Did you know?: Radio is the #1 reach medium among adults.

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.

Source: The Nielsen Total Audience Report Q1 2015

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.
FEATURED PROGRAMMING

**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.

**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.

Q97.1 attracts over 188,000 listeners WEEKLY!

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

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

Drive at 5 Mix with DJ Erb
Mon–Fri 5pm–6pm

9 o’ clock Quick Mix with DJ Special K
Mon–Thurs 9pm–10pm
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
WHO’S LISTENING?

Household Income

- < $25K: 34,000+ (28.3% 53,000+)
- $25K-$35K: 21,000+ (8.6% 16,000+)
- $35K-$50K: 13,000+ (26.4% 49,000+)
- $50K-$75K: 11,400+ (18.2% 34,000+)
- $75K-$100K: 7,000+ (11.4% 21,000+)
- $100K+: 6,000+ (7.0% 13,000+)

High School Graduate or GED

- 61,000+ (32.8% 77,000+)

Some College

- 18,000+ (9.8% 18,000+)

College Degree or more

- 66,000+ (61.6% 116,000+)

Own a Home

- 66,000+ (35.0%)

Rent a Home

- 66,000+ (35.0%)

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

- **Boosts Business Traffic**
- **Attract New Customers**
- **Promote Repeat Business**
- **Be a Force to Compete With**
- **Present a Successful Image**

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.