



**RADFORD MEDIA
GROUP, LLC**



RADFORDMEDIAGROUP.COM

RADFORD MEDIA GROUP

Mission Statement:

Radford Media Group is committed to delivering the very best entertainment, local content, results and service for our audiences, advertisers, and communities while providing a respectful, collaborative and innovative environment so our trusted employees can thrive.

We're proud of our past and excited for our future.

Local | Innovation | Integrity | Excellence



WHY RADFORD MEDIA GROUP?

WE CARE ABOUT OUR COMMUNITY

- The beauty of radio is that our stations are live and local and an active part of our community.
- One of the primary reasons listeners tune in is to know what is going on locally and develop a relationship with “their” favorite personalities.
- Local radio is a valued source of information and has the power of “word of mouth.”
- Our commitment to the local market goes far beyond our stations signals. Each year our stations are involved with several local charity events from golf tournaments to cancer walks. These events raise not only awareness but needed funds that make an impact right here in the Midwest.



It's not only music. It's not only art. It's a community. It's a sense of having a place to belong.

-Jared Leto

STATION PROFILE

ABOUT

- Clinton, MO...which is just 80 miles South of Kansas City and 90 miles north of Springfield.
- Every week, our radio stations reach over 72,000 locals in 7 counties.
- Countless visitors enjoying Truman Lake.
- Playing in the car ride to the lake and the boats on the lake.

MUSIC

KDKD-FM 95.3 (Today's Country)

KDKD-AM 1280 (AG & Classic Country)

KXEA-FM 104.9 (Rock)



SMALL MARKET WHY?

You might ask yourself why buy with a small market radio? **The answer is SIMPLE!**

People in small market radio listening areas are often are looking for

- Shopping
- Entertainment
- Good and Services

Outside of their living area but still within their reach. With the limited opinion available in our region, many consumers will drive for all necessary needs.

Travel increases listening time and provoking a urge for new and exciting adventures in unfamiliar areas. Let us send them your way!

CALL SIGN:
KDKD-FM
KXEA-FM
KDKD-AM

FREQUENCY:
95.3 FM
104.9 FM
1280 AM

PHONE:
660-885-6141

WEBSITE:
Mykdkd.com

Rock1049fm.com

SOCIAL:



