

# Q97.1

## ALL THE HITS



1110 E. Olive Avenue  
Fresno, CA 93728  
Office: (559)497-1100

Q97.1 FM | Q97.com | Q97Radio    
@Q97FM  

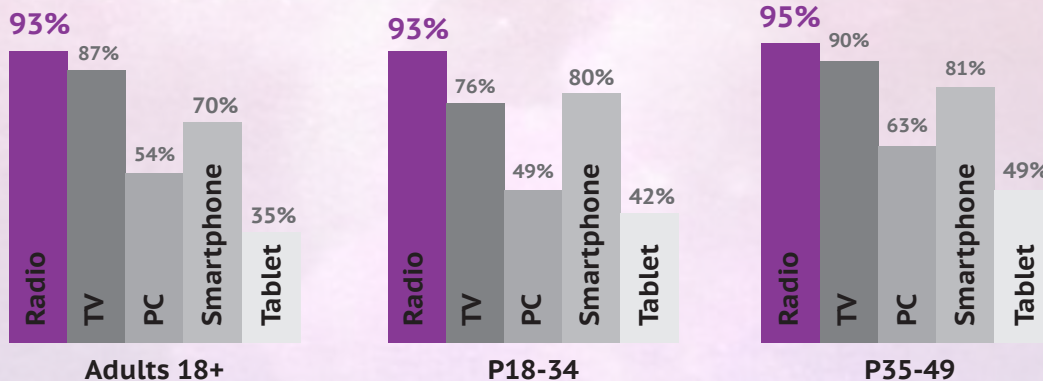
# STATION PROFILE

## KSEQ FM

Q97.1 is active in the community, is connecting with social media, on the streets and in the clubs, delivering the latest entertainment news and celebrity interviews. Q97.1 plays all the hits!

Q97.1 reaches a wide range of listeners throughout California's Central Valley.

**DID YOU KNOW?:** Radio is the #1 reach medium among adults.



Source: The Nielsen Total Audience Report Q1 2015



**Q97.1's audience is comprised of  
Women 45.8% / Men 54.2%**

Lotus Fresno, Corp. dba KSEQ-FM; KKBZ-FM; KGST-AM; KHIT-FM; KLBN-FM;  
do not discriminate on the basis of race or ethnicity with respect to its advertising sales agreements.

# TALENT LINEUP



GREG & DRE IN THE MORNING  
M-F 6AM-10AM



KIMMIE - MIDDAYS  
M-F 10AM-2PM



DANNY SALAS - AFTERNOONS  
M-F 2PM-7PM



YO BOY DUB - NIGHTS  
M-F 7PM - 12MIDNIGHT



RIGHTEOUS RAY  
WEEKENDS

**Q97.1**  
**ALL THE HITS**

# FEATURED PROGRAMMING

**Q97.1**  
ALL THE HITS  
**IN THE MIX**



**Drive at 5 Mix**  
with DJ Erb  
Mon-Fri 5pm-6pm

**9 o'clock Quick Mix**  
with DJ Special K  
Mon-Thurs 9pm-10pm



**Q97.1 attracts over 188,000  
listeners WEEKLY!**

**Club Q, Every Friday night 9pm-Midnight**  
Spinning the hottest music to start your weekend!

## WEEKEND TOP 30 COUNTDOWN WITH HOLLYWOOD HAMILTON

Saturday mornings from 6am-9am,  
Hamilton counts down the 30 hottest Hip  
Hop and R&B songs in the country.



## BAKA BOYZ ALL STAR HIT MIX

Every Saturday night from 9pm-Midnight, the  
radio veterans spin only the hottest tracks in  
the mix.

## SUNDAY NITE SLOW JAMS WITH R DUB

Every Sunday night from  
8pm-Midnight, R Dub  
plays your favorite slow  
jams and you make your  
oral expressions.



