



SUMMIT
MEDIA

SummitMedia
Springfield

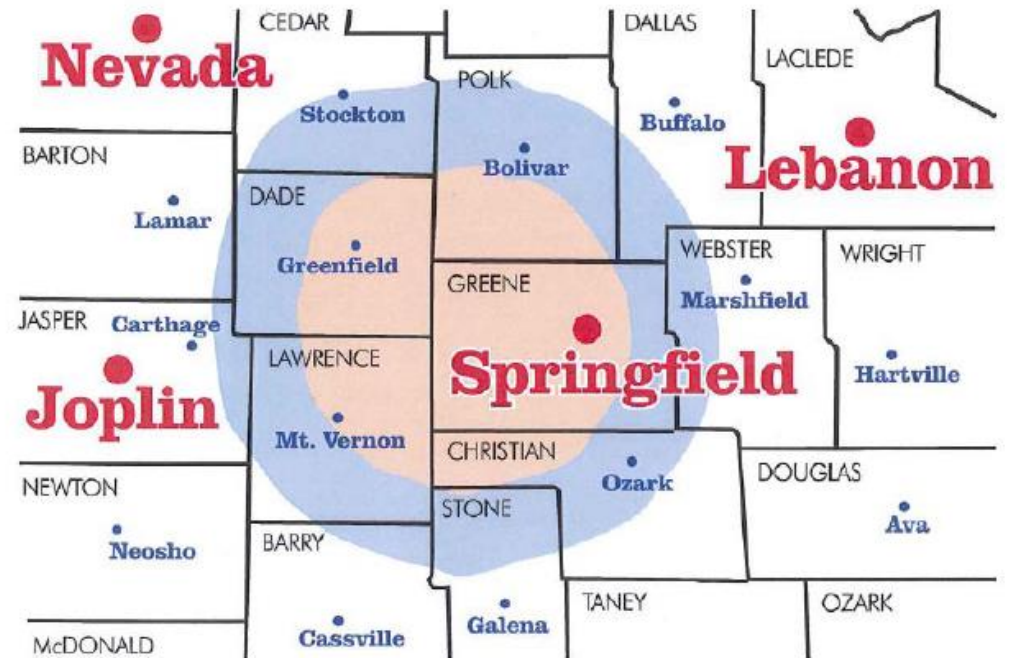
106.7 THE RIVER

Format

106.7 The River is Springfield's variety station. It's fun, surprising, upbeat, interactive, and LOCAL. It's all about the music! A random selection of all the best hits of the past four decades. With the largest library, we have Ozarks listeners wondering... what will they play next?

Listeners enjoy the largest music library – thousands of titles – from the 80's, 90's, and beyond – 106.7 The River plays all the biggest mainstream pop and rock hits of all time! The station is always an always changing, fresh presentation that could include back-to-back performances by artists like Bon Jovi, Michael Jackson, U2, Green Day, and P!nk.

COVERAGE MAP



Based on calculations by Data World. Shaded area subject to man-made interference.

19,000 WATTS - FM

27,300 Adults 18+ listen to 106.7 The River for an average of 3 ¾ hours each week.

Our listeners are in the age of upgrades.

59% Some college+ | **44%** Earn \$75K+ | **76%** Homeowner | **44%** White collar | **61%** Married | **36%** One+ children (<18)

52% Employed full-time

44% Planning any home improvements in next year

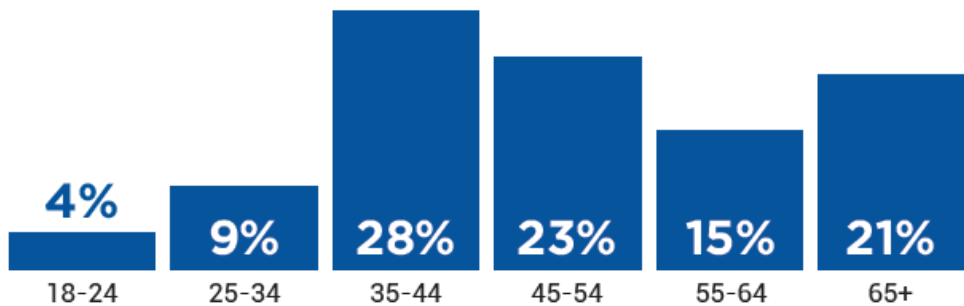
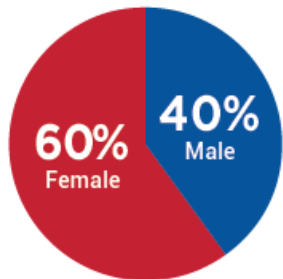
25% Planning to buy furniture or a mattress in next year

42% Plan to buy any vehicle in next year

Nearly **\$492M** Potential Annual Spending Power

60% are between ages 25-54.

47 MEDIAN AGE



106.7 The River plays the songs that engage our audience and make them feel good!

What WILL We Play Next?

Local Community Focused

106.7 THE RIVER

Ace & TJ Weekdays 6a-10a



Enamored with radio since high school, Ace is one of the few people you'll meet who is doing what he has always wanted to do. A 20+ year radio veteran, Ace has worked multiple positions before settling into his now 22-year partnership with TJ. Ace recently married his wife in 2021 and is a father of two (Payton (deceased) and Cade). He loves Louisiana State University and all LSU sports teams. In addition to his work with the show and show's charity, he has spent the last 20 years as the lead singer of Charity Case, a the rock band that started as a radio bit but now exists for the sole purpose of raising money for Grin Kids.

