

OPUS

BROADCASTING
MEDIA KIT



**SOUTHERN OREGON'S LARGEST
LOCALLY OWNED RADIO GROUP**



FULL RADIO AND DIGITAL MARKETING SERVICES

**WITH COVERAGE IN JACKSON, JOSEPHINE, DOUGLAS, KLAMATH AND
SISKIYOU COUNTIES**



O – 541.772.0322
WWW.OPUSRADIO.COM



KCNA



CLASSIC HITS!



ALSO AT 98.3 ROSEBURG
& 98.9 CANYONVILLE

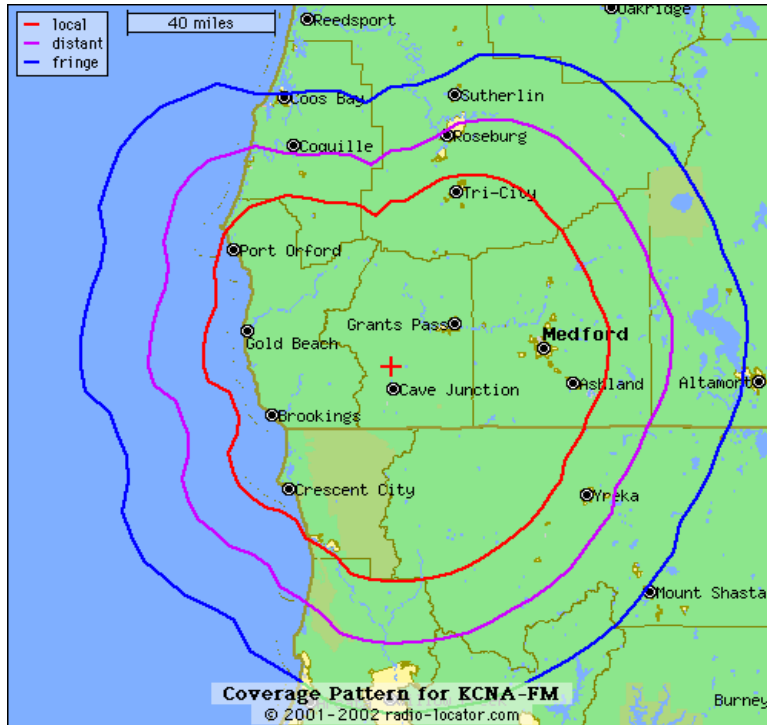
- Target Audience 25-54 - 60% Female 40% Male
- Coverage in Jackson, Josephine and Douglas Counties
- Featured Artists include: Van Halen, Aerosmith, Michael Jackson, The Police, Def Leppard, U2, AC/DC, and Queen
- The average listener is more likely to be employed, have an average annual household Income of over \$71K, have a college degree and be in a top management position.

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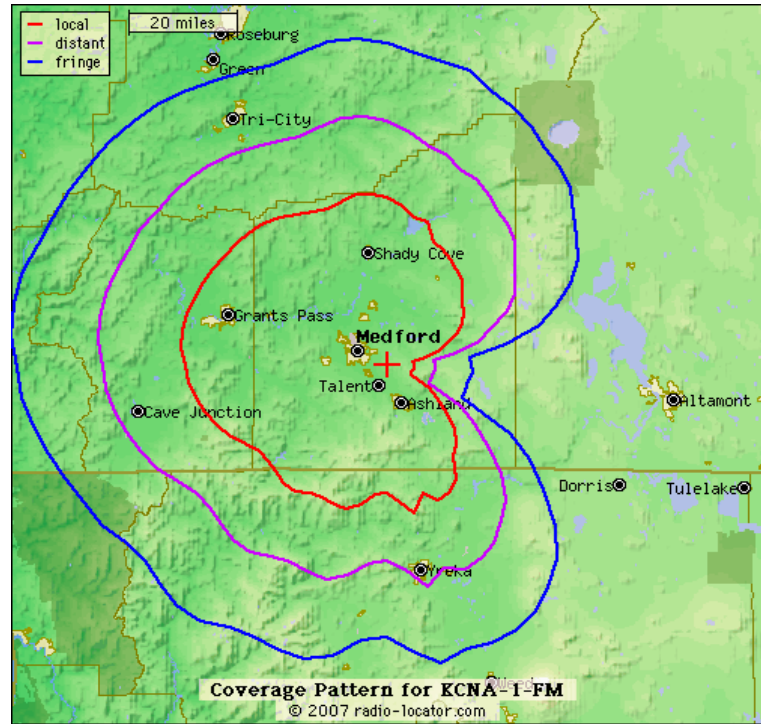