PERSONALITIES



STEVE STEVENS

VP Operations / Mornings In the Stix /
Nooner Spooner Host



DAVID LEE

News Director / Mornings In the Stix
Host



KYER LASSWELL

On-Air Production



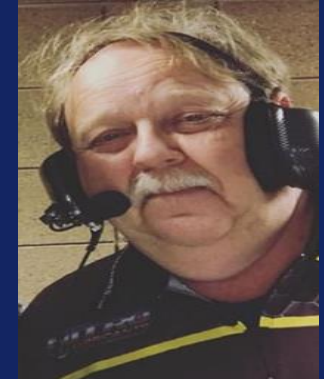
MEGAN TERRY

On-Air Production



CLAY RADFORD

OWNER / Host / Severe Weather Reporter



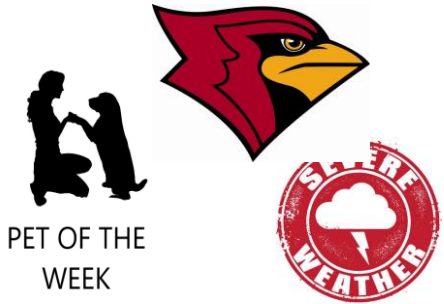
DOUG NEFF

Sports Broadcaster

PROGRAMMING



Mornings in the
Stix
Steve Stevens & David Lee



KDKD
NEWS



FarmJournal
MEDIA



BROWNFIELD
AG NEWS FOR AMERICA



NOONER



2 GUYS
NAMED
CHRIS



COVERAGE



I-70

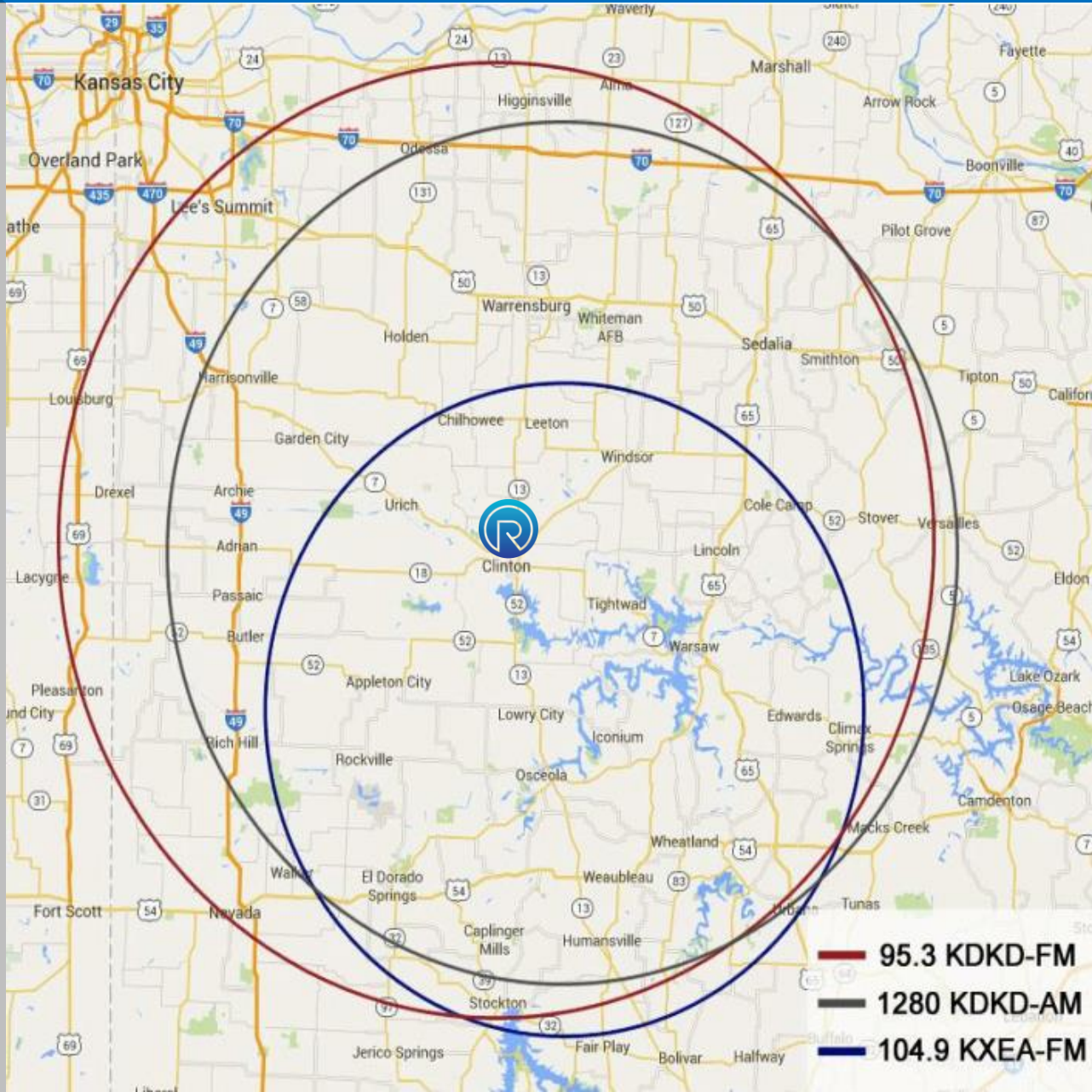
I-49

13
HWY

7
HWY

50
HWY

65
HWY



KDKD-FM

Today's Country
Frequency – 95.3
Watts – 14,500
Demo – 25 to 54

KDKD-AM

Ag / 70-80-90 Country
Frequency – 1280
Watts – 1,000
Demo – 30 to 64

KXEA-FM

Rock
Frequency – 104.9
Watts – 1,200
Demo – 25 to 54

- 95.3 KDKD-FM
- 1280 KDKD-AM
- 104.9 KXEA-FM

Providing Integrated Local Solutions

On-Air



- Consistent On-Air Messages
- Personality Endorsements
- On-Air Promotions

Online



- Web/Mobile
- Targeted Display
- Geo-Targeting
- Social Media Exposure

On-Site



- Events/Concerts
- Contests
- On-Location Live Broadcasts



Local & Digital Rates

Radford Media Group Rate Card



KDKD-FM 95.3 Today's Country

	Time	:60	:30	:15
Morning Drive	6-10a	\$ 25.00	\$ 20.00	\$ 15.00
Mid-Days	10a-3p	\$ 15.00	\$ 12.00	\$ 10.00
Afternoons	3p-7p	\$ 15.00	\$ 12.00	\$ 10.00
Overnights	7p-6a	\$ 10.00	\$ 8.00	\$ 5.00
Prime ROS	6a-9p	\$ 13.00	\$ 11.00	\$ 10.00
ROS	6a-12a	\$ 12.00	\$ 10.00	\$ 8.00



