



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

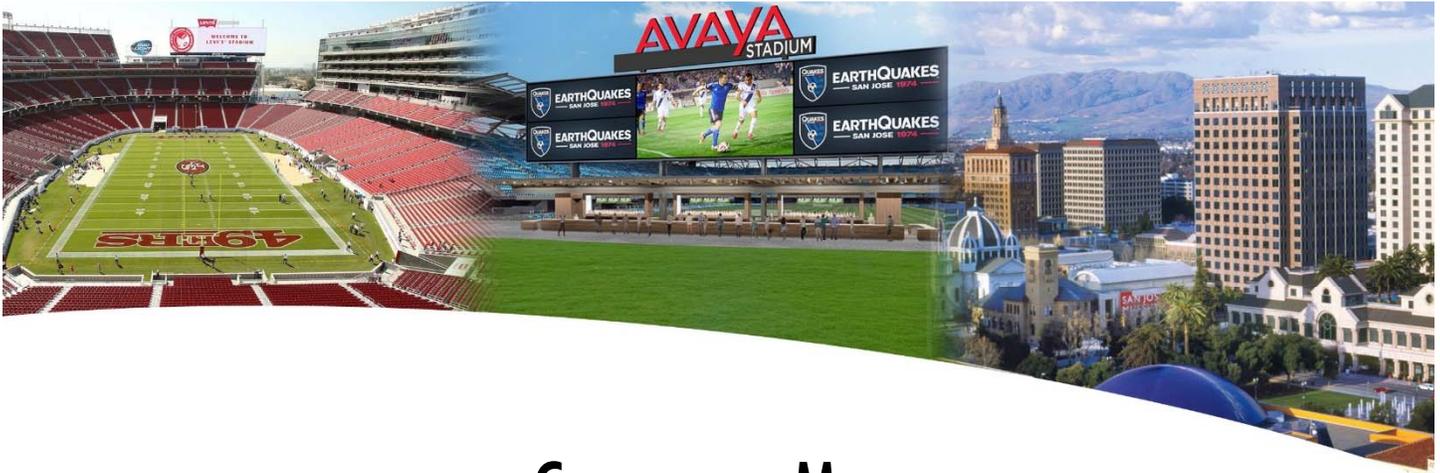
**1590 KLIV**  
SAN JOSE'S COUNTRY GOLD

750 Story Road  
San Jose, California 95122

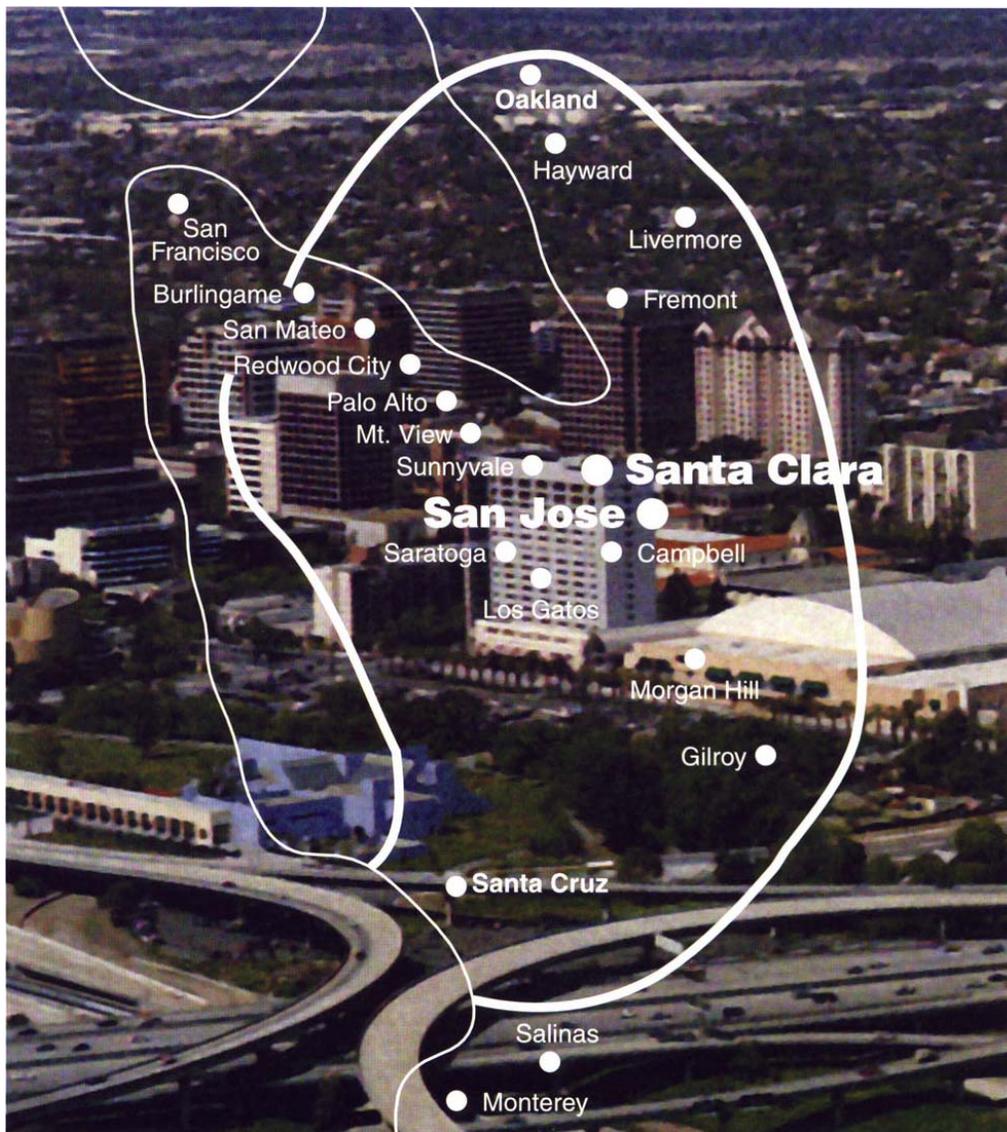
Phone: 408.293.8030  
Fax: 408.351.0233

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