**Over 18,000 of our listeners are  
of professional occupations.**



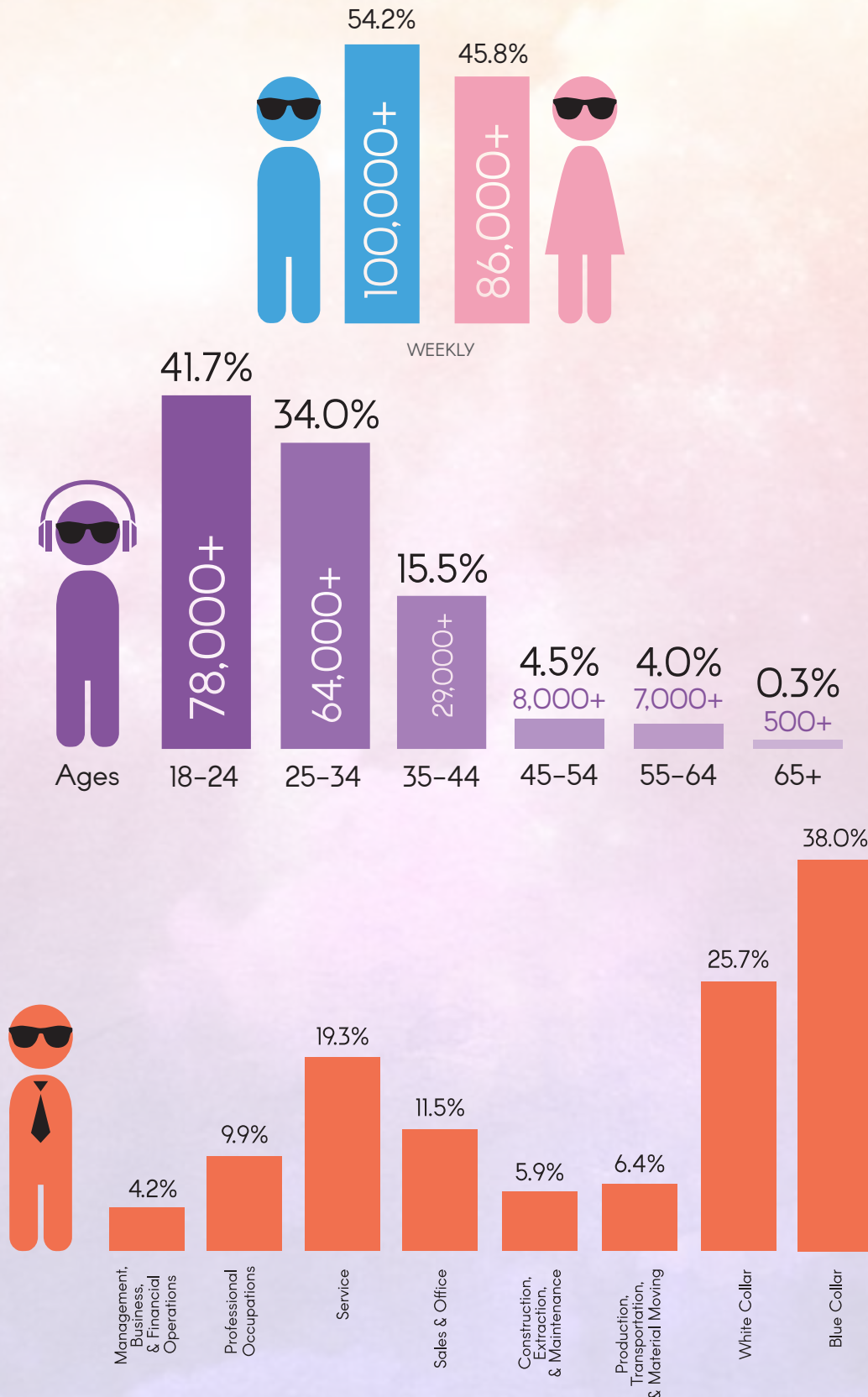
# COVERAGE MAP

## HOW FAR DOES Q97.1 REACH?



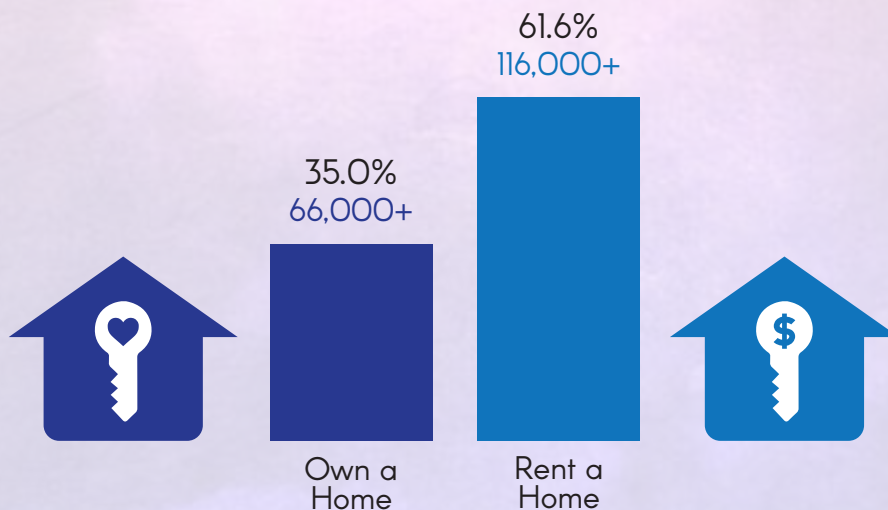
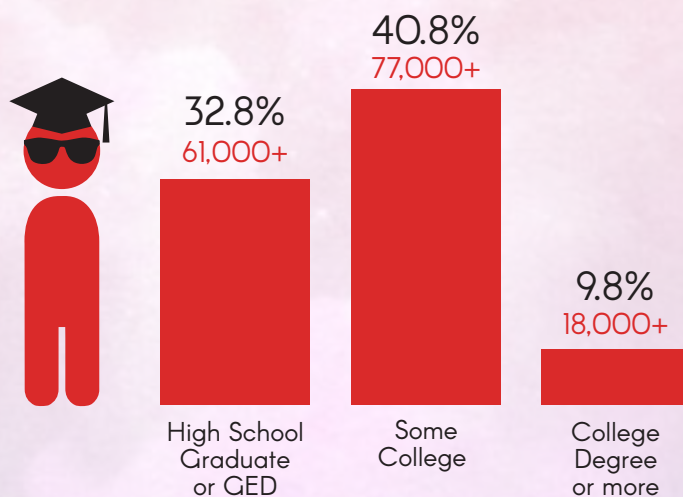
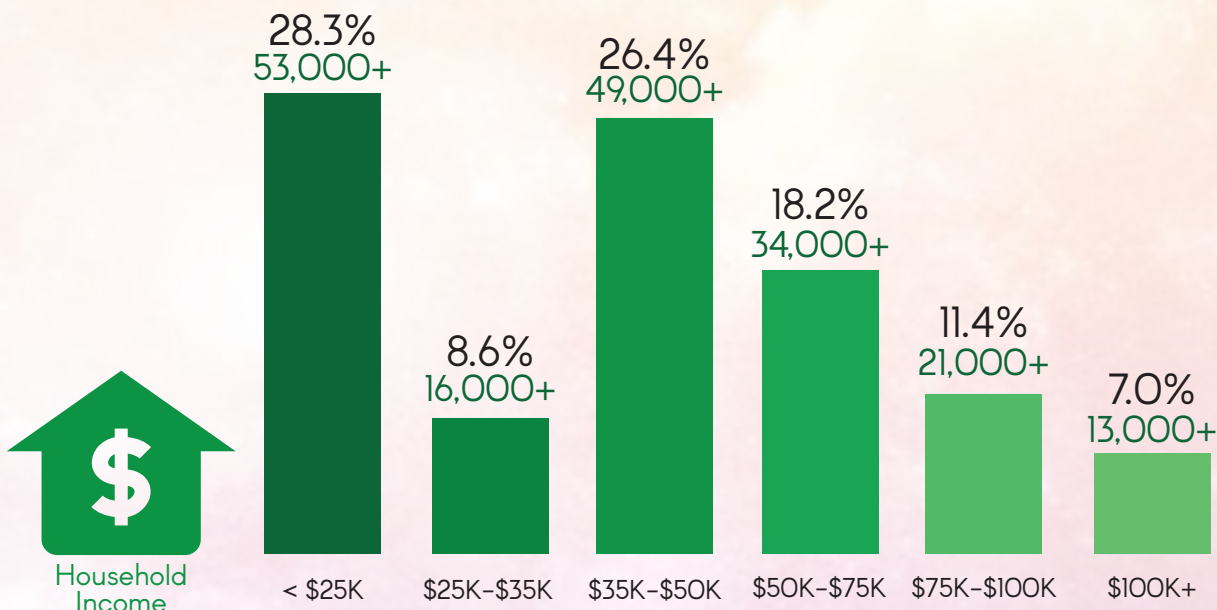
The largest age group of Q97.1 listeners are Millennials at 41.7% of everyone who tunes in!

# WHO'S LISTENING?



Source: The Nielsen Qualitative Profile for Fresno; Scarborough RI 2015; Full Survey; P 18+;  
Radio Station: KSEQ-FM | Base: Population of 188,780

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# WHY ADVERTISE?



## WHY ADVERTISE FREQUENTLY?

You want to keep a steady foot in radio advertisement because customers are constantly changing with new wants and needs. There are new opportunities every day.

Continual advertising helps build familiarity with current and future customers. The more exposure, the more trust you will gain.

With regular advertising, your customer traffic will be easier to keep track of. Thus, helping your business manage finances and inventory much more efficiently.

Be a dominant presence over your competitors. Each repetition of your advertisement puts you an extra step ahead!

Most importantly, remember that your customers are human. People often forget so it is important to repeat your message as a constant reminder of what a tremendous business you are.



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