KDKD-AM 1280 Classic Country & AG

	Time	:60	:30	:15
Morning Drive	6-10a	\$ 18.00	\$ 15.00	\$ 12.00
Mid-Days	10a-3p	\$ 12.00	\$ 10.00	\$ 8.00
Afternoons	3p-7p	\$ 12.00	\$ 10.00	\$ 8.00
Overnights	7p-6a	\$ 10.00	\$ 8.00	\$ 5.00
Prime ROS	6a-9p	\$ 13.00	\$ 10.00	\$ 9.00
ROS	6a-12a	\$ 12.00	\$ 9.00	\$ 8.00



KXEA-FM 104.9 Rock

	Time	:60	:30	:15
Morning Drive	6-10a	\$ 18.00	\$ 15.00	\$ 12.00
Mid-Days	10a-3p	\$ 12.00	\$ 10.00	\$ 8.00
Afternoons	3p-7p	\$ 12.00	\$ 10.00	\$ 8.00
Overnights	7p-6a	\$ 10.00	\$ 8.00	\$ 5.00
Prime ROS	6a-9p	\$ 13.00	\$ 10.00	\$ 9.00
ROS	6a-12a	\$ 12.00	\$ 9.00	\$ 8.00

Sponsorships Available

News Weather Sports Ag Reports & More



CONTACT US

KDKD Studio:
PO Box 448 Clinton, MO 64735
Business Phone: (660) 885-6141
Fax Number: (660) 885-4801
Request Line: (660) 885-9595

GET SOCIAL: DOWNLOAD APP:

Radford Digital Services



Website Display Ads: \$125 - \$150/m

- Display on-page in various positions and sizes.
- 300x250 Square & 728x90 Billboard



Livestream Advertising: \$350, \$375, \$425/m

- Pre-Roll Video ads before content plays.
- :10, :15, or :30 in length



On-Demand Advertising: \$100 - \$200/m

- Video ads that play before or after on-demand content.
- Ads are non-skippable with 70-80% completion rate.
- Companion ads related to your On-Demand ads display on-page.



Mobile Display Ads: \$400/m

- Display on-page in various positions and sizes.
- Ads display on smartphones / tablets in mobile sites as well as apps.



App Open Ad: \$350/m

- Full-screen ads that appear on app splash screens.



Push Notifications: \$75/per app

- Text notification to mobile devices with any of the Radford Media Apps

All of these products are designed to hit your target audience. Digital Services can be tracked and we can provide you with those monthly statistics.

Radford Media Websites include MyKDKD.com, Rock1049FM.com, & Ag1280.com

Radford Media Apps on iPhones & Android mobile devices include the MyKDKD App, Rock 104.9 App, & Ag1280 app.



Agency Rates

	<u>95.3 KDKD</u>			<u>AG 1280 KDKD</u>			<u>Rock 104.9</u>		
	:60	:30	:15	:60	:30	:15	:60	:30	:15
<u>MORNING DRIVE</u>									
6am -10am	\$29	\$20	\$17	\$21	\$16	\$14	\$21	\$16	\$14
<u>MID-DAYS</u>									
10am – 3pm	\$17	\$14	\$10	\$16	\$10	\$9	\$16	\$10	\$9
<u>AFTERNOONS</u>									
3pm – 7pm	\$17	\$14	\$10	\$16	\$10	\$9	\$16	\$10	\$9
<u>OVER NIGHTS</u>									
7pm – 6am	\$10	\$9	\$6	\$10	\$9	\$6	\$10	\$9	\$6
<u>WEEKEND</u>									
6am – 9pm	\$16	\$10	\$9	\$16	\$10	\$9	\$16	\$10	\$9

- **KDKD FM Morning Show Live Endorsement \$25**
- **Display opportunities, title sponsorships and packaged promotions available**
- **Special events available for participation**
- **Live Remote Broadcasts for business events available – special package – ask for details**
- **News, Weather, Sports, Ag report sponsorships available – ask for details**

