



CUMULUS
M E D I A™
— SOUTHERN COLORADO —

2024 Media Kit

More Information Upon Request



Cumulus
D I G I T A L



Updated December 2024

Colorado Springs Market

Radio Market Rank: 89

DMA Counties: El Paso, Fremont, Teller, Custer, Huerfano, Pueblo, Las Animas, Otero, Crowley, Bent, Kiowa, Baca

TSA Counties: El Paso, Fremont, Teller, Custer, Huerfano, Pueblo, Las Animas, Otero, Crowley, Bent, Kiowa, Lincoln, Chaffee, Saquache

TSA Population: A12+ 939,000, Male 46% Female 54%

Metro Population: A12+ 642,400 Male A18+ 289,800 Female A18+ 292,600

Total Metro Households: 280,500

Hispanic Population: A18+ 113,200, 18%

Black Population: A18+ 6.5%

Median income: \$86,792

4-year College degree: 205,233

Metro Retail Sales (\$000): \$15,728,202

Television COS/Pueblo DMA ranked 86th in the US with 385,730 TV HH

Gazette circulation 24,834

Southern Colorado continues a trajectory of significant influx of new industries & population growth. Forbes' Magazine's annual list of America's fastest-growing cities provides a holistic picture of places on the upswing.

Colorado Springs culture and economy are heavily influenced by the military with a significant number of defense corporations and bases located within the area. The military has had a significant presence in the Colorado Springs area for more than 70 years. What started with the U.S. Army's Camp Carson, has grown into a burgeoning community of five military installations, hosting key national commands such as the Air Force Space Command, North American Aerospace Defense Command, Missile Defense Integration and Operations Center and the United States Air Force Academy.

With the city located at the base of the Rocky Mountains, next to Pikes Peak and 60 miles south of Denver, with good air quality and brisk seasons, Colorado Springs is a popular destination for tourists seeking scenery, rock formations and other unique geological features, like America's Mountain Pikes Peak, Garden of the Gods Park, Seven Falls, and Cave Of The Winds.

Colorado Springs is known as Olympic City USA, CS is the heart of the nation's Olympic movement with a Culture of Excellence. As the proud home to the United States Olympic Committee Headquarters, 23 National Olympic Governing Bodies, 59 national & international sports organizations, the Colorado Springs Olympic Training Center and the U.S. Olympic & Paralympic Museum. Athletes and coaches have long recognized Colorado Springs as the epicenter of the U.S. Olympic and Paralympic Movements.

Colorado Springs consistently ranks at the top of a variety of national and international lists:

#2 2022 U.S. News & World Report – Best Places to Live in the US, with a median age just under 35 and a high score for quality of life and value

#1 Park in the US – Garden of the Gods Park, Visitor & Nature Center – one of the most incredible geological wonders in the world – Trip Advisor

#1 fDi Intelligence, 2017 – Mid-Sized American Cities for Human Capital & Lifestyle

#1 Outside Magazine – Best Town 2021

#3 in U.S. News & World Report's 2024 Best Places to Live rankings

Source: Nielsen Metro Colorado Springs • June 2024 (April-June) and US Census



Kincaid & Dallas
6A-10A



Megan Marie
10A-3P



Ridin Home with Roger
3P-7P



Nights with Elaina
7P-Midnight



Shawn Martinez
Weekends

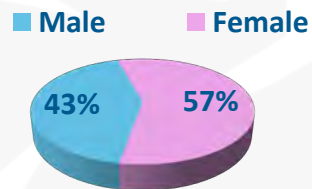
CatCountry951.com • Facebook @CatCountry951 • X @CatCountry951CO • Instagram @catcountry951

- Top 5 ranking station among A25-54 in PM Drive*
- Leading Country station among P12+ and A25-54 on the weekend*
- Reflects the Country lifestyle, love of family, love of our country, giving thanks to our military
- Colorado's favorite country music period! The best country from the 90's to now!
- New, highly entertaining, local morning show with major social media presence
- Megan in the Midday is a local military wife/mother, and a fun country & pop culture expert
- Ride home with Cat Country's live and local host, Ridin' Home with Roger
- Get all the Nashville 411 at night with Elaina
- Colorado Broadcasters Association Award winning station!
- Over 22,000 Facebook followers!^

