

**95.3 KRTY**  
SAN JOSE *HOT* COUNTRY

**1590 KLIV**  
SAN JOSE'S COUNTRY GOLD

750 Story Road  
San Jose, California 95122

Phone: 408.293.8030

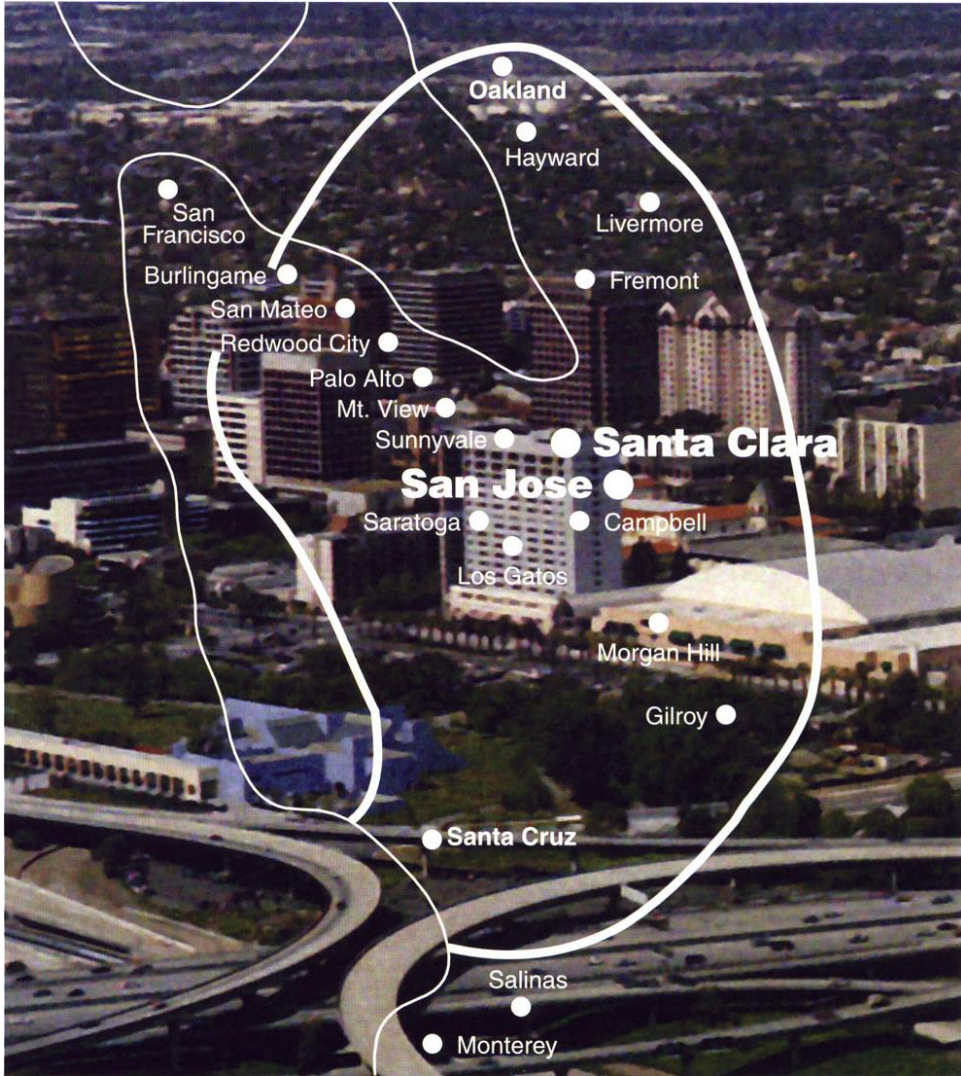
Fax: 408.351.0233

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# Coverage Map



YOUR SOUTH BAY  
HOME OF THE



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New music is the lifeblood of radio today. We've become the expert in Country music and as such, give the listeners an opportunity to be on the ground floor of what is new and happening in our format. This breeds tremendous loyalty to the brand of KRTY. As the heritage country station in the Bay Area, KRTY is the right place for your advertising dollars.