WEB, MOBILE & SOCIAL

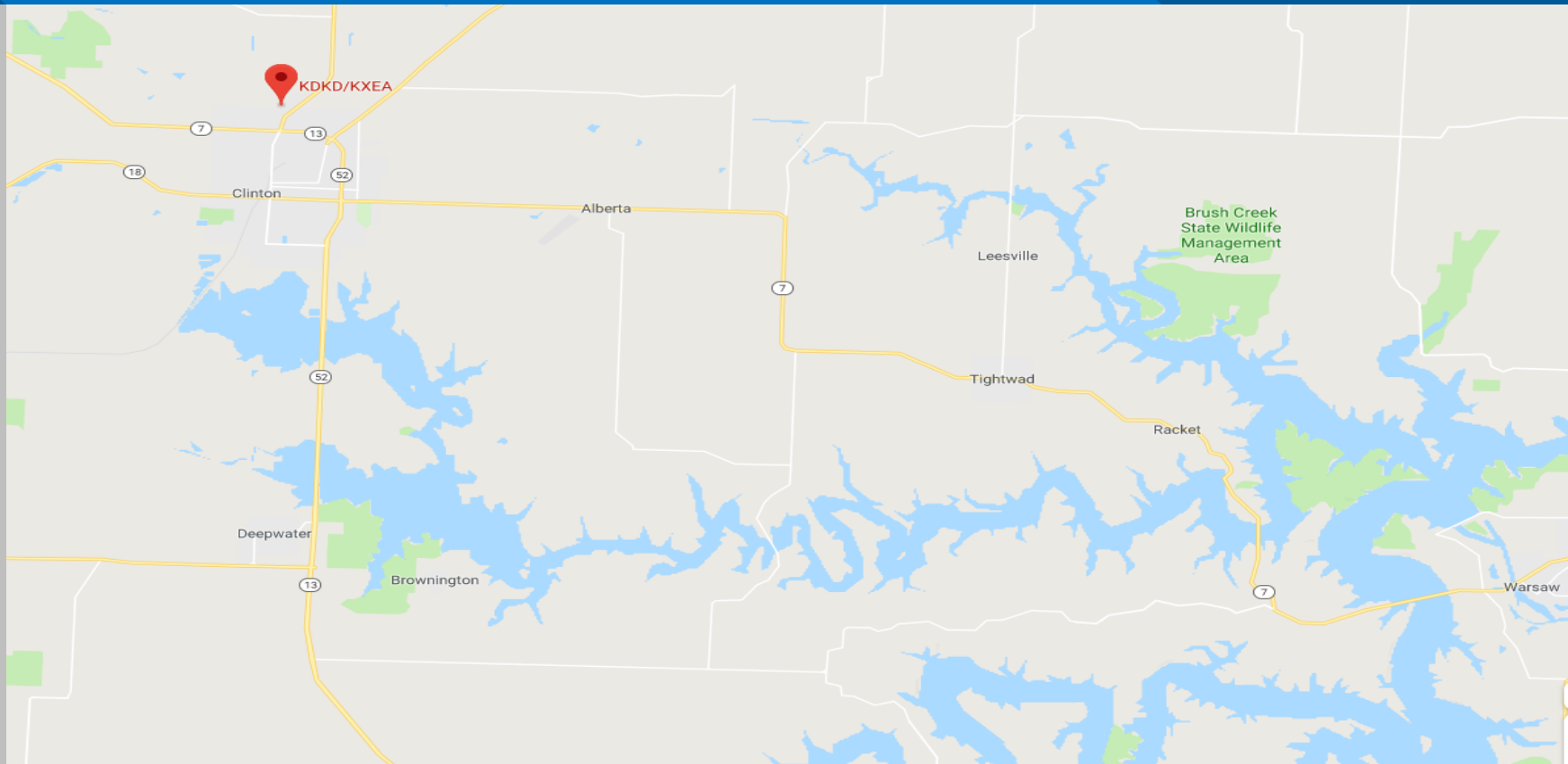


STREAMING TO OUR AUDIENCE

myKDKD.com for 95.3 KDKD
Rock1049FM.com for 104.9 KXEA



CONTACT US



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Fax: 660-885-4801

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Clinton, MO 64735

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