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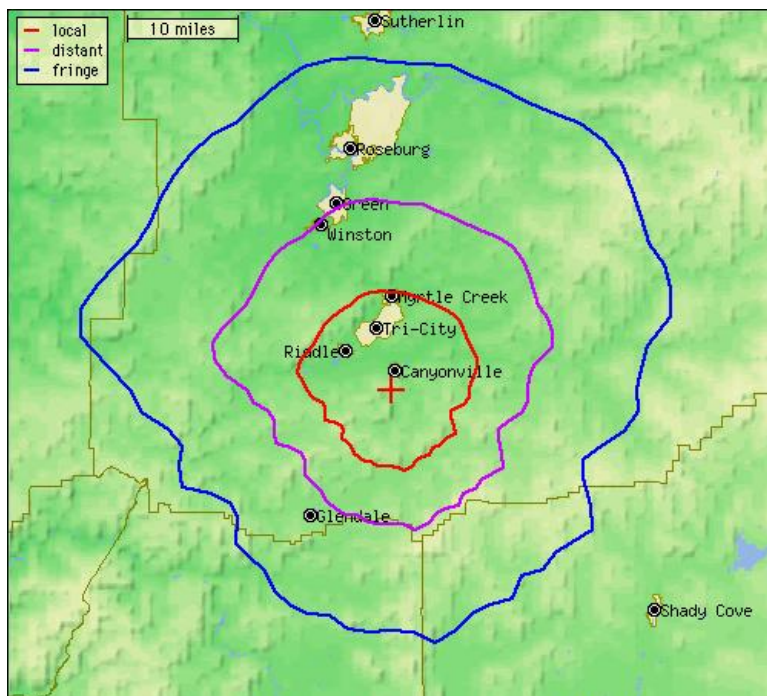
Main Transmitter 102.7



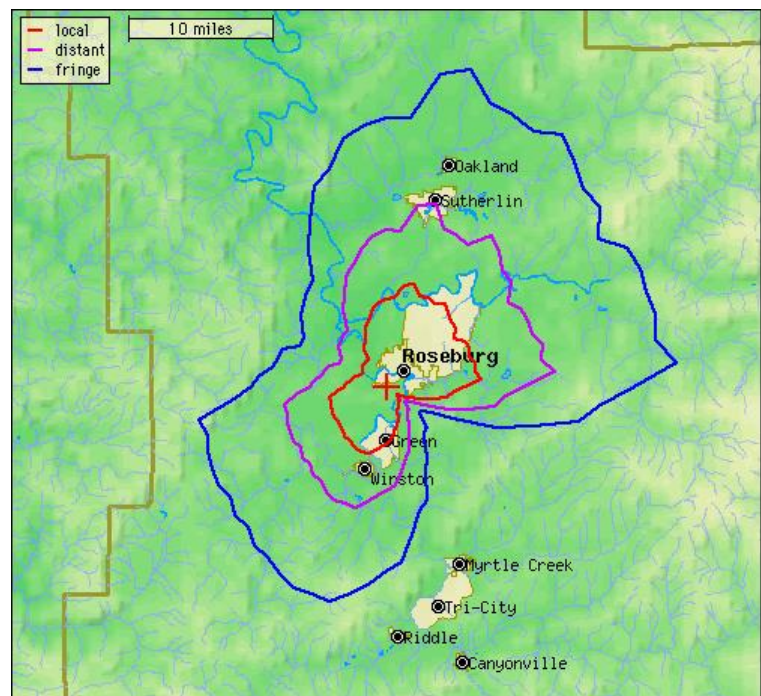
Additional Booster 102.7



Canyonville Translator 98.9



Roseburg Translator 98.3



KROG



NEW ROCK!



**ALSO AT 103.7 ROSEBURG
& 94.3 CANYONVILLE**

- Target Audience 18-49 - 40% Female 60% Male
- Coverage in Jackson, Josephine and Douglas Counties
- Featured Artists include: Godsmack, Disturbed, Shinedown, Theory of a Deadman, Stone Temple Pilots and Red Hot Chili Peppers.
- The average listener is more likely to be employed, have an average annual household Income of over \$66K, have a child in the house, exercise regularly and plan to buy a vehicle this year.

