



WKDZ & WHVO are the only locally owned, locally operated, locally oriented radio stations in the Hopkinsville, Ky/Clarksville, TN market. Our digital division offers dozens of marketing opportunities.

WKDZ-FM is a 25,000-watt radio station focusing on Western Kentucky, Stewart and Montgomery County, Tennessee. Our unique blend of today's hits, yesterday's favorites and country classics appeals to the 25-60 year old listener. Streaming is available at WKDZradio.com.

WKDZ-FM is the home of the Trigg County Wildcats, University of Kentucky Wildcats and Tennessee Titans.

WHVO is made up of Four Radio Stations that air the same great oldies format, and is streamed at WHVOradio.com.

WHVO is THE Voice of the Ft. Campbell Falcons! Every home and away high school football game is carried on 96.5 FM and 1480 AM, plus Ft. Campbell friends and family can hear every game at WHVOradio.com

YOURSPORTSEDGE.COM

A NEW DAY OF SPORTS COVERAGE.

NINE HIGHSCHOOLS

FOUR COLLEGES



19 D. J. Everett Drive, P. O. Box 1900, Cadiz, KY 42211 | Ph: 270.522.3232 or 270.886.1480 | Fax: 270.522.1110 Land Line Text/Studio Hot Line: 270-522-1212



THE EDGE
MARKETING SERVICES

RESPONSIVE WEBSITE

Make your business accessible 24/7 on any device. Our website option automatically reformats for desktop, smart phone or tablet. You have full control and can easily make changes with a simple content management system. You'll also receive a monthly traffic report.

SEARCH ENGINE OPTIMIZATION (SEO)

In today's competitive market, it's essential that your website ranks well on search engines. Our SEO will improve and monitor your website's rankings.

SOCIAL MEDIA SOFTWARE

It's so important to engage with your customers on Social Media platforms. From Facebook to Twitter, LinkedIn to Pinterest, manage each effectively and with ease through our Social Media Software. Enjoy professional design, advanced scheduling and effective posting ideas, managed all in one place!

SOCIAL MEDIA MANAGEMENT

Time is money and Social Media Management can take a lot of it! With our Social Media Management program, we develop an effective online Social Media Strategy customized exclusively for your business. We also make regular posts (including sponsored posts) for you.

LISTING & REPUTATION MONITORING

Are all your listings correct on 100+ online listings? We will make sure you are listed properly and notify you when someone has rated your business. Communication with EVERY consumer is important.

ONLINE DISPLAY ADVERTISING

Online Display Ads build awareness of your business. Target your ideal customer with geo and demo targeting and reinforce your message with retargeting.

GRAPHIC DESIGN

If you need help with your company's overall imaging, The EDGE Media Group provides full graphic design, from logo to web display ads and social media graphics. Maximize your visual advertising.

PHOTOGRAPHY

Need a photographer for your marketing materials, social media campaigns, training courses, safety modules, etc.? The EDGE Media Group has several photographers from which to choose.

VIDEOGRAPHY

Need drone footage, video training materials, or video for your websites?

ON-HOLD PHONE MESSAGING

Ensure that your first impression is a professional one. We can write, create, and produce your on-hold marketing messages that are customized specifically to suit your individual needs.

THE
EDGE
MEDIA GROUP



WKDZRADIO.COM



WHVORADIO.COM

YOURSPORTSEDGE.COM



THE EDGE
MARKETING SERVICES



THE EDGE
DIGITAL ADVERTISING

MEDIA KIT &
MARKETING
INFORMATION



WKDZRADIO.COM

WKDZ-FM is the region's dominant radio news source, providing 5 award-winning newscasts weekdays at 6, 7 and 8 a.m., Noon, and 5 p.m. The Noon and 5 p.m. newscasts are the area's only 1-hour newscasts. WKDZ-FM is known for its breaking news and weather coverage.



Alan Watts hosts the area's only Morning Ag Radio Show which is a full hour of local ag interviews, market reports, and news pertaining to our Ag community.

WKDZ Country Club: Alan Watts & Cindy Allen Lax get your weekday mornings jump started 6 – 9. It's ALL LOCAL news, talk and information!

Broadcast veterans fill the air waves on WKDZ-FM. Eddie Owen presents the best country has to offer from 9:00 a.m. – Noon; Bill Booth leaves listeners wondering what he's going to say or do next during Live Afternoon Drive 3 – 5; Greg Leath charms our listeners with a little more traditional country beginning at 6 each night.