TJ is married with two children (Lanie and Aiden). Prior to radio, he was a purchasing agency for a lumber company. TJ enjoys crime documentaries & laying in the sun slathered in baby oil... just don't ask him about raw onions, bad grammar, or to talk about himself.



Ace & TJ are joined on The Ace & TJ show by Riggins, Rob, and Alexis.



SummitMedia Springfield stations are heritage brands in the market with well-known local talent!



springfieldadvertisingworks.com

(417) 865-6614

217,300 Adults 18+ listen to SummitMedia Springfield stations for an average of 6 1/2 hours each week.

Invite our quality listeners into your business!

54%

Some college+

49%

Earn \$50K+

66%

Homeowner

36%

White collar

56%

Married

36%

One+ children (<18)

48% Employed full-time

30% Planning any home improvements in next year

18% Planning to buy furniture or a mattress in next year

18% Plan to buy any vehicle in next year

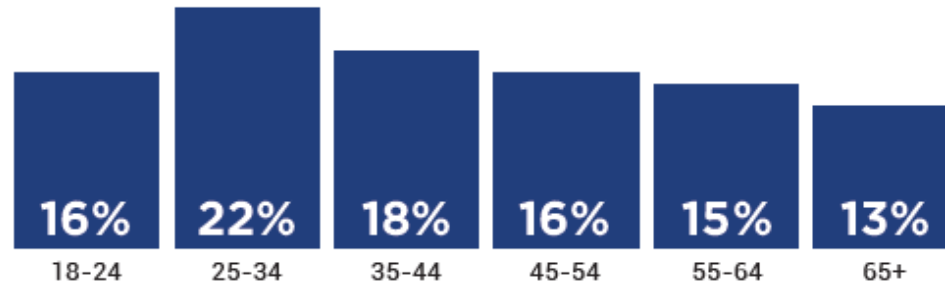
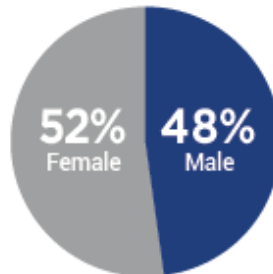
Over
\$2.2B

Potential Annual Spending Power



Age breakout:

38
MEDIAN
AGE



#1 cluster in the market with Weekly Cume Persons AND AQH Rating.

We reach

39% of A18+ in the market.

34,100 A18+ can only be reached by our stations.

55% of Midwest Family Broadcasting Springfield listeners and **54%** of iHeartMEDIA Springfield listeners are reached by SummitMedia Springfield.



INSIGHTS BY FuturiTopLine.com

SPRINGFIELD, MO, Nielsen Radio: FA20, TSA, A18+, SummitMedia Springfield (KSRV-FM or KSGF-FM or KSPN-FM or KTTS-FM) vs. iHeartMEDIA Springfield (KQEG-FM or KQWV-FM or KQMY-AM or KQUS-FM or KT02-FM) vs. MW Springfield, Inc. (KXLU-FM or KQMG-FM or KQSP-FM or KQRM-FM), M40u 0a-12m, Weekly Cume Persons, Weekly Cume Comp., Weekly Cume Rating, Weekly TSS, Duplication, Weekly Cume Comp., AQH Rating, PT24, Median Age, Metro, Retail Spending Power, | SCD, MID-TIER, SP20/FA20, TSA, A18+, SummitMedia Springfield (KSRV-FM or KSGF-FM or KSPN-FM or KTTS-FM), M40u 0a-12m, % of Target, Copyright © 2021 Futuri Media. All Rights Reserved.

SummitMedia Radio Stations



Call Letters	KTTS	KSPW	KSGF	KRVI
Format	Country	Top 40	News Talk	Adult Hits/Variety
Frequency	94.7 FM	96.5 FM	104.1 FM/1260 AM	106.7 FM
Station	Country Best 94.7 KTTS	Power 96.5	Springfield's Talk 104.1	106.7 The River
DJs	6a-10a Nancy & Rick 10a-2p Chelsea 3p-7p Commander Tom Weekends Steve Smith	6a-10a J. Fotsch + Chelsea 10a-3p Julian Old School Lunch Hour 3p-6p The Ginge 7p-11p Tino Cochino Weekends Katie Avery Chelsea	6a-9a Nick Reed Sarah Myers Syndicated Line Up: Glenn Beck Dana Loesch Sean Hannity Mark Levin Ben Shapiro	An ever changing playlist reaching variety of adults; The River boasts large music library covering over three decades of music 6a-9a (Mon-Fri) Ace & TJ
Website	ktts.com	power965.com	ksgf.com	1067theriver.com
Core Listeners	A 25-49	W 18-34	M 35-64	A 25-44
Core Artists	Tim McGraw, Luke Combs, Miranda Lambert, Garth Brooks, Carrie Underwood, Blake Shelton, Jason Aldean, Luke Bryan	Post Malone, Taylor Swift, Justin Bieber, Shawn Mendes, Camilla Cabello, Maroon 5	News Talk	ABBA, P!nk, Madonna, Aerosmith, Michael Jackson, Bon Jovi, Rolling Stones, Def Leppard, Phil Collins, Cyndi Lauper