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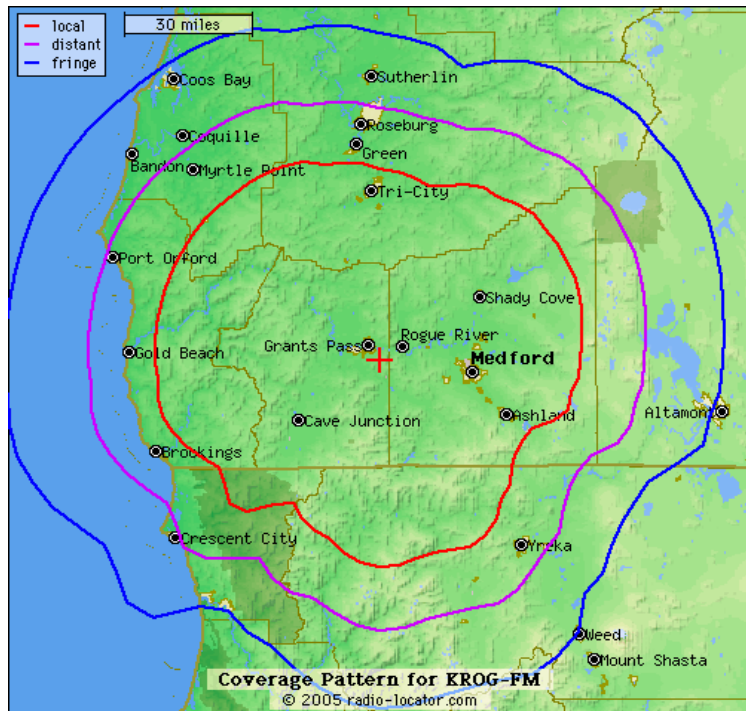
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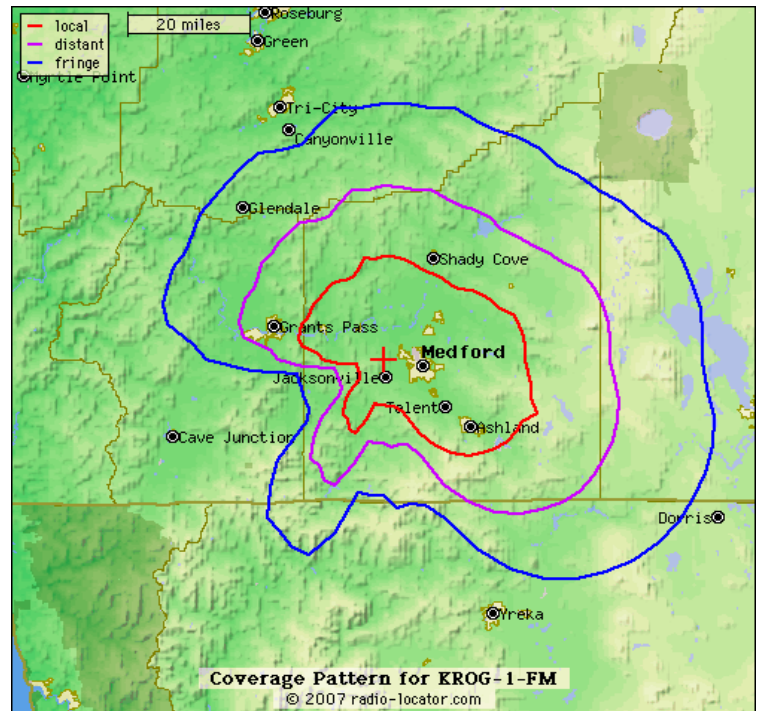
Coverage Maps

