



**CUMULUS**  
M E D I A™  
— SOUTHERN COLORADO —

## 2025 Media Kit

More Information Upon Request



**Cumulus**  
DIGITAL





# Colorado Springs Market

**Radio Market Rank: 89 • Metro Rank: 92**

**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+ 938,300, Male 46.8% Female 44.6%

**Metro Population:** A12+ 640,900 Male A18+ 295,800 Female A18+ 287,400

**Hispanic Population:** A12+ 118,400, 18.5%

**Black Population:** A12+ 47,600, 7.4%

**Total Metro Households:** 279,500

**Median income:** \$87,978

**4-year College degree:** 212,232

**Metro Retail Sales (\$000):** \$14,509,365

Television COS/Pueblo DMA ranked 87th largest in the US with 388,730 TV HH

Gazette circulation 22,271

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 • December 2024 (October-December) and US Census



**Kincaid & Dallas**  
6A-10A



**Megan Marie**  
10A-3P



**Ridin Home with Roger**  
3P-7P



**Nights with Bev Rainey**  
7P-Midnight



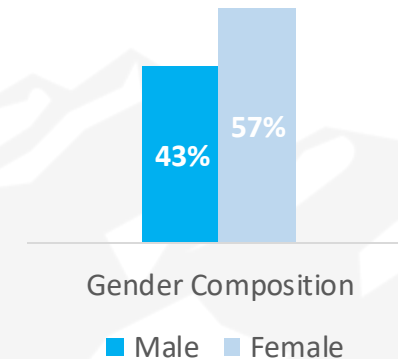
**Shawn Martinez**  
Weekends

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

- Ladies love Cat Country 95.1! In the December 2024 book, the station finished in the top 5 of women 25-54 (M-F 6a-7p) led by “Ridin’ Home with Roger” as the #2 show in afternoon drive while “Middays with Megan Marie” ranked #4 during middays
- Trying to attract Millennials and Gen Z? Youngsters listen to Cat Country 95.1! In the December 2024 book, the station finished in the top 3 of adults 25-54 (M-F 6a-7p) led by “Ridin’ Home with Roger as the #2 show in afternoon drive while “Middays with Megan Marie” ranked #3 during middays
- Reflects the Colorado 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!
- Middays with Megan Marie is a local military wife/mother, and a fun country & pop culture expert.
- Ridin' Home with Roger is a live and local host from Western Colorado who loves the Broncos, Nuggets and movies!
- Get all the Nashville 411 at night with Bev Rainey

Target Demo	Super Serves
<b>Adults 25-54</b>	<b>Women 25-54</b>

Streaming Impressions Filled <sup>^</sup>
<b>1,090,583</b>



**FEATURING THE HOTTEST AND MOST RECOGNIZABLE COUNTRY NAMES INCLUDING:**

Morgan Wallen, Luke Combs, Jason Aldean, Lainey Wilson, Keith Urban, Kelsea Ballerini, Zac Brown Band, Kane Brown, Chris Stapleton, Luke Bryan, Jelly Roll, Kenny Chesney, and more!

Source: Colorado Springs TSA; Nielsen Diary Summary DEC24 SD (OCT-DEC); M-Su 12m-12m; P 12+

<sup>^</sup>Triton Digital 3 Month Average Sept, Oct, Nov 2024







**Maggie and Perloff**  
4A-7A



**Dan Patrick**  
7A-10A



**Rich Eisen**  
10A-1P



**Jim Rome**  
1P-3P



**Ryan Kaufman**  
3P-6P

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

- #1 in Time Spent Listening (TSL) among adults 25-54
- 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

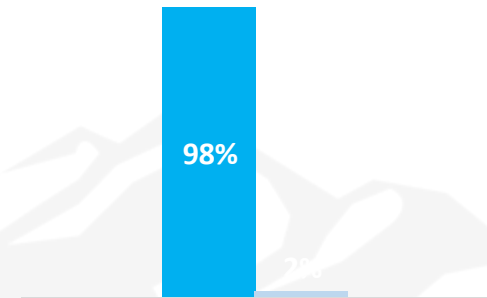
Target Demo	Super Serves
Adults 25-54	Men 25-54

Streaming Impressions Filled^  
**226,828**



**FEATURING:**

- Live interviews with Professional, Collegiate, and Olympian Athletes and Coaches
- Live, on-site Game Broadcasts



Gender Composition

■ Male ■ Female

Source: Colorado Springs TSA; Nielsen Diary Summary DEC24 SD (OCT-DEC); M-Su 12m-12m; P 12+

