



# THE VALLEY'S BEST ROCK

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

105.1 The Blaze FM | [1051theblaze.com](http://1051theblaze.com)  
@1051theblaze   | @theblaze1051  

# STATION PROFILE

**Station:**

KKBZ-FM “105.1 The Blaze”

**Format:**

Mainstream Rock

**Target Audience:**

Adults 25-54, Core Audience 30-49

**Population Served:**

1,200,000

**Primary Listening Area:**

Fresno, Madera, Kings, Tulare,  
Merced & Mariposa counties

**Audience Breakout:**

64% Male, 36% Female

**Sister Stations:**

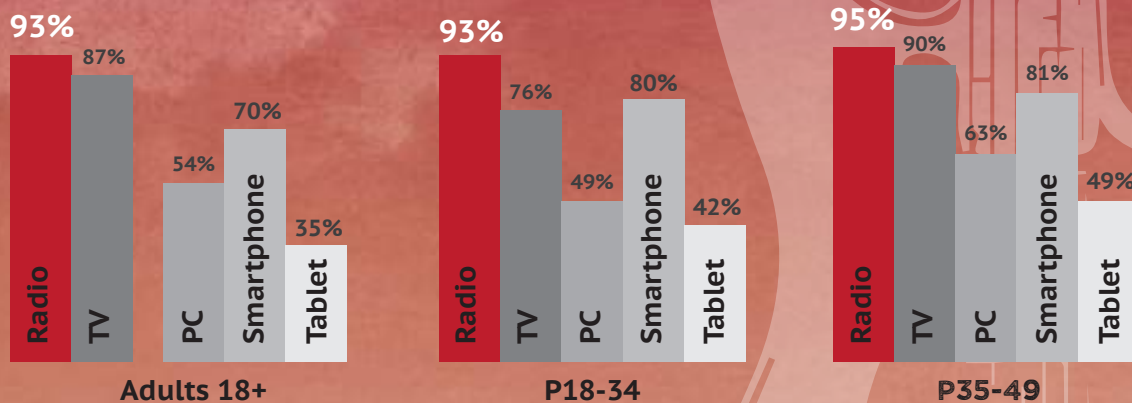
KGST-AM “ESPN Deportes”

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.



# ON-AIR LINEUP



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



**IZZY - MIDDAYS  
M-F 11AM-2PM**



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

**105.1**  
THE BLAZE



THE VALLEY'S  
**BEST  
ROCK**



# SPECIALTY PROGRAMMING

## HARDDRIVE XL WITH LOU BRUTUS M-F 7PM-12MIDNIGHT

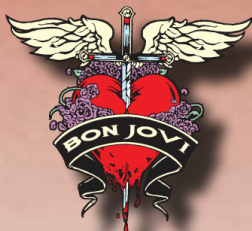


Lou Brutus is a true renaissance man... he is the award-winning host of the nationally syndicated radio programs "hardDrive" which airs on weekends and is in its 19th year on the air, and "hardDrive XL" which is broadcast 5-nights a week and is now in its 8th year. Between those two shows, Lou is heard in nearly 120 markets nationwide. He was chosen to be the host of hardDrive because his interview skills were good enough to keep the likes of Maynard Keenan of tool and the legendary Frank Zappa talking up a storm on live radio! He's an accomplished photographer of both rock bands and of Major League Baseball... He's also working on some books, is a voting member of NARAS for the Grammys, but most of all he's got radio in his bloodstream... he is the one and only Lou Brutus!

## 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 headbanging 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!





# SPECIALTY PROGRAMMING



## HERE & NOW SUNDAYS 7PM-8PM

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



## HARDDRIVE WITH LOU BRUTUS SUNDAYS 8PM-10PM

"hardDrive" has become a respected and influential extreme rock (for those you who don't know what this is, suffice to say it's a cross between hard rock and modern rock) radio show in broadcast history. Hosted since its inception by the award winning Lou Brutus, the show has constantly defined what new hard music is all about. hardDrive interviews virtually every extreme musician that



## FULL METAL JACKIE SUNDAYS 10PM-12MIDNIGHT

Not for the faint of heart, Full Metal Jackie is two hours of fist pounding metal from the frontlines!