Streaming at www.969therogue.com

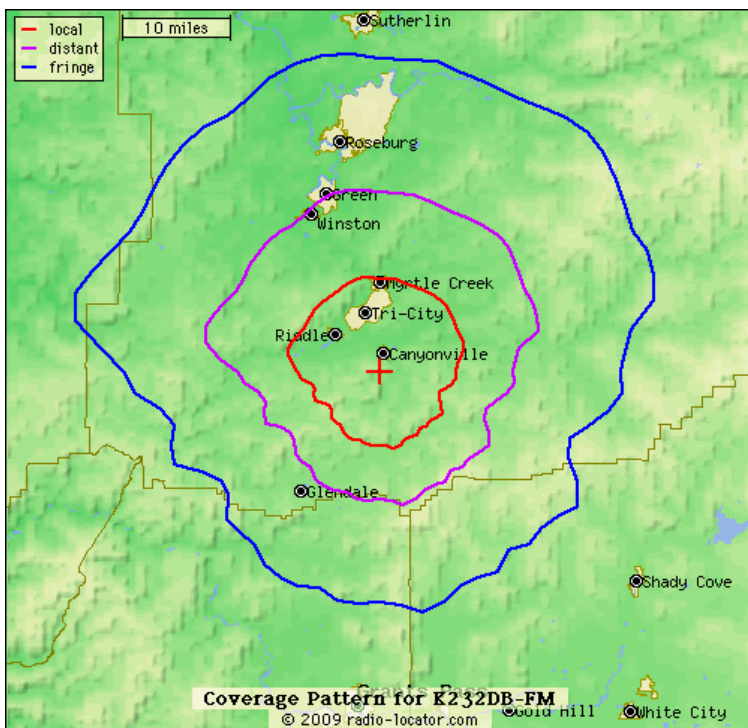
Main Transmitter 96.9



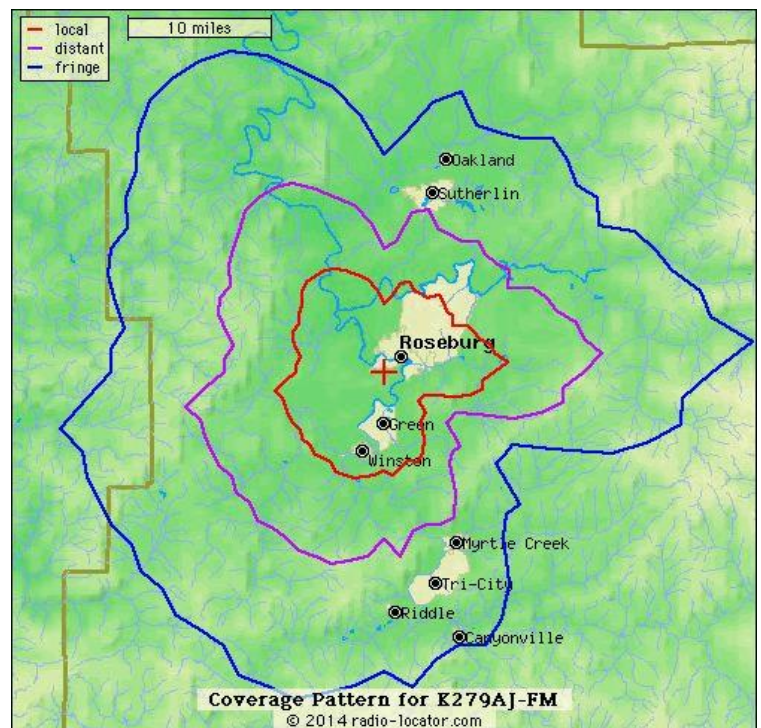
Additional Booster 96.9



Canyonville Translator 94.3



Roseburg Translator 103.7



KRVC



THE PARTY STATION!

- Target Audience 18-44 - 60% Female 40% Male
- Coverage in Jackson, Siskiyou and Klamath Counties
- Featured Artists include: Katy Perry, Justin Timberlake, Kelly Clarkson, Pitbull, Taylor Swift, Maroon 5, Lady Gaga and Bruno Mars.
- The average listener is more likely to have children in the house, buy their first house this year and work in the sales industry.