Target Demo	Super Serves
Adults 25-54	Women 25-54

Streaming Impressions Filled^
1,172,865

Age Composition



FEATURING THE HOTTEST COUNTRY NAMES INCLUDING:

Morgan Wallen, Luke Combs, Jason Aldean, Lainey Wilson, Old Dominion, Kelsea Ballerini, Zac Brown Band, Kane Brown, Cole Swindel, Chris Stapleton, Luke Bryan, Florida Georgia Line, Darius Rucker, Jon Pardi, Jelly Roll

Source: Colorado Springs TSA; Nielsen Diary Summary JUN24 SD (APR-JUN); M-Su 12m-12m; P 12+

*Colorado Springs TSA A25-54 June 2024 | ^Triton Digital 3 Month Average Feb, Mar, Apr 2024





Maggie and Perloff
4A-7A



Dan Patrick
7A-10A



Jim Rome
10A-1P



Rich Eisen
1P-3P



Ryan Kaufman
3P-6P

XtraSports1300.com • Facebook @XtraSports1300 • X @XtraSports1300 • Instagram @xtrasports1300

- Colorado Springs home for Air Force Falcons Hockey and Women’s Basketball, Denver Nuggets, Colorado Avalanche, Colorado Springs Switchbacks, plus Westwood One’s coverage of the NFL and college sports including the Super Bowl and the NCAA Tournament
- An Infinity Sports Network affiliate and home to Southern Colorado’s most popular local sports talk show: Drive Time Sports with Ryan Kaufman

Target Demo	Super Serves
Adults 25-54	Men 25-54
Streaming Impressions Filled [^]	
158,290	



Age Composition

■ Male ■ Female



FEATURING:

- Live interviews with Professional, Collegiate, High School, and Olympian Athletes and Coaches
- Live, on-site Game Broadcasts with Drive Time Sports Host Ryan Kaufman

Source: Colorado Springs TSA; Nielsen Diary Summary JUN24 SD (APR-JUN); M-Su 12m-12m; P 12+

*Colorado Springs TSA A25-54 June 2024 | [^]Triton Digital 3 Month Average Feb, Mar, Apr 2024





Bob and Tom
5A-10A

J.P. Black
10A-2P

Chris Austin
2P-7P

Steve Gorman
7P-Midnight

Scorgie
Overnights + Weekends

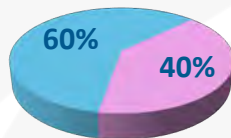
KKFM.com • Facebook @KKFM981 • X @981KKFM • Instagram @981kkfm

- Ranked 1st place among all Persons 12+ and M18+*
- Largest M18+ audience with 67,500 each week*
- 2nd behind KMG in number of listeners at 115,300*
- 1st place rank in mornings, middays, and weekends among M18+*
- Nearly 40 years of strong, consistent Classic Rock brand heritage
- Consistently ranked among the top 3 largest audiences in the market
- Delivers enthusiastic male and female rock listeners in the Colorado Springs and Pueblo region, giving advertisers strong dual market presence
- Popular Bob & Tom Morning Show sets up an entire day of upbeat energetic entertainment with comics and topical humor – followed by long blocks of music.
- Local talent reflects the adult rock lifestyle, engaging listeners with music and information throughout each workday and all weekend long

Target Demo	Super Serves
Adults 25-54	Men 35-54
Streaming Impressions Filled[^]	
1,031,158	

Age Composition

■ Male ■ Female



FEATURING CLASSIC ROCK'S BIGGEST NAMES INCLUDING:

Aerosmith, Rolling Stones, Van Halen, ZZ Top, Led Zeppelin, AC/DC, Pink Floyd, Metallica

Source: Colorado Springs TSA; Nielsen Diary Summary JUN24 SD (APR-JUN); M-Su 12m-12m; P 12+

*Colorado Springs TSA A25-54 June 2024 | [^]Triton Digital 3 Month Average Feb, Mar, Apr 2024



