



FRESNO'S BEST ROCK

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

105.1 The Blaze FM | 1051theblaze.com

@1051theblaze



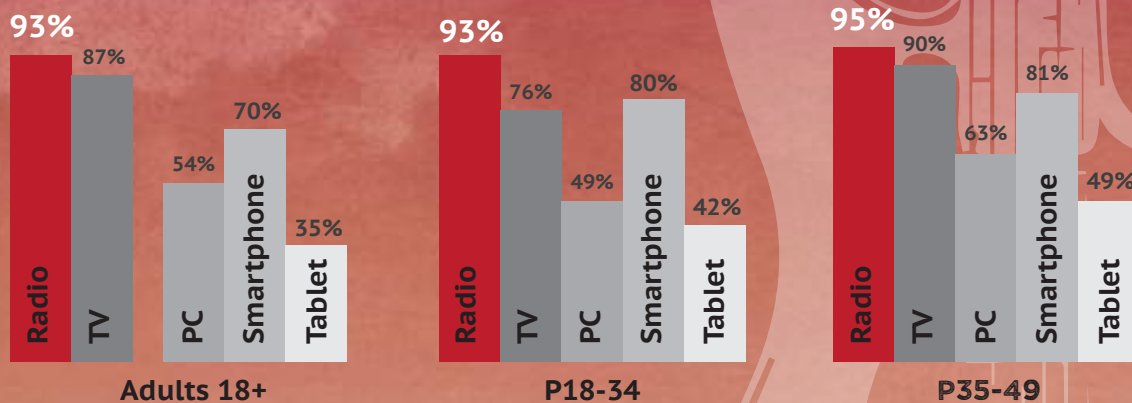
| @theblaze1051



STATION PROFILE

Station:	KKBZ-FM “105.1 The Blaze”
Format:	Active Rock
Target Audience:	Adults 25-54, Core Audience 18-49
Population Served:	1,200,000
Primary Listening Area:	Fresno, Madera, Kings, Tulare, Merced & Mariposa counties
Audience Breakout:	60% Male, 40% Female
Sister Stations:	KGST-AM “ESPN Deportes” KHIT-FM “Exitos 107.1” KSEQ-FM “Q97.1” KLBN-FM “La Buena 101.9”

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



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.

TALENT LINEUP



**GUS & IZZY - THE MORNING BLAZE
M-F 5AM-10AM**



**YES - WEEKENDS
SAT. 7PM-12MIDNIGHT | SUN. 11AM-4PM**



**BALLARD - THE ROAD SHOW
M-F 3PM-7PM**



**ZOLO - WEEKENDS
SAT. 10AM-3PM | SUN. 4PM-9PM**



FEATURED PROGRAMMING

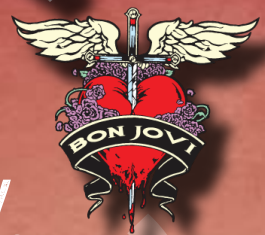
SIXX SENSE WITH NIKKI SIXX NIGHTS 7PM-12MIDNIGHT

Each night, Nikki Sixx-famous bassist of heavy metal band Mötley Crüe, talks about the music and topics on everybody's mind, but filtered through the unique perspective and attitude of someone who has seen and done it all, and is still hungry for more. Get a backstage look into the world and mind of a rock star. Get the inside stories that others are too afraid or ashamed to tell. Nikki will get straight, honest talk from special celebrity guests, bands and friends, no matter how notorious or nefarious. Plus, he'll play all the hottest music in rock.



THE HOUSE OF HAIR WITH DEE SNIDER SUNDAYS 8AM-11AM

We wanna ROCK! Join Twisted Sister frontman and legendary hard rock icon Dee Snider every week for a ride into headbangin' heaven! Check out all your 80's big hair band favorites - from AC/DC to Zebra, with the Scorpions, Metallica, Bon Jovi, Poison and Ozzy Osbourne thrown in too! Take a look at the show Playlists and you'll see what we mean!



HERE & NOW

NEW RELEASES. LOCAL MUSIC. LOCAL CONCERTS.