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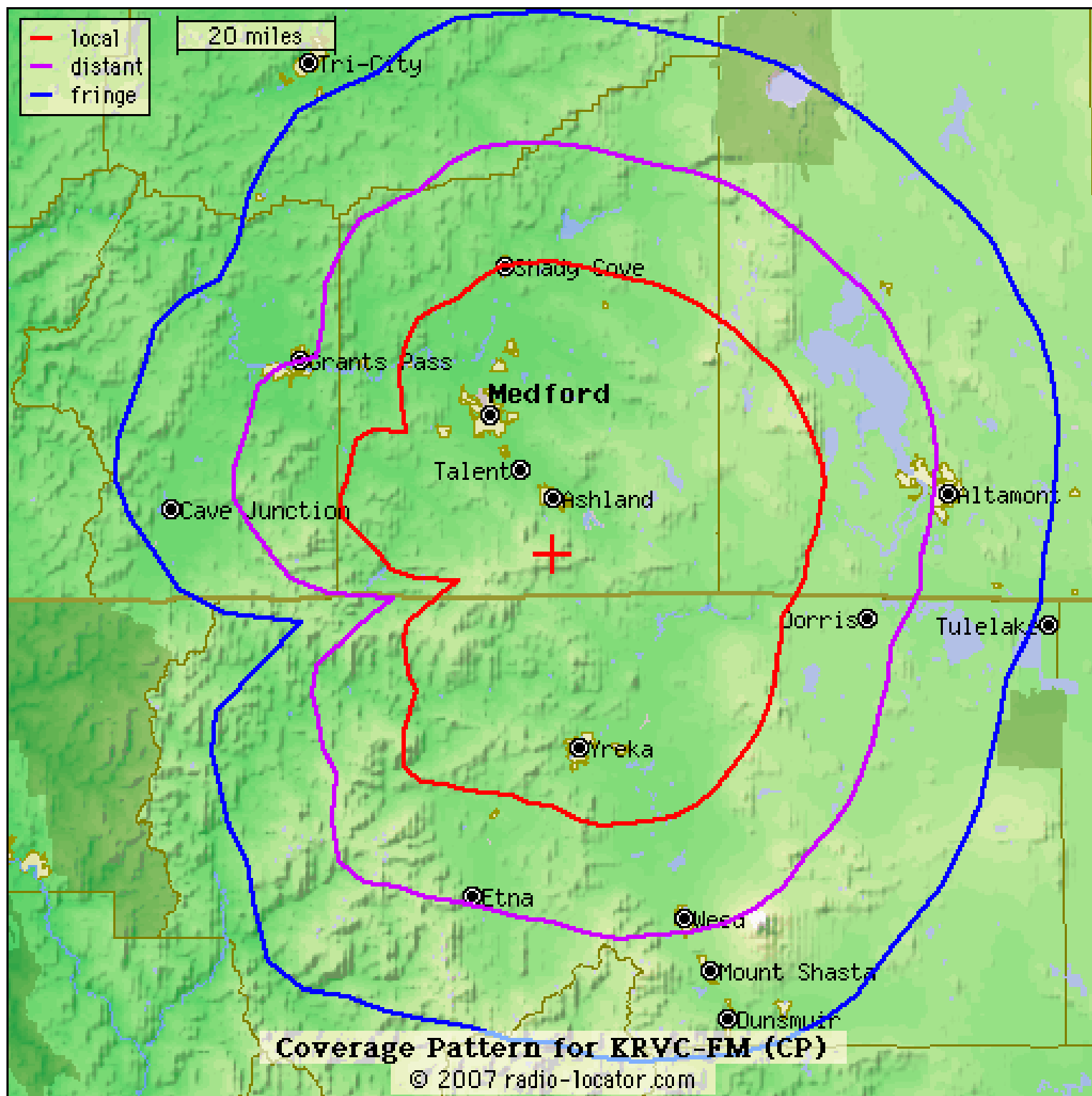


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Coverage Map

Streaming at www.hot989fm.com



KRTA



**THE ONLY COMMERCIAL
SPANISH LANGUAGE
RADIO STATION
IN THE SOUTHERN HALF
OF OREGON!**



-Target Audience: The Hispanic Community. Conservatively estimated to be about 15% of the population.

-Coverage in Jackson, Josephine and Douglas Counties and has been heard as far away as Norway!

-Featured Artists include: Talia, Selena, Banda Limon, Joan, Vicente Fernandez, Los Tigres Del Norte.

-Ask me how I can help you reach the Hispanic market. If you're hesitant about advertising here, let me explain why you shouldn't be and share stories from local businesses that have benefited greatly by utilizing La Gran D!

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La Gran D

La Más Mexicana – KRTA 610 am

Coverage Map

Online at www.opusradio.com/610am