The Jubal Show
6A-10A



Dallace Jade
10A-3P



Jeff Haber
3P-7P



Big Mack
7P-Midnight and Weekends

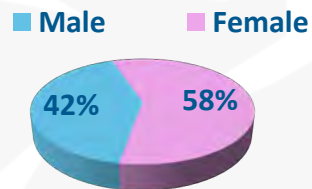
989magicfm.com • Facebook @989Magic • X @989MagicFM • Instagram @989magicfm

- Leads the pack with 128,800 listeners each week*
- Top ranked contemporary hit station in market*
- Jubal is top ranked #1 morning show among A25-54*
- Reflects the local pop culture through our well-connected on-air personalities and social media and by playing today's most popular, best music by the highest profile pop artists
- Award Winning Morning Show Host, Jubal, a recipient of the Marconi Award!
- Award Winning Midday Show Host, Dallace, a recipient of Colorado Broadcasting Award's Best Midday Show
- Large Facebook and social media presence and following
- All about being Local! Magic FM is at all the big local events and talks about trending local topics happening in the Springs and Pueblo communities
- Over 22,000 Facebook followers!^

Target Demo	Super Serves
Adults 18-49	Women 18-49

Streaming Impressions Filled^
890,093

Age Composition



FEATURING THE HOTTEST NAMES INCLUDING

Taylor Swift, The Weekend, Sabrina Carpenter, Beyonce, Ariana Grande, Dua Lipa, Drake, Olivia Rodrigo, Harry Styles, Post Malone, Justin Bieber, Miley Cyrus, SZA, Noah Kahan, Chappell Roan, Billie Eilish, Benson Boone

Source: Colorado Springs TSA; Nielsen Diary Summary JUN24 SD (APR-JUN); M-Su 12m-12m; P 12+

*Colorado Springs TSA A25-54 June 2024 | ^Triton Digital 3 Month Average Feb, Mar, Apr 2024





The TJ Show
6A-10A



Woody
10A-3P



Coyote
3P-7P



DJ Michaels
7P-9P



John Tesh
9P-1A

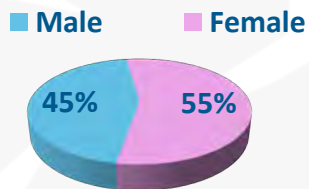
929peakfm.com • Facebook @929PeakFM • X @PeakFM929 • Instagram @929peakfmcolorado

- Top ranked of the three adult contemporary stations among 12+ and A25-54 in all prime dayparts*
- Leading AC station in mornings and middays among W18+*
- Engaging promotions in Southern Colorado neighborhoods and at high-profile community events
- Colorado Broadcasters Association Winner: Woody!
- Popular, upbeat music programmed to entertain active adults, including women and moms, who use the radio at work and on-the-go
- Branded to be memorable and specific to the region, after our 14,115-foot landmark that all Southern Colorado enjoys every day: Pikes PEAK!
- Over 37,000 Facebook followers!^

Target Demo	Super Serves
Adults 25-54	Women 35-64

Streaming Impressions Filled^
1,113,763

Age Composition



FEATURING YOUR FAVORITE ARTISTS INCLUDING:

Journey, Taylor Swift, Ed Sheeran, Prince, Bon Jovi, Dua Lipa, Police, Pat Benatar

Source: Colorado Springs TSA; Nielsen Diary Summary JUN24 SD (APR-JUN); M-Su 12m-12m; P 12+

*Colorado Springs TSA A25-54 June 2024 | ^Triton Digital 3 Month Average Feb, Mar, Apr 2024





Jim Arthur
5A-8A



Richard Randall
8A-10A



Dan Bongino
10A-1P



Del Walmsley
1P-3P



Ben Shapiro
3P-4P

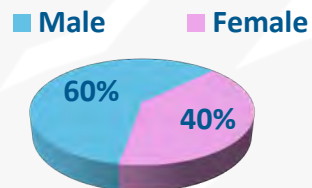
kvor.com • [Facebook @740KVOR](https://www.facebook.com/740KVOR) • [X @740KVOR](https://twitter.com/740KVOR) • [Instagram @740kvor](https://www.instagram.com/740kvor)