^Triton Digital 3 Month Average Sept, Oct, Nov 2024



# 98.1 KKFM CLASSIC ROCK



**Bob and Tom**  
5A-10A

**J.P. Black**  
10A-2P

**Chris Austin**  
2P-7P

**Steve Gorman**  
7P-Midnight

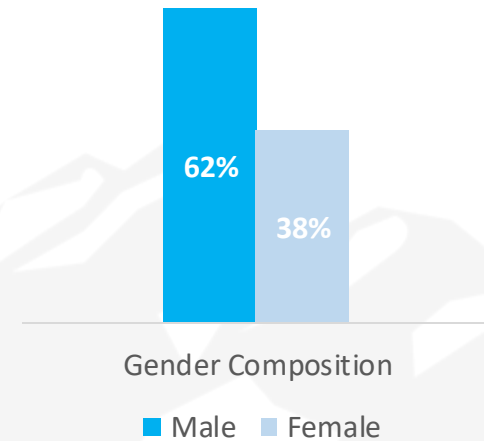
**Scorgie**  
Overnights + Weekends

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

- The legendary 98.1 KKFM continued its consistent performance in the December 2024 book, once again finishing in the top 3 of adults 25-54
- Audience with discretionary income listens to 98.1 KKFM. “The Money Demo” adults 35-64 made 98.1 KKFM their #1 most listened to station in the December 2024 book!
- Millennials and Gen Z are discovering classic rock, and they’re doing it on 98.1 KKFM! The station finished #2 (M-F 6a-7p) in both adults and men 18-34
- 40 years of strong, consistent Classic Rock brand heritage
- Popular Bob & Tom Morning Show sets up an entire day of upbeat energetic entertainment with comical and topical humor – followed by long blocks of music
- J.P. Black delivers a Southern Colorado show each day full of attitude at altitude
- Live and Local host Chris Austin embodies the Classic Rock lifestyle of Colorado Springs in afternoon drive with over 25 years of experience on the air in Southern Colorado

Target Demo	Super Serves
<b>Adults 25-54</b>	<b>Men 35-54</b>

Streaming Impressions Filled <sup>^</sup>
<b>1,121,232</b>



## FEATURING CLASSIC ROCK’S BIGGEST AND MOST BELOVED NAMES INCLUDING:

Aerosmith, The Rolling Stones, Van Halen, ZZ Top, Led Zeppelin, AC/DC, Pink Floyd, Metallica, Queen, and more!

Source: Colorado Springs TSA; Nielsen Diary Summary DEC24 SD (OCT-DEC); M-Su 12m-12m; P 12+

<sup>^</sup>Triton Digital 3 Month Average Sept, Oct, Nov 2024





**The Jubal Show**  
6A-10A



**Dallace Jade**  
10A-3P



**Jeff Haber**  
3P-7P



**Soliyah**  
7P-10P



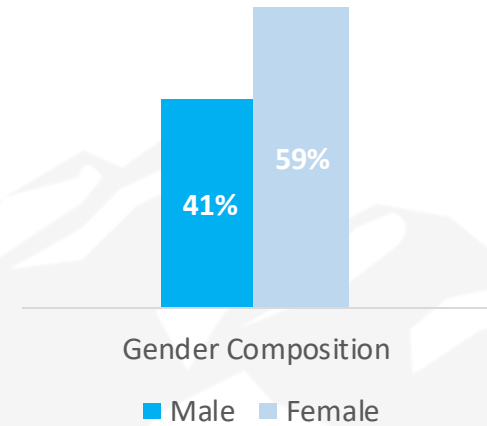
**Big Mack**  
Weekends

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

- Top 5 Station in Persons and Women 18-34 & 35-54. Mornings and Afternoons consistently lead the market in Ratings and Cume
- 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

Target Demo	Super Serves
<b>Adults 18-49</b>	<b>Women 18-49</b>

Streaming Impressions Filled <sup>^</sup>
<b>1,196,475</b>



**FEATURING THE HOTTEST NAMES INCLUDING**

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



Source: Colorado Springs TSA; Nielsen Diary Summary DEC24 SD (OCT-DEC); M-Su 12m-12m; P 12+

<sup>^</sup>Triton Digital 3 Month Average Sept, Oct, Nov 2024





**The TJ Show**  
6A-10A



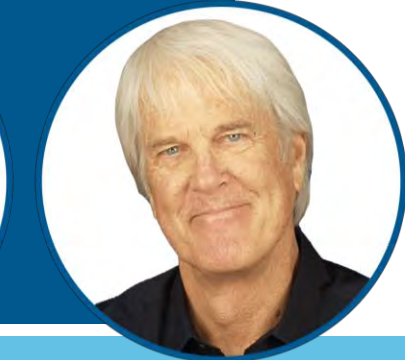
**Woody**  
10A-3P



**Coyote**  
3P-7P



**DJ Michaels**  
7P-9P



**John Tesh**  
9P-1A

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

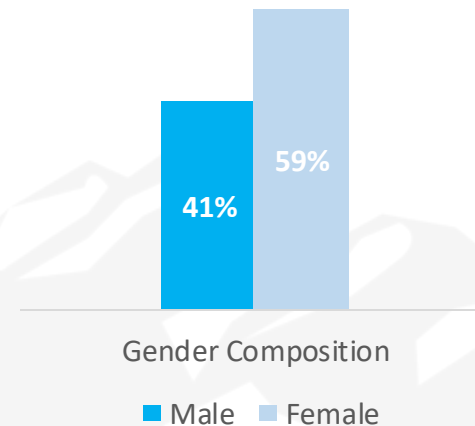
- Women can't get enough of 92.9 Peak FM, #1 with Women 25-54 in Middays, for the second quarter in a row!
- Peak