<u>Age Analysis</u>		<u>Gender</u>		<u>Ethnicity</u>	
18-24	10.4%	Females	52.4%	Caucasian	87.5%
25-34	26.9%	Males	47.6%	Hispanic	10.1%
35-44	16.5%			Asian	6.1%
45-54	22.7%			Other	6.3%
55+	23.4%				
<u>Education</u>		<u>Household Income</u>			
HS Grad	25%	100K+	52.8%		
Some College	30%	75K-99K	12.3%		
College Grad	41.8%	60K-75K	14.5%		
		25K-50K	20.5%		

Source: Scarborough SF/SJ Aug16-Jul17

<u>Age Analysis</u>		<u>Gender</u>		<u>Ethnicity</u>	
25-34	3.9%	Females	53%	Hispanic	7.4%
35-44	24.6%	Males	47%	Caucasian/Asian/Other	92.6%
45-54	4.5%				
55+	55.8%				
<u>Education</u>		<u>Household Income</u>			
HS Grad	11.3%	100K+	54.5%		
Some College	46%	75K-99K	13.3%		
College Grad	23.8%	50K-74K	20.9%		
		25K-49K	6.8%		



KLIV Country Gold features the biggest hits of the decade that changed Country Music into what it is today. From stars like George Strait, Reba, Alan Jackson, to Garth Brooks and Vince Gill, these are the songs and artists that first introduced the audience to mainstream country. Programmed and operated by the same folks who have been the Bay Area's Country Music experts for over 25 years.

Source: Scarborough SF/SJ Aug16-Jul17





## Week Day Sponsorships

### Top of the Hour Sponsorship

Available weekdays, 9:00 am - 12 mid

### Traffic Sponsorship

Available weekdays, 6:00 am – 10:00 am

### Community Outreach

Commonwealth Club: Airs Mondays 11:00 pm – 12:00 am

CEO Show: Airs Tuesdays 6:00 pm – 7:00 pm

San Jose Rotary Club: Airs Wednesdays 11:00 pm - 11:30 pm

## Weekend Sponsorships

### Radio Rehab with Dana Williams

Airs Saturdays 10:00 am – 1:00 pm

### CEO Encore

Airs Sundays 9:00 am – 10:00 am

### Country Gold Countdown with Terri Clark

Airs Sundays 6:00 pm – 10:00 pm

### Honky Tonkin with Tracy Lawrence

Airs Sundays 3:00 pm – 6:00 pm

## Sports Sponsorships

KLIV partners with San Jose State Spartans Football and Basketball as well as CCS Football & High School Basketball.



## Custom Opportunities

KLIV offers exclusive opportunities to provide our advertisers with different ways to customize their advertising packages.

Ask your account executive about 30 minute and 60 minute Block Programming options.



Every weekday, at 9AM, KRTY will feature "What's Next" with Randy Jones, a radio segment where we play three of the hottest new hits coming to Country Radio.



Every Tuesday at 12 Noon, Julie Stevens from the morning show and the KRTY General Manager, Nate Deaton, host the On Air Music Meeting. This is where Nate and Julie decide on the next song that should be added to the KRTY play list.



95.3 KRTY takes pride in making listening an interactive experience, and the Hot 1 at 1 is no exception. Every weekday, KRTY's Randy Jones will take on-air votes from listeners for their favorite country songs. The song with the most votes will be played at 1:00pm.

During the meeting Nate and Julie play 4 songs and ask people to call in and give their thoughts. At the end of the show, listeners are directed to [krtv.com](http://krtv.com) to vote on which song they liked the best.



Each weeknight from 9:00 P.M. –10 P.M. Indiana Al plays the 9 most requested songs of the day. If listeners can identify all 9 songs, they'll win concert and event tickets, CD's, and other swag.

Each week, a charted country star joins Lon Helton to count down the week's Top 30. Lon is a Nashville insider, well known by the stars. They tell funny, unrehearsed stories about their friends. The show is recorded live each week on Nashville's historic Music Row.

## Custom Opportunities

KRTY offers its advertisers exclusive options to customize their advertising packages. Ask your account executive about partnering with our exclusive Song & Wine Series.





# Contact Information

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

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