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

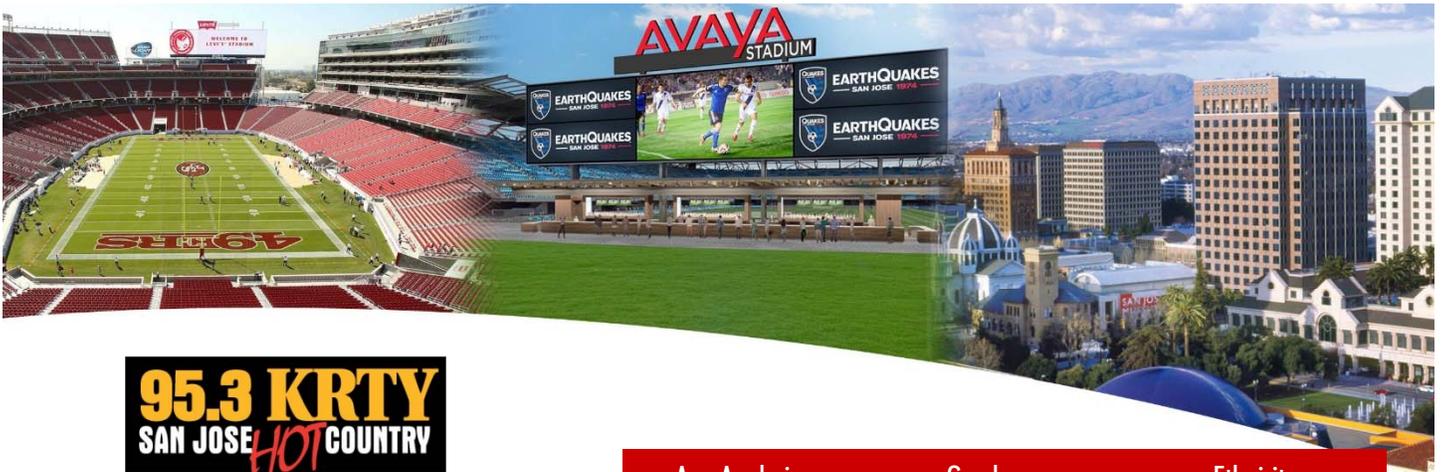


# Coverage Map



**95.3 KRKY**  
 SAN JOSE *HOT* COUNTRY

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



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.