WKDZ - FM NET RATES

EFFECTIVE JANUARY 1, 2018

			:30	:60
Mon-Fri	5 a.m. - 6 a.m.	Morning Ag Report	12.00	15.00
Mon-Fri	6 a.m. - 9 a.m.	Country Club	21.00	28.00
Mon-Sun	Noon or 5 p.m.	News Edge	27.00	36.00
Mon-Fri	3 p.m. - 5 p.m.	Afternoon Drive/Bill Booth	19.00	25.00
Mon-Sun	9 a.m. - 9 p.m.	Greatest Country	17.00	21.00
Mon-Sun	9 p.m. - Midnight	Country Nights	8.00	12.00
Mon-Sun	Midnight - 5 a.m.	Country Overnights	3.00	5.00
Sat-Sun	8 a.m. or 9 a.m.	Local News	15.00	20.00
Sunday	6 a.m. - 8 a.m.	Inspirational Countdown	10.00	13.50

LONGEVITY DISCOUNTS:

5% 3 MONTH COMMITMENT
10% 6 MONTH COMMITMENT
25% 12 MONTH COMMITMENT



THE EDGE
DIGITAL ADVERTISING

CONTESTING/PROMOTIONS

Generate leads, create foot traffic, encourage social engagement, grow email databases and collect data.

DIGITAL BILLBOARD

Place your ad on our 6'x16' billboard, located at 815 Country Club Lane. Reach over 12,000 viewers a day! Receive over 16,000 ad impressions a month!

E-COMMERCE

More than 200 area businesses advertise with WKDZ/WHVO and have no out of pocket expense! Offer 1/2 Price Loyal Listeners Deals to your business through our Deals Program!



EMAIL MARKETING

Put your message in the inbox of more than 15,000 email subscribers.

EDGE ELECTRONIC NEWSLETTER | ENTERTAINMENT EDGE
MEDIA BLASTS | DRIP CAMPAIGNS

SMART PHONE APPS

Advertising space is available for you to reach a very loyal consumer on the WKDZ & WHVO apps.

TEXTING

Use "Key Words" to offer coupons or discounts as incentives to shop your business.

VIDEO

Brand your business with visual marketing via our video players on our websites, sponsorships of live, breaking news and live video coverage of community events.

WEBSITES WKDZRADIO.COM | WHVORADIO.COM

Advertise on the area's most viewed websites.

DISPLAY ADS | ONLINE EMPLOYMENT ADVERTISING
COMMUNITY EVENTS | AUDIO STREAMING
WEB CAMERAS

Contact a Marketing Specialist at WKDZ/WHVO by calling (270)522-3232 or email our Director of Business Development, Amy Berry at aberry@oldies1480.com.



WHVORADIO.COM

WHVO Oldies Radio 96.5/100.9 FM and 1480/1110 AM & Streaming at WHVORadio.com

LOCAL * LOCAL * LOCAL

100% Locally Owned & Operated * 100% Local Air Personalities * 100% Local Focus on Our Community



Hopkinsville natives Ann Petrie, Eddie Owen and Boyd Clark keep you posted on All Things Hoptown weekdays 6 – 9 a.m.

Mid-Days with Tony Winfield: Tony offers appointment setting radio weekdays 9 a.m. until Noon and 1 – 3 p.m. He is a local favorite.

Live Afternoon Drive with Kim Allen: The baby-boomers enjoy all of their favorite songs, local news, and community information weekdays 3 – 5 p.m.

Original Rock 'n Roll with Tom Rogers: WHVO (formerly WKOA) is where we heard our favorite rock and roll hits for the very first time. Tom Rogers takes you back to the good old days. You'll hear a little more classic rock after 6.

WHVO - NET RATES

EFFECTIVE JANUARY 1, 2018

		:30	:60
Mon-Fri	6 a.m. - 9 a.m.	13.00	17.00
Mon-Fri	10 a.m. - 3 p.m.	10.00	13.00
Mon-Fri	3 p.m. - 5 p.m.	12.00	16.00
Mon-Fri	3 p.m. - 7 p.m.	11.00	15.00
Mon-Sun	9 a.m. - 9 p.m.	10.00	13.00
Mon-Sun	9 p.m. - Midnight	4.00	6.00

LONGEVITY DISCOUNTS:

5% 3 MONTH COMMITMENT
10% 6 MONTH COMMITMENT
25% 12 MONTH COMMITMENT