- Top 5 among M18+ in AM Drive*
- Top 3 rank in AM & PM Drive dayparts among M55+*
- Reflecting news stories and opinions that keep Southern Colorado listeners engaged and talking
- On-air interaction with many of our area's most influential business owners, community leaders, and active citizens
- Well-known local and national news and talk personalities: Colorado's most powerful daily lineup
- Celebrating 100 years in 2024!
- Lifestyle-oriented shows designed to appeal to and inform Southern Colorado listeners on-the-go, especially on the weekends

Target Demo	Super Serves
Adults 25-54	Men 35-64

Streaming Impressions Filled [^]
1,846,096

Age Composition



PROUD OF OUR SPONSORSHIP:

with Air Force Academy sports - KVOR Morning Show News and Sports Host Jim Arthur provides play-by-play for Falcon Football and Basketball teams



Mark Levin
4P-7P



Matt Walsh
7P-8P



Chris Plante
8P-10P

Source: Colorado Springs TSA; Nielsen Diary Summary JUN24 SD (APR-JUN); M-Su 12m-12m; P 12+

*Colorado Springs TSA A25-54 June 2024 | [^]Triton Digital 3 Month Average Feb, Mar, Apr 2024

Southern Colorado Information Network

CUMULUS MEDIA FEATURE SPONSORSHIP NETWORK

Information Reports for 'On the Go' Consumers in the Premium Dayparts of Audio

HORIZONTAL COVERAGE INFORMATION SPONSORSHIP VALUE



Weather and **Traffic** Reports are the most desired content on radio followed by news, music and entertainment.

Cover the Radio Dial with HORIZONTAL OWNERSHIP of the Southern Colorado market on **KATC-FM, KCSF-AM, KKFM-FM, KKMGM-FM, KKPK-FM, and KVOR-AM.**





Live Local Traffic Reports and Live Local Weather Reports with content from
KKTV Local Weather Team

Reaching Captive Audiences with Information Sponsorships

- **Harness the broad market reach** of multiple stations with a single program
- **Premium Local Content that Listeners demand** aired only in premium dayparts – (M-F 6a-7p)
- **Drive Consumer Action in Real Time** - :15 ad units are efficient & highly effective cutting thru clutter
- **Local exclusivity** – Ownership of report with Brought to you by...



Our clients choose us because we **outperform the industry**, we **deliver actual people**, we are **local marketing experts**, and we can do it all – **big or small**.

	WE OUTPERFORM THE INDUSTRY	We consistently produce results that outperform industry metrics by an average of 25%.
	WE DELIVER ACTUAL PEOPLE	We use our database of 300 million consumers to identify and target your best prospects, delivering you not just impressions and clicks, but real customers with names and addresses.
	WE ARE LOCAL DIGITAL MARKETING EXPERTS	We manage over 4,000 digital campaigns each month for local businesses across the U.S. Our clients' success is driven by our 100+ digital specialists nationwide, supported by our on-the-ground teams who provide invaluable local insights, customization, and support.
	WE CAN DO IT ALL – BIG OR SMALL	Whether you need support with a single digital tactic or are seeking a full-service digital agency, we cater to your needs.

Complete marketing solutions - locally, regionally and nationally

We are your collaborative partners, dedicated to supporting your team and filling in the gaps. Our mission is to enhance your reputation with your clients and drive your business growth. As committed partners, we work tirelessly, focusing on every detail to ensure client success.

One campaign, full-year media plans, or anything in between - you can count on us!