HEAR IT EXCLUSIVELY ON 105.1 THE BLAZE
SUNDAYS / 9PM-10PM



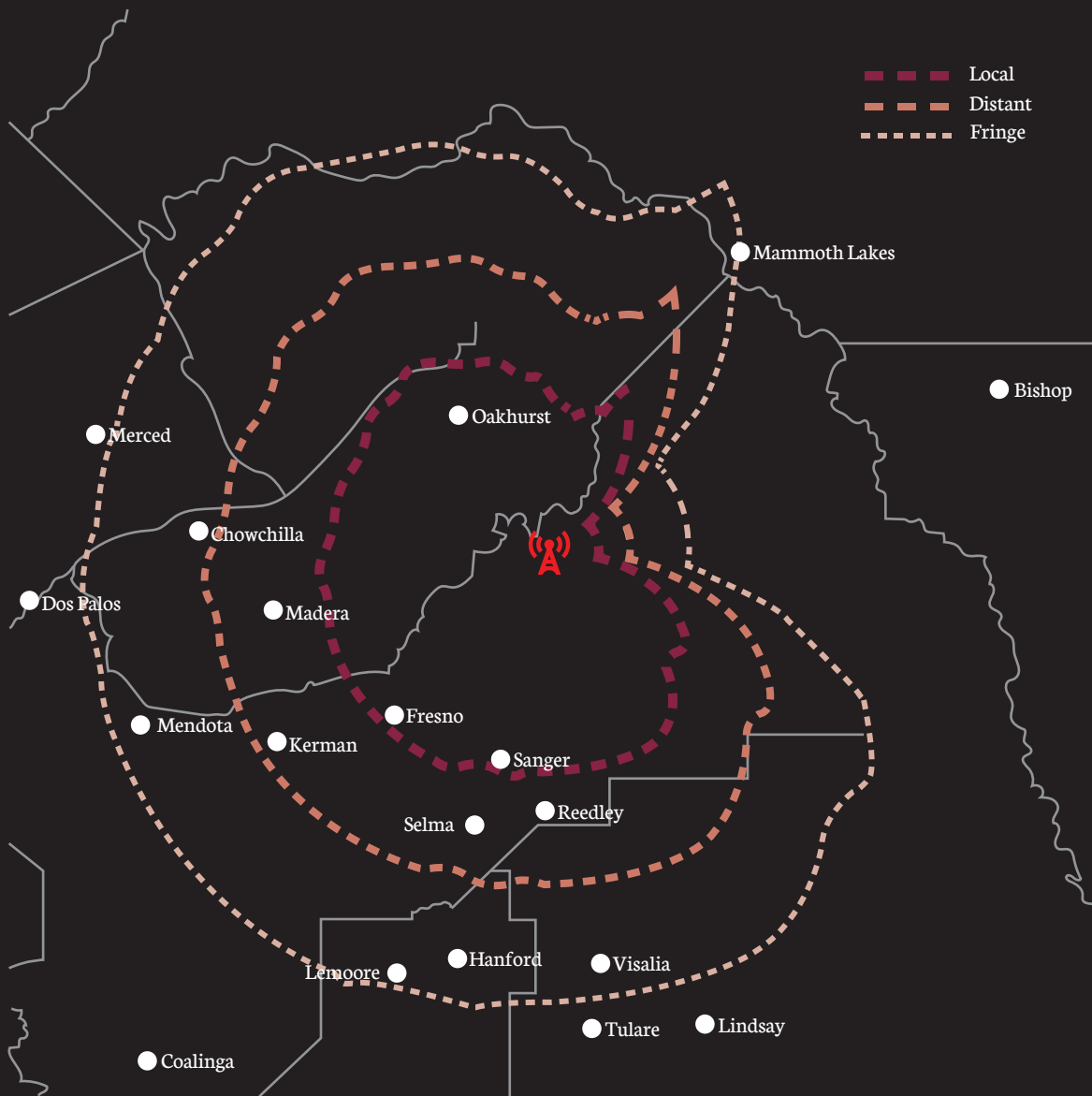
HERE & NOW SUNDAYS 9PM-10PM

Experience what's new, what's happening, and what's local Sunday nights at 9 on *Here and Now* with Ken the Comic. Broadcasting music from different local bands each week.

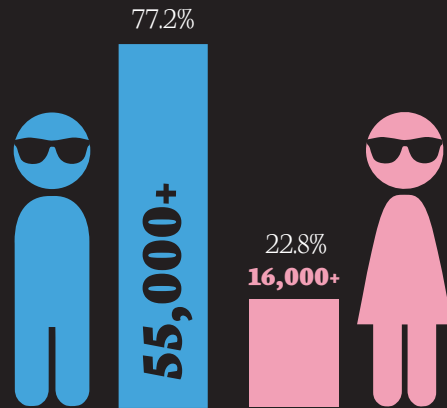
105.1 THE BLAZE ATTRACTS IN OVER
71,000 LISTENERS WEEKLY!