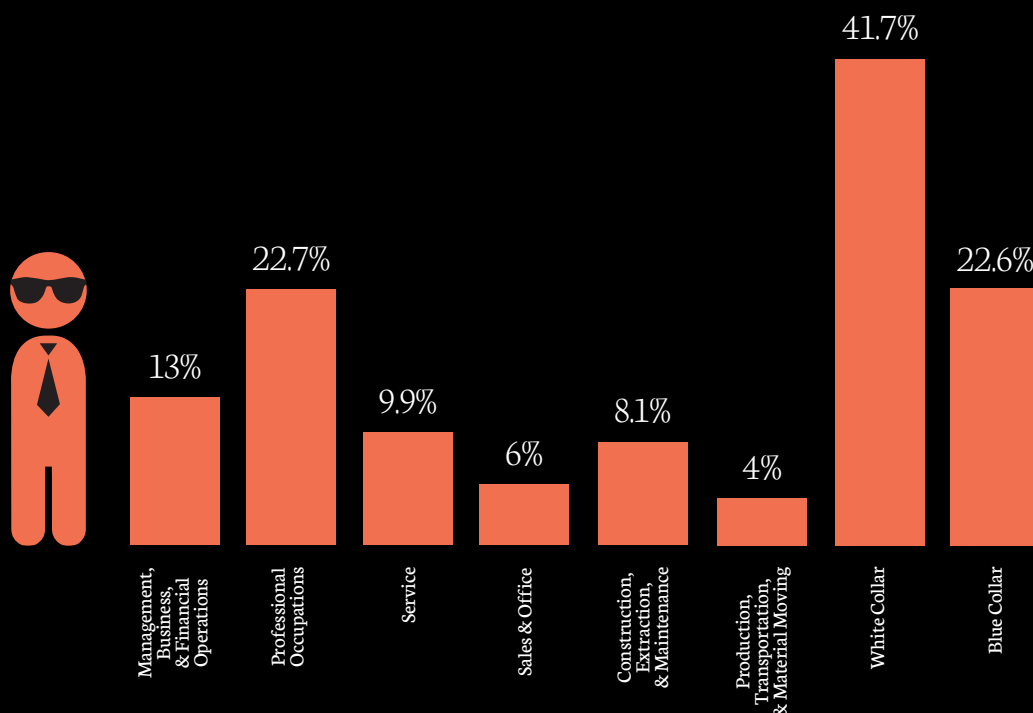
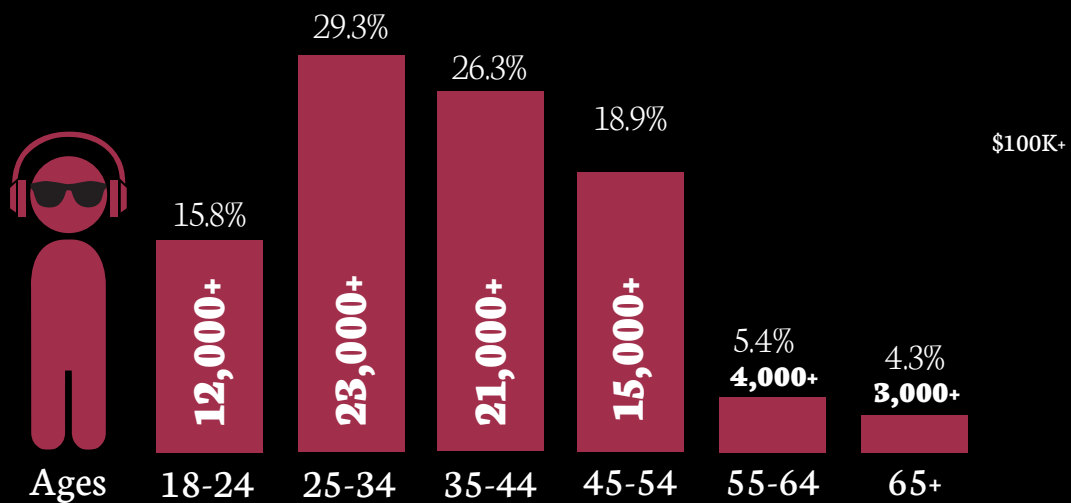
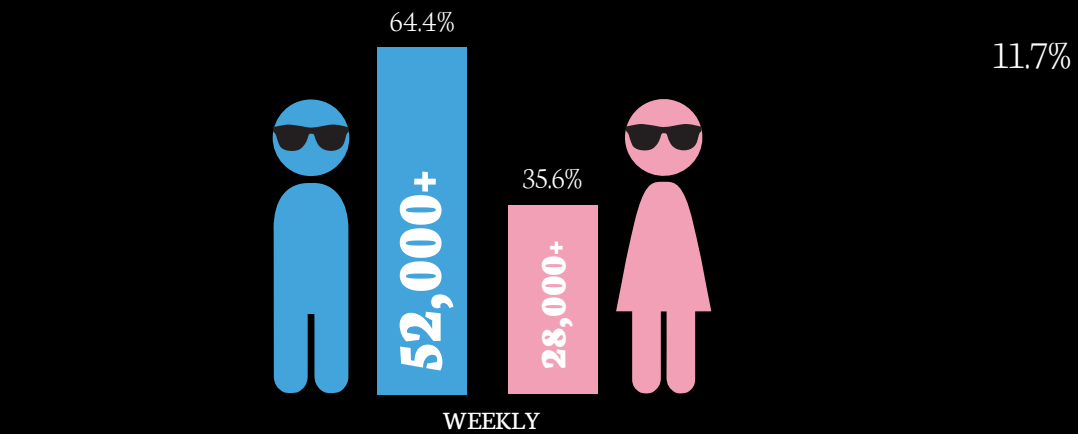
Alongside an onslaught of the loudest bands on the planet, four-time FMBQ "Metal Host of the Year" Full Metal Jackie regularly interviews metal's biggest names, past and present. This mix of classic and new metal is the perfect way to turn it up to 11!