Proven performance consistently above the national average



.13%
Average Display
Click-through Rate



9.34%
Average Google SEM Click-
through Rate

Average Client CPC for SEM: \$2.20



54.9%
Average Pre-roll Video
Completion Rate



96.9%
Average OTT Video
Completion Rate

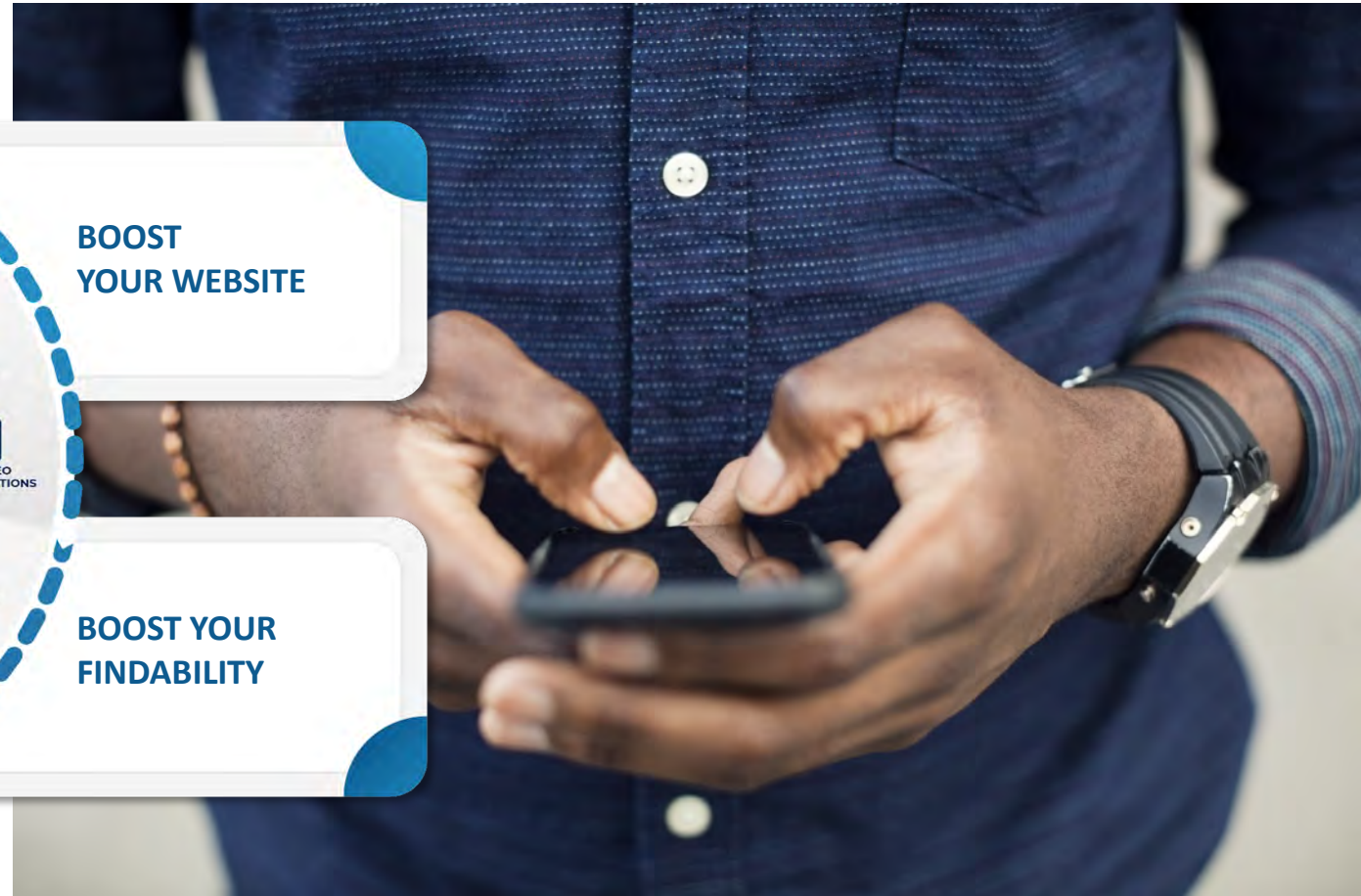


+12,800
Geo-Fenced
Locations

Cumulus Boost

Boost your online presence

Cumulus Boost is your tailored, all-in-one solution that makes it easy to boost your website, boost your findability, boost your reputation, and boost your productivity – **all to boost your business.**



Our Approach | Data + Technology + People

Data

Cumulus Media reaches a quarter billion people each month. By leveraging first party and third-party data we deliver greater personalization, improved targeting, and efficient reach to drive campaign success.



Technology

Leading technology partnerships and expertise means your clients benefit from best-in-class DSP platforms, marketing automation platforms, social media management tools, data analytics tools, and more.

People

Our team of **150+ digital experts across the U.S.** helps your client's campaign go from an idea, to execution, to end reporting.



Local Marketer

The boots on the ground making sure you have someone to call when you have a need.