COVERAGE MAP

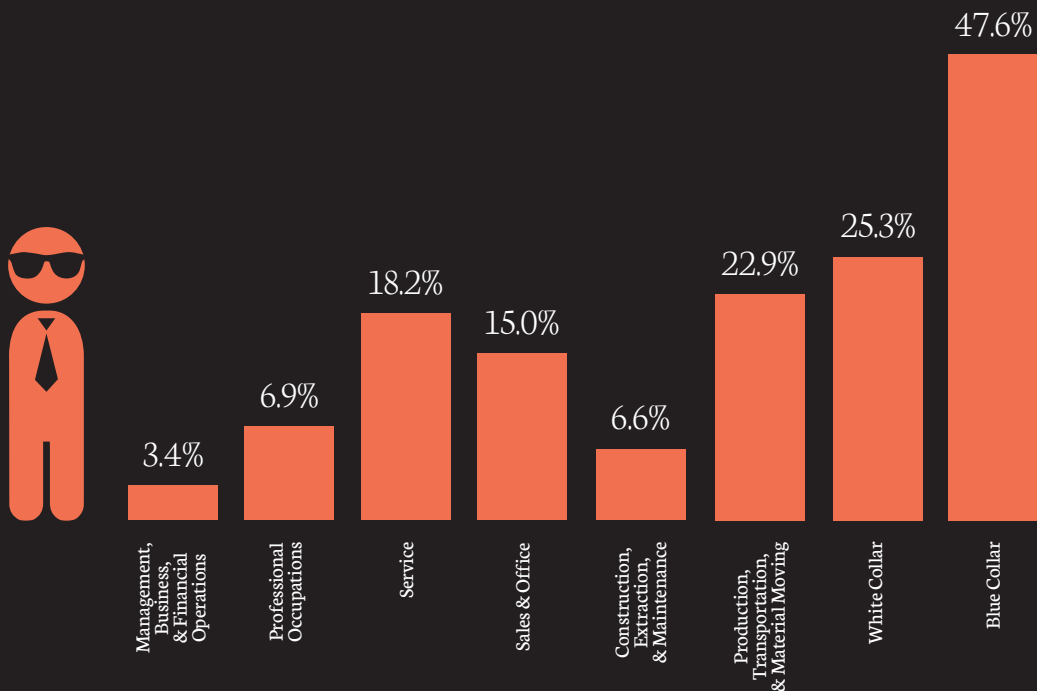
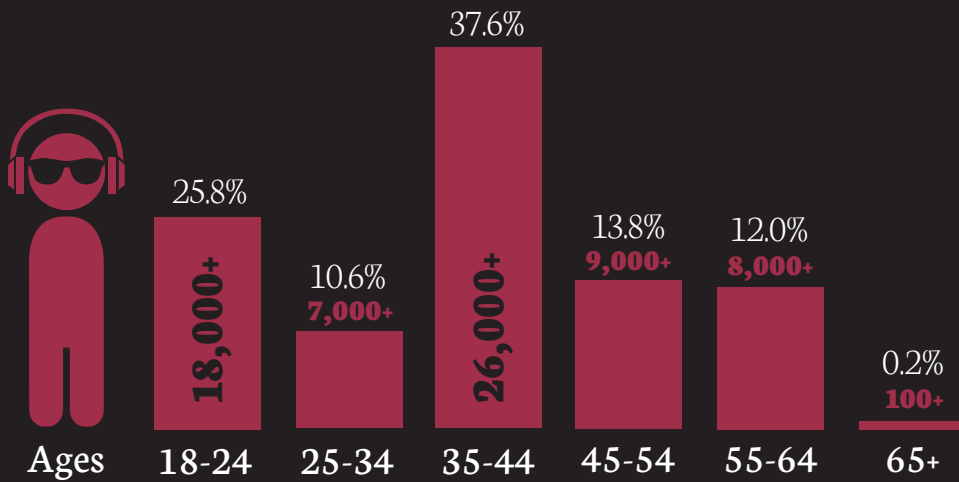
HOW FAR DOES 105.1 THE BLAZE REACH?



WHO'S LISTENING?

