

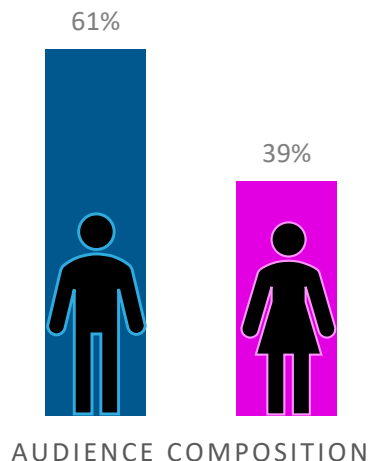
CUMULUS M E D I A™

SOUTHERN COLORADO

98.1 KKFM CLASSIC ROCK

REAL CLASSIC ROCK

- 101,500 Persons 12+ tune into 98.1 KKFM each week!*
- #1 in Adults 35+ Weekly Cume Rating, in all prime dayparts 6A-7P M-F!*
- #1 in Men 18+ in Weekly Cume Persons, M-Su 6A-Mid, M-F 10A-3P and M-F 3P-7P!*
- 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



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**

35,838



BOB AND TOM
5am-10am
Weekdays

CHRIS AUSTIN
10am-3pm
Weekdays

THAT GUY DAVE
3pm-7pm
Weekdays

SCORGIE
Overnights
and
Weekends

STEVE GORMAN
7pm-Mid
Weekdays

KKFM981

981KKFM

981KKFM

98.1 KKFM CLASSIC ROCK

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