Digital Strategist

Specialized Digital Marketing Consultants assigned to develop custom and unique strategies for every campaign.



Support + Fulfillment

The team managing campaign optimizations, responding to client requests, and focused on achieving client objectives.



The Powerful Combination of Radio and Digital Will Reach Your Target Audience!

Cumulus Media curates a holistic multi-platform advertising experience to engage with the consumers while accurately targeting your key audience, ensuring consistency without exhausting creative. Our goal is to drive sales by targeting users all the way through our marketing funnel. With more people than ever listening to their favorite stations & podcasts online – through apps and other platforms, we offer a full suite of Streaming Audio options that can be targeted to YOUR potential customer in nearly every market in the U.S.

Banner Ads and Home Page Takeovers:

Banner Ads

- 10% SOV with banner ads throughout the station website of choice.
- Size options are: 300x250, 728x90, 160x600, 300x600, 300x50, 320x50

Website Homepage Takeover

Every display ad unit on the homepage station of choice for a solid 24 hours:

- Desktop Leaderboards (top & bottom), Mobile Leaderboards (top & bottom), Half Page Ads (300x600), Cube Ads (300x250)

Website Promo Element

- A custom graphic linking to your website displaying on the homepage (size 615x515)

Station Apps

- Custom display ads to run throughout our stations Apps

Streaming Audio Network: Targeting Opportunities

We partner with [Triton Digital](#) to create targeting opportunities to ensure your brand campaign reaches your desired audience

Device: Select specific devices to target, e.g., Smartphones, Smart Speakers, Desktop, etc.

Geographic: Reach specific audiences based on geography parameters, e.g., State, DMA, MSA, Zip Code

Audience: Reach specific audiences based on age, gender, and language via TruAudience Data Segments

Contextual: Connect to listeners based on interests, activities, moods, mindsets, and more via TruAudience Data Segments

Genres: Reach audiences on a specific network. For example, tap into the Sports, News/Talk, Music formats (Country, Rock, Urban, CHR, etc)

Advanced: Options include retargeting, modeling, and database matching (coming Q4 2023)



Streaming Advanced Targeting Segments

DEMOGRAPHICS

- Gender: Female or Male
- Age Ranges: 18+,18-24,18-34, 18-49, 21+, 21-34, 21-49, 25-34, 25-49, 35-49, 55+

ADVANCED DEMOGRAPHICS AND INTERESTS

- EDUCATION: Graduate Degree, High School Diploma, Undergraduate Degree, Vocational/Technical School
- EMPLOYMENT: Employed, Military, Teacher
- ETHNICITY: African American, Asian, Hispanic, US Hispanics/Spanish Speakers
- HOUSEHOLD INCOME *Various Tiers
- HOUSING: Owns Primary Residence, Homeowners, Home Renter
- POLITICS: Leaning Democrat, Leaning Republican, Undecided
- BUSINESS: Business Owners, Business Decision Makers
- SPORTS: Football Fans, Sports Fans
- PARENTING: Parents of (Infants, Pre-Teens, Teenagers, Toddlers, Young Children, New & Expecting)
- ENTERTAINMENT: Outdoor Enthusiasts, Passionate About Fitness, Concert Goers, Gamers

Our STREAMING AUDIO & PODCAST Network

Because we can reach into the inventory of nearly every major audio publisher network, we can serve as a single-source provider who can follow your ideal consumer targets with high-impact audio.





Cumulus Media Southern Colorado takes part in and/or organizes some of Southern Colorado's most prominent events, including:

- Territory Days
- PRIDE Parade and Festival
- Juneteenth Festival
- Pikes Peak or Bust Rodeo
- Fiestas Patrias
- Pueblo Chile and Frijole Festival
- Take A Turkey to Work Day benefitting Care and Share
- Ron-a-thon Radiothon, benefitting Ronald McDonald Charities
- Colorado State Fair
- Country Jam
- PINK FM in October for breast-cancer awareness, Legacy Race
- Air Force Football, Basketball, & Hockey Broadcast Station
- Festival of Lights Parade
- Switchbacks Broadcast Station
- Bike to Work Day
- Labor Day Lift-Off

