

REAL CLASSIC ROCK!

98.1 KKFM CLASSIC ROCK



CUMULUS MEDIA

SOUTHERN COLORADO



KKFM.COM



KKFM981



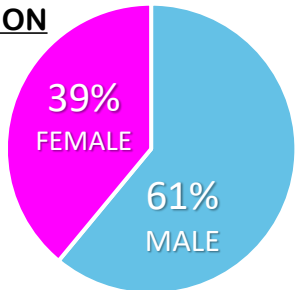
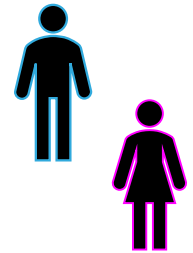
981KKFM



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- 125,200 Persons 12+ tune into 98.1 KKFM each week!*
- #1 in Adults 35+ Weekly Cume Rating, Midsdays M-F! #1 in Men 18+ in Weekly Cume Persons, M-Su 6A-Mid, M-F 6A-10A, & M-F 10A-3P!*
- Over 35 years of strong, consistent Classic Rock brand heritage
- Delivers enthusiastic rock listeners both Colorado Springs and Pueblo market, giving advertisers strong dual-market presence
- Popular Bob & Tom Morning Show sets up an entire day of upbeat energetic entertainment
- Local talent reflects the adult rock lifestyle, engaging listeners with music and information throughout each workday and all weekend long

AUDIENCE COMPOSITION



FEATURING ROCK'S BIGGEST NAMES INCLUDING:

Aerosmith
Rolling Stones
Van Halen
ZZ Top

Led Zeppelin
AC/DC
Pink Floyd
Metallica



TARGET DEMO
ADULTS 25-54

SUPER SERVES
MEN 25-54

SESSION STREAMING STARTS**
39,273

ON AIR SCHEDULE



5AM-10AM
THE BOB & TOM SHOW

THE BOB & TOM SHOW

10AM-3PM
SQUIRE

3PM-7PM
THAT GUY DAVE

*Source: Colorado Springs TSA, Nielsen Summary Diary JUNE'22 (April-June) , P12+, Mo-Su 6a-12m *Market Levels based on P12+ **Triton Digital