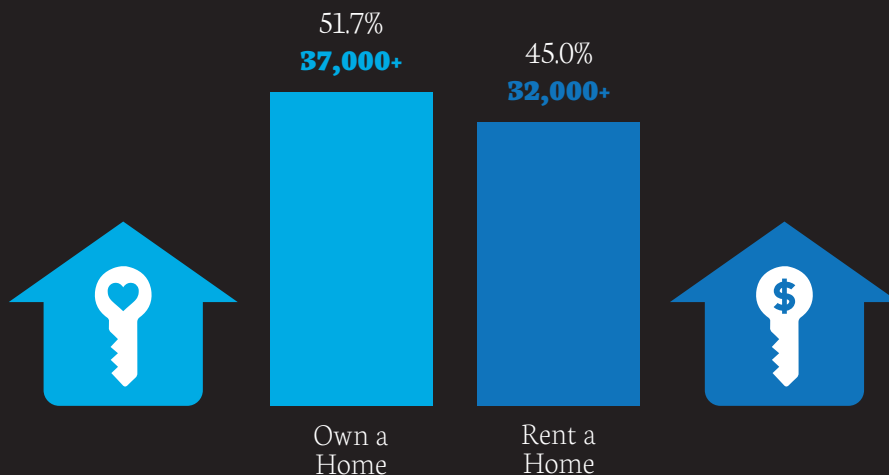
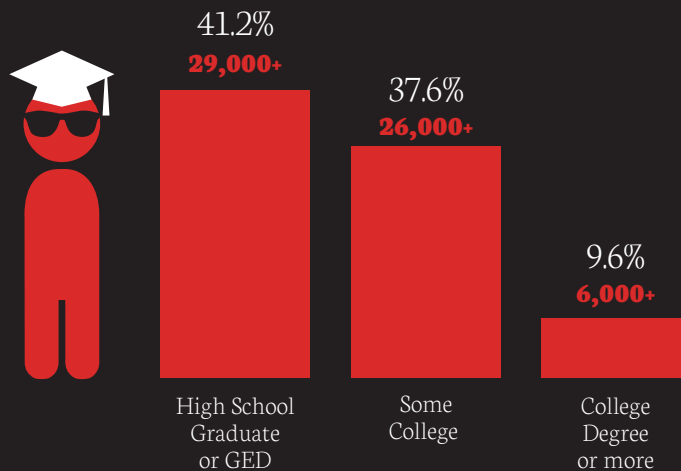
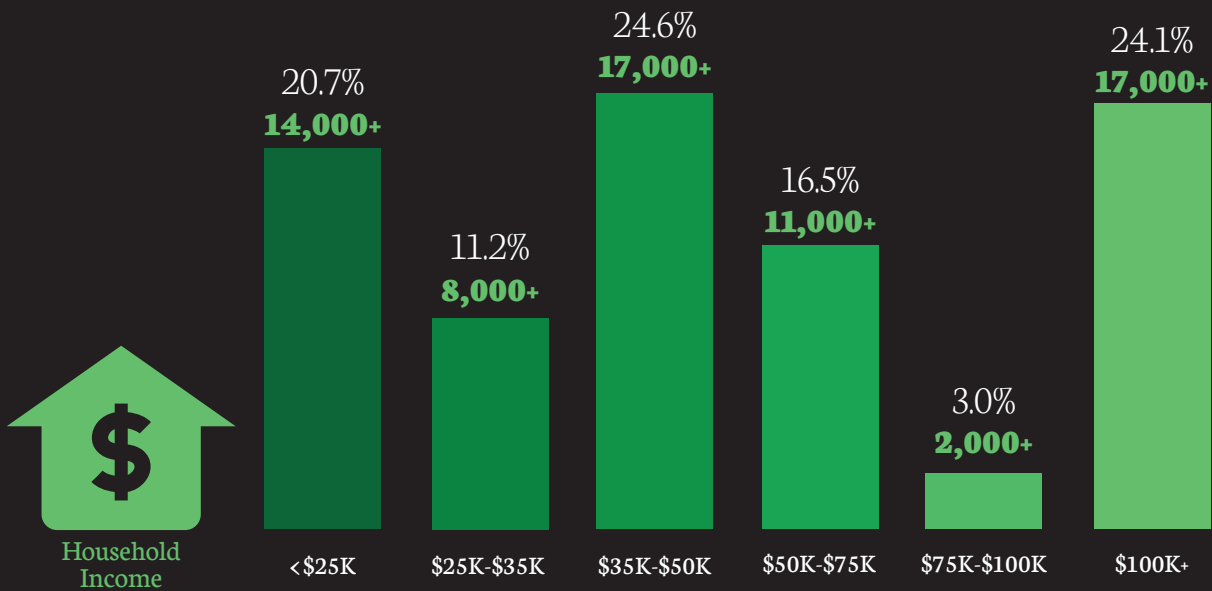


WEEKLY



Source: The Nielsen Qualitative Profile for Fresno; Scarborough R1 2015; Full Survey; P 18+; Radio Station: KKBZ-FM | Base Population of 71,581

WHO'S LISTENING?



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.

