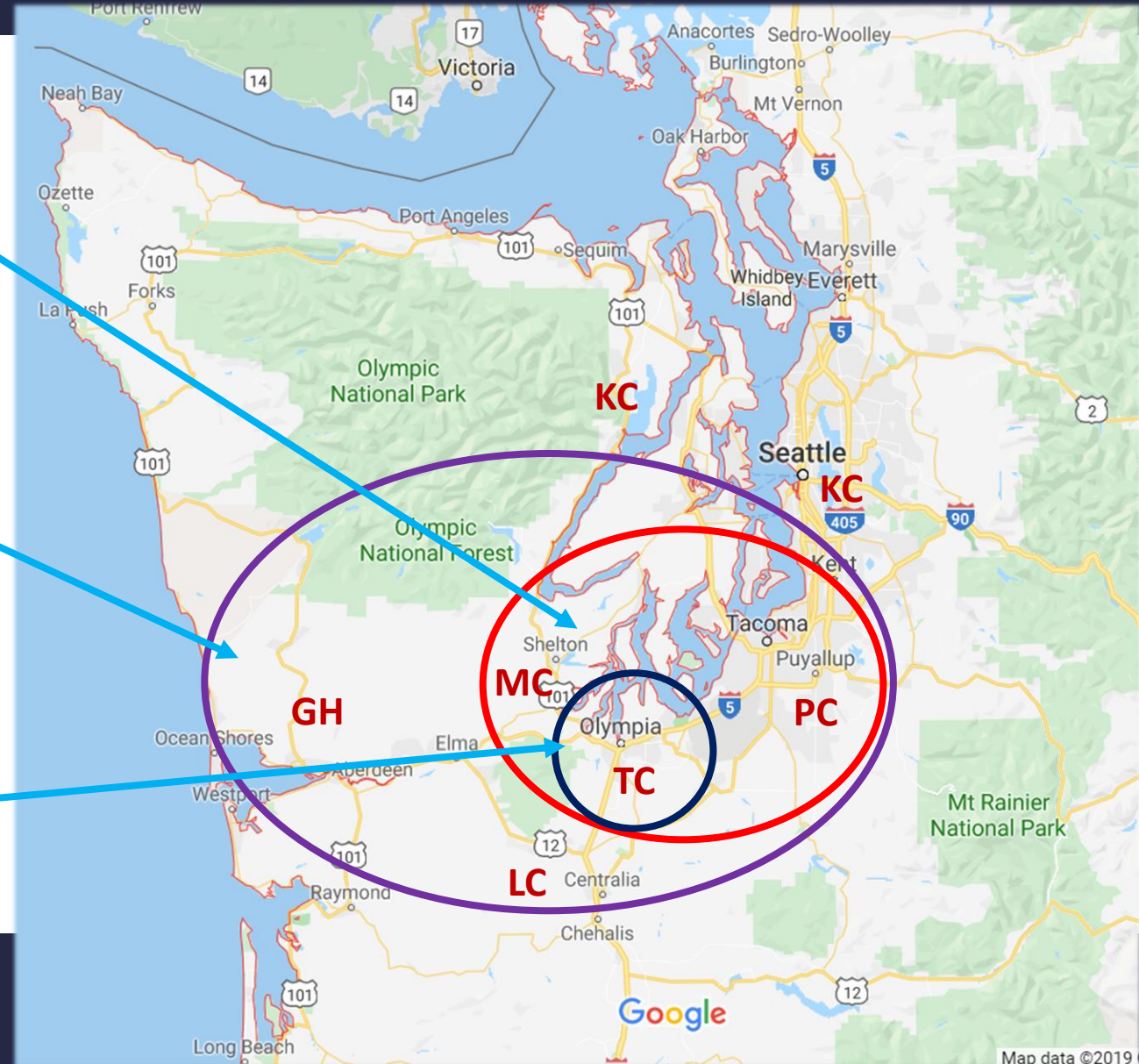
Including:

Gray Harbor (Aberdeen)

Lewis (Centralia/Chehalis)

- **Blue Circle** =  Coverage Area

Thurston County



96.9 KAYO & 95.3 KGY reach a combination of listener demographics in the South Sound.

CONTACT US



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