Age Analysis		Gender		Ethnicity	
18-24	11.2%	Females	58.4%	Caucasian	81.4%
25-34	20.0%	Males	41.6%	Hispanic	8.7%
35-44	15.5%			Asian	6.7%
45-54	23.2%			Other	3.2%
55+	30.2%				
Education			Individual Income		
HS Grad	30.9%	100K+	50.8%		
Some College	26.2%	75K-99K	15.5%		
College Grad	33.2%	50K-74K	10.2%		
Adv. Degree	10.0%	25K-49K	23.5%		

**Country Gold 1590 KLIV:**  
Qualitative information coming within 6 months.



KLIV Country Gold features the biggest hits of the decade that changed Country Music into what it is today. All of the prime cuts from stars like George Strait, Reba, Alan Jackson, Garth Brooks and Vince Gill. Songs and artists that first introduced the audience to mainstream country. The era on the air spans from 1988-2002. Programmed and operated by the same folks who have been the Bay Area's Country Music experts for over 25 years. Syndicated with local morning hosts Gary Scott Thomas and Julie Stevens, Mid-day personality John McLeod has been a fixture in south bay radio since the mid 1960's and afternoon host Randy Jones has been on KRTY for over 18 years. Plus, all the community support folks have grown to know from the locally owned and operated KRTY and KLIV. 1590 KLIV will also feature live Sports broadcasts from MLS San Jose Earthquakes, College hoops from San Jose State and Santa Clara and College football from San Jose State.

Source: Scarborough SF/SJ Feb14-Jan15





## Week Day Sponsorships

### The Produce Report

Airs weekdays at 9:20am, 11:50am, and 5:50pm.

### Top of the Hour Sponsorship

Available weekdays, 9:00 am - 12 mid

### 7pm Strip

Commonwealth Club: Airs Mondays 7:00 pm – 8:00 pm

CEO Show: Airs Tuesdays 7:00 pm – 8:00 pm

San Jose Rotary Club: Airs Wednesdays 7:00 pm - 7:30 pm

## Sports Sponsorships

KLIV partners with Major League Soccer's San Jose Earthquakes, San Jose State Spartans Football and Basketball, and Santa Clara University Broncos Basketball.



## Weekend Sponsorships

### Into Tomorrow with Dave Graveline

Airs Saturdays 10:00 pm - 12 mid

### CEO Encore

Airs Sundays 9:00 am – 10:00 am

### Country Gold Countdown

Airs Sundays 6:00 pm – 10:00 pm

### Costa Report

Airs Sundays 10:00 pm – 12 mid

## 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.

Or different ways to advertise using our extensive Digital platform.

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

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



Every weekday, at 9:30AM, KRKY will feature the Daily Double with Randy Jones, a radio segment where listeners request two songs that they want to be played back to back. The songs could be the same artist, have the same theme or be completely different.



95.3 KRKY takes pride in making listening an interactive experience, and the Hot 1 at 1 is no exception. Every weekday, KRKY'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.



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.

## Custom Opportunities

KRKY offers its advertisers exclusive options to customize their advertising packages. Ask your account executive about our extensive Digital advertising platform.



Every Tuesday at 12 Noon, Julie Stevens from the morning show and the KRKY 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 KRKY play list.

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 [krky.com](http://krky.com) to vote on which song they liked the best.



Each week night at 8:30pm KRKY features a new Home Grown artist. The KRKY Homegrown Series is all about the local, talented, country artists that grew up here in the Bay Area. KRKY believes in supporting local country artists by bringing exposure to their music every night!



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.

**95.3 KRKY**  
SAN JOSE **HOT** COUNTRY

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



## Contact Information

Empire Broadcasting  
1590 KLIV-AM | 95.3 KRTY-FM  
750 Story Road, San Jose, CA 95122  
Phone: 408-293-8030  
Fax: 408-293-6124

Vice President of Sales – Tina Ferguson  
tferguson@empirebroadcasting.com  
Phone: 408-961-0432  
Fax: 408-351-0233

President | Owner – Bob Kieve  
kieve@empirebroadcasting.com  
Phone: 408-961-0430  
Fax: 408-293-6124

KLIV | KRTY Program Director – Julie Stevens  
jstevens@empirebroadcasting.com  
Phone: 408-961-0426  
Fax: 408-351-0233

KLIV | KRTY General Manager – Nate Deaton  
ndeaton@empirebroadcasting.com  
Phone: 408-961-0431  
Fax: 408-351-0233

KLIV | KRTY Traffic Manager – Susan Porria  
sporria@empirebroadcasting.com  
Phone: 408-961-0456  
Fax: 408-298-5315

Business Manager – Lisa Salud  
lsalud@empirebroadcasting.com  
Phone: 408-961-0435  
Fax: 408-279-1434

Promotions Director – Jamie (Pauhl) Jackson  
jpauhl@empirebroadcasting.com  
Phone: 408-961-0433  
Fax: 408-351-0233

Creative Services – Lauren (DiSalvi) Salciccia  
ldisalvi@empirebroadcasting.com  
Phone: 408-961-0429  
Fax: 408-293-6124

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

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

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

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