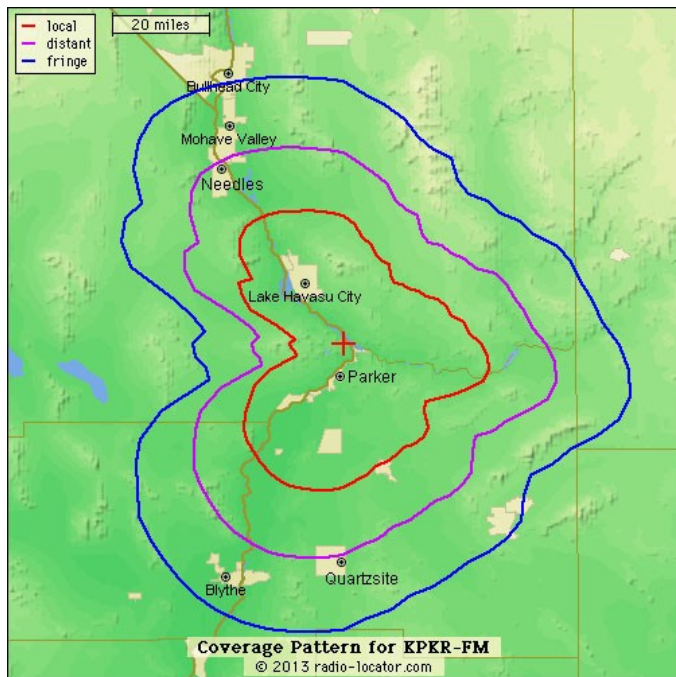


JACKFM COVERAGE



25,000 Watts ERP
Population in
Coverage Area:
(2016 Approx.)
150,000 +



A sample of the artists
featured on 95.7 JACKFM:

- Santana
- Nirvana
- Aerosmith
- Lynyrd Skynyrd
- Sublime
- Journey
- Depeche Mode
- Pink Floyd
- Rolling Stones
- Talking Heads
- Bob Seger
- Bruce Springsteen
- Green Day
- Led Zeppelin
- Van Halen
- Counting Crows



**“JACKFM is the most successful
branded music format to be launched
in the past 25 years.”** – Time Magazine

ARIZONA'S HOMETOWN
RADIO GROUP

www.RiverRatRadio.com

Phone: 1-928-855-JACK (5225) Fax: 1-928-855-4957
2250 McCulloch Blvd N.#J, Lake Havasu City AZ 86403

MARKETING PORTFOLIO

WHAT IS JACKFM?

JACKFM is a lifestyle radio brand that energizes adult listeners using an unconventional music and persona presentation. JACKFM is not a person, but JACKFM has a distinct and playful personality. JACKFM is a state of mind that listeners and advertisers both share in.

95.7 JACKFM “River Rat Radio”

features Top Hits from the late 1960's to the 2000's making up **the biggest playlist ever conceived in radio**. Great for listening while at work, at home, out chupacabra hunting, or on the river.

Reaching 150,000 listeners in communities such as Parker, Lake Havasu City, Needles, Quartzsite, Bouse, Poston, Mohave Valley, Vicksburg, Hope, Blythe, Ehrenberg, Salome, Wenden, Big River and the Parker Strip.

All on ONE Frequency!

JACKISM #116.3:

Playing what we want. So those tone-deaf mouth breathers can't ruin it for you.



KPKR DEMOGRAPHICS



FORMAT:

Variety / Adult Hits / What We Want

TARGET AUDIENCE:

*Adults 25 +
(even the ones that don't act their age!)*

LOCAL OWNERSHIP:

*Sanford and Terry Cohen
Arizona's Hometown Radio Group
Since 1985*

DAILY FEATURES:

*Arizona News
California News
Hourly Local Weather Forecasts*

SPECIAL FEATURES:

*JACK-tivity Calendar
Live, On-Location Broadcasts*

HOURS OF OPERATION:

24 Hours/7 Days

For more information...

**CONTACT YOUR
ACCOUNT EXECUTIVE
TODAY**

**(928) 855 -JACK (5225)
sales@riverratradio.com**