



1887 Monterey Rd. Suite 250 San Jose, CA 95112

PHONE: 408.293.8030

www.KRTY.com



KRTY Quick Stats

New music is the lifeblood of radio today. We've become the expert in Country music and as such, give the listeners an opportunity to be on the ground floor of what is new and happening in our format. This breeds tremendous loyalty to the brand of KRTY. As the heritage country station in the Bay Area, KRTY is the right place for your advertising dollars.

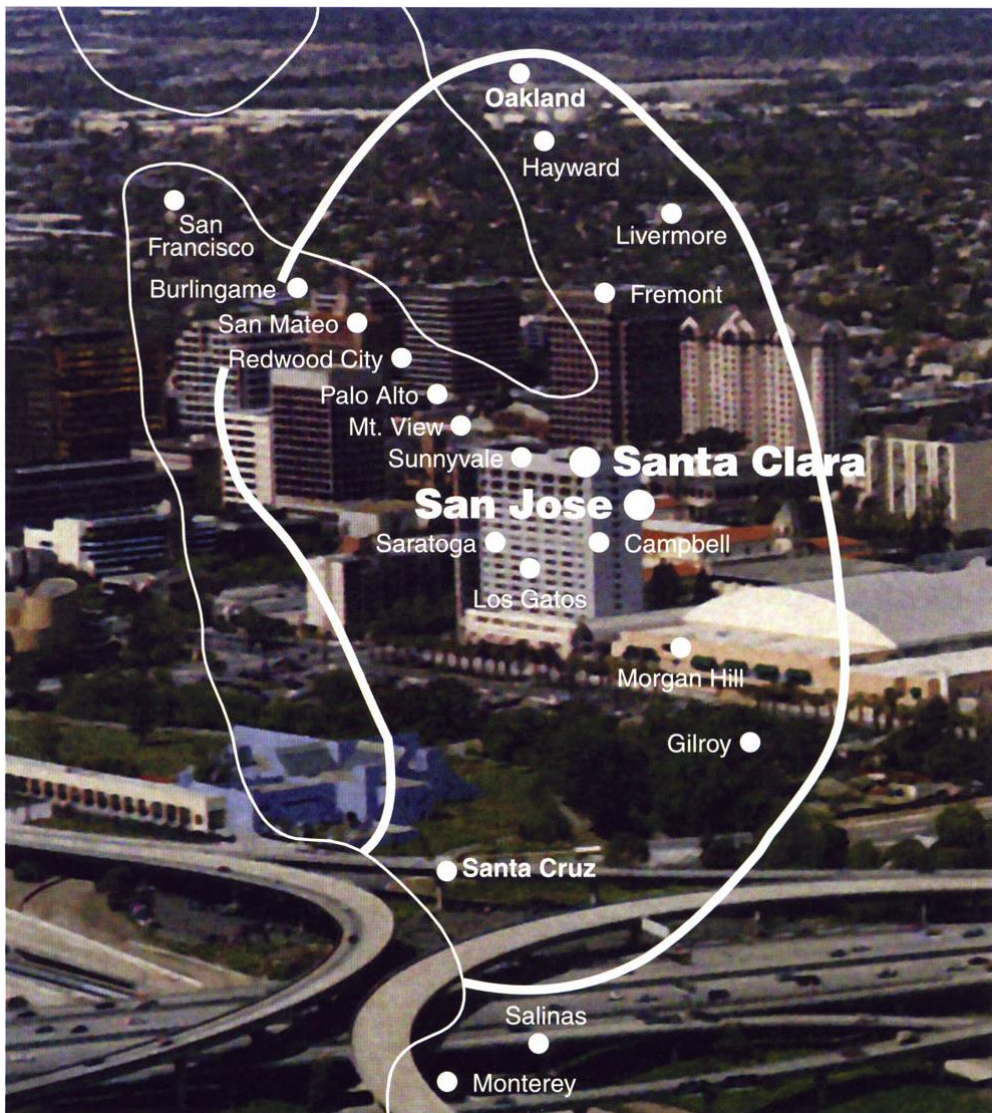
<u>Age Analysis</u>		<u>Gender</u>		<u>Ethnicity</u>	
18-24	10.3%	Females	50.8%	Caucasian	69.2%
25-34	18.6%	Males	49.2%	Hispanic	21.0%
35-44	18.0%			Asian	15.2%
45-54	17.5%			African-	
55-64	16.2%			American	6.0%
65+	19.4%			Other	9.6%
<u>Employemnt</u>		<u>Education</u>		<u>Household Income</u>	
Full-Time	50.5%	HS Grad	23.6%	100K+	47.4%
Part-Time	17.5%	Some College	28.1%	75K-99K	13.5%
Retired	16.9%	College Grad	42.5%	50K-75K	12.8%
				35K-50K	12.2%
		<u>Home Ownership</u>			
		Own	51.1%		
		Rent	46.2%		

(SF-Metro; Scarborough R1 2019: Jan18-Jan19; Adults 18+)



