

# 2019 MEDIA KIT



KBGE 94-9 The Bridge 615 Broadway #222, Seaside, OR 97138 (503)738-8668



Station	KBGE-FM... 94-9 The Bridge
What We Do	Music First... Always Local
Where We Do It	Astoria, Seaside, Cannon Beach, the Washington Beaches and online everywhere at <a href="http://www.949TheBridge.com">www.949TheBridge.com</a>
Format	The industry calls it “Adult Alternative”, we call it a great mix of legendary artists and breaking, new music from those they influenced, super serving the 25-54 year old audience... with the playlists always locally curated.
Personalities	<i>7am-11am- Boomer</i> <i>2pm-8pm- Gino Romo</i>



## WHY RADIO?

- Radio reaches 93% of all Americans each week... the most reach of any media source!
- Nearly 70% of all in car time is spent listening to Radio
- National numbers show an average return on investment from a radio ad campaign is \$6 for every \$1 spent for businesses of all sizes across a wide range of categories
- Mobility: Radio is listened to at home, at work, in the car and, with mobile apps, is taken anywhere. This is not the case with any other media. **Radio is generally the last advertising a person is exposed to before making a purchase decision.**
- Radio is free! It's installed in nearly every car and is played in most workplaces all day
- Radio offers value! You can play many affordable ads on ONE dedicated channel gaining superior frequency. **The number of times the same audience is exposed to your message, is the key to a successful campaign**
- About 70% of the newspaper is advertising space, 1/3 of TV time is ads... THE BRIDGE devotes about 5% of our airtime to ads... **without all the clutter your message will STAND OUT!**

## WHY 94-9 THE BRIDGE?

- THE BRIDGE audience loves the beautiful area in which they live and REALLY loves hearing about it! We focus nearly everything we do on local community and causes
- THE BRIDGE'S "Adult Alternative" audience, by national average, is more affluent, spends more and is more likely to seek out local retailers and locally sourced products
- Across the dial, you'll find many stations playing the same songs/artists as each other... THE BRIDGE offers a blend of established favorites spanning 30 years of rock and alternative, paired with new music discoveries. A one of a kind music presentation for coastal radio which exposes your message to an untapped and highly qualified audience.
- THE BRIDGE staff offers decades of high level experience, giving us the ability to craft and target your message professionally and effectively, all while being true to the coastal community, to motivate maximum response.
- THE BRIDGE is everywhere! From proprietary BRIDGE promotions to involvement in the largest events on the coast, you'll be able to partner with THE BRIDGE for priceless exposure to locals and visitors alike!



## WE'RE A LITTLE DIFFERENT!

*At 94.9 The Bridge, we help you market your business more effectively, here's how...*

- *Strategy, not just spots...* We'll work with you to create a full marketing campaign including promotional involvement, online, social media AND a custom crafted commercial schedule
- We can design promotions just for you that will make your business stand out far beyond a collection of commercials.



***THE WAY PEOPLE CONSUME MEDIA HAS CHANGED, THE BEST WAY TO HARNESS THE AMAZING REACH OF RADIO HAS CHANGED TOO! LET THE CERTIFIED MARKETING PROS AT THE BRIDGE HELP YOU GET THE MAXIMUM RETURN ON YOUR ADVERTISING DOLLAR!***



# WHY STOP AT THE EARS?

- Audio is the worlds most connective, imagination sparking medium, but video is cool too!
- 94-9 The Bridge has a professional video production department! We can add a visual component to your campaign (**at NO extra cost!**).
- We can funnel our audience to your website (or ours), where you can highlight a specific special or feature... all professionally shot and edited.





**From on air cash giveaways, to all the amazing promotions and events our area enjoys every year, 94-9 THE BRIDGE is there... growing our audience each day. What this means to you is more ready and willing consumers exposed to your message on THE BRIDGE!**

**Give us a call today... 503-738-8668**