# COVERAGE MAP

## HOW FAR DOES 105.1 THE BLAZE REACH?

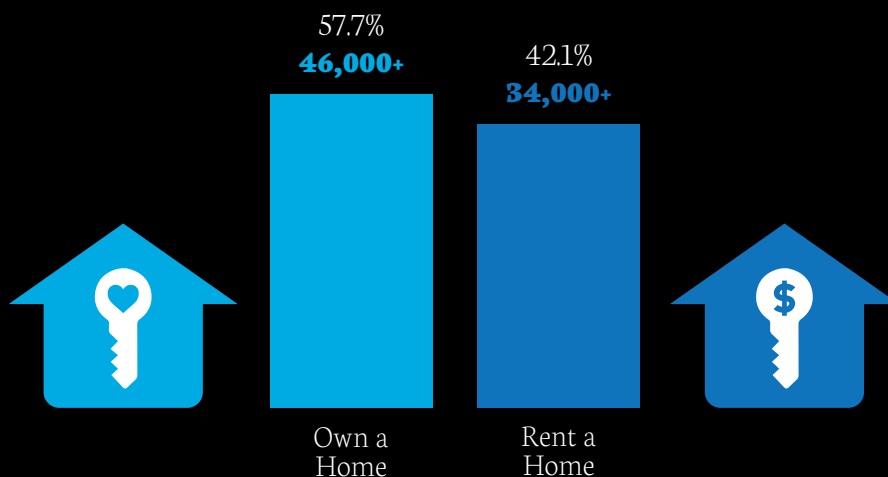
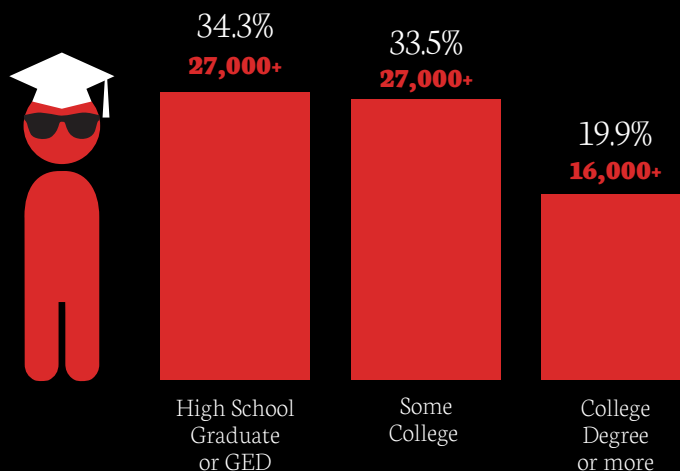
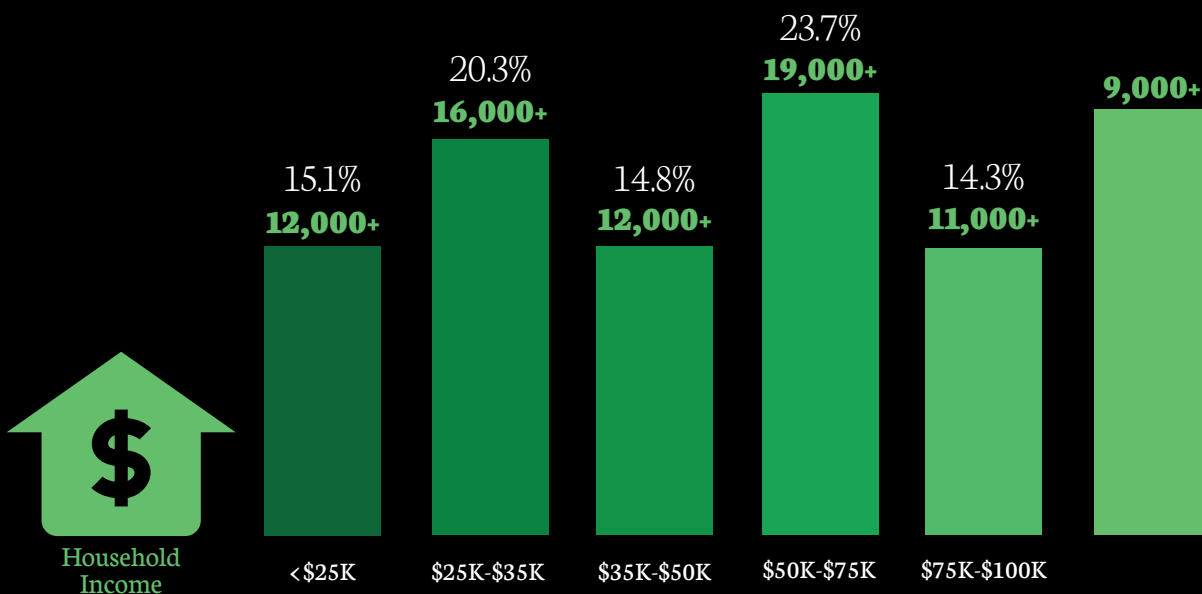


# WHO'S LISTENING?



Source: The Nielsen Qualitative Profile for Fresno; Scarborough R2 2016; Full Survey; P 18+;  
Radio Station: KKBZ-FM | Base Population of 81,333

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# WHY ADVERTISE?



**Boost 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.