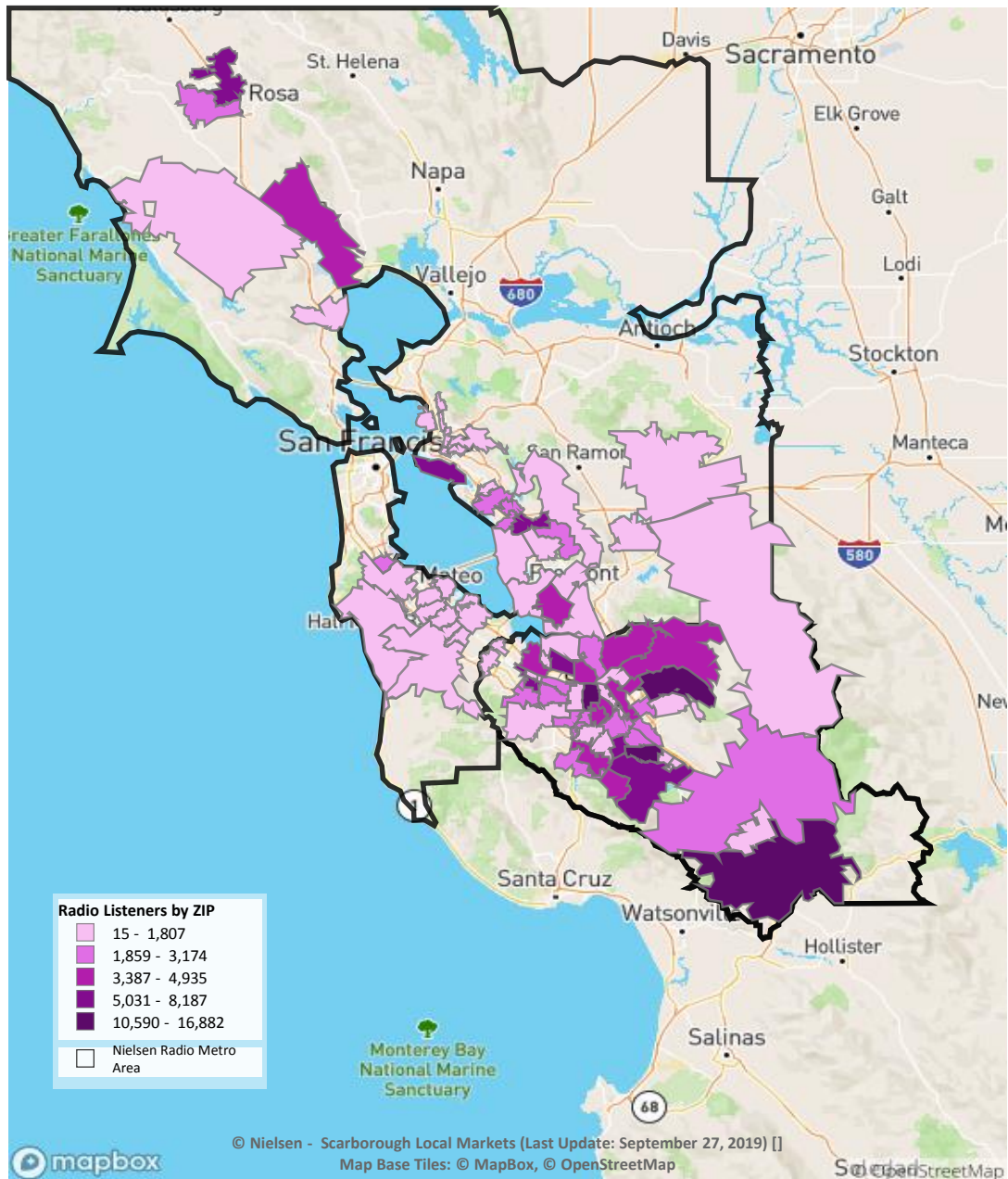


Coverage Map





KRTY Listeners





On-Air



Gary & Julie in the Morning
Weekday Mornings, 5AM – 9AM

A fun, happy and energetic way to start off the morning. Traffic from Julie, and commentary from Gary. An abundance of country stars make it a point to stop by KRTY to chat with Gary and Julie in the morning, on their way through town.



Randy Jones
Middays, 9AM – 2PM

The host of “what’s next” on KRTY, where he features 3-Brand New Hits from the Country Music format. Randy also host the Number One’s @ One, where listeners can hear #1 country songs from a different year. You can also grab lunch with Randy, every other Friday at his live broadcast from Kyoto Palace.



Tony Michaels
Afternoons, 2PM – 7PM



On-Air Cont'



Indiana Al
Weekday Evenings, 7PM – Midnight

Al hosts “Hot 9 @ 9”, where he plays the top 9 most requested songs of the day. In addition to his on-air shift, Al also takes on the title of KRTY’s production manager... SAVVY!

Michael Moore
Weekdays, Midnight – 5AM & Weekends

Bay Area native, broadcasting for over 35 years, and working at Empire Broadcasting for over 20 of those years. Love of music, radio, travel and his “furry friends” have kept Michael in the area and in broadcasting all these years.

Custom Opportunities available.
Please contact your account executive to find out about exclusive options for advertisers



FEATURE	WHEN?
	Weekdays @ 6:20am with Gary & Julie
	Weekdays @ 8:40am with Gary & Julie
	Weekdays @ 9am with Gary & Julie
 	What's Next on The On-air Music Meeting Weekdays @ Noon with Julie & Nate
	Weekdays @ 1pm with Randy Jones
Friday Happy Hour	Fridays @ 5pm with Tony Michaels
KRTY Traffic	Weekdays 6am – 7pm
Song of the Month	All Month Long
 TOP OF THE HOUR	Weekdays 6am – 7pm
KRTY Movie Minute	Thursdays 6am – 12am (once per daypart) with Brian Adams
	Wednesdays 7am – 7:30am (January – May) With Gary & Julie
	Every Sunday 6am-9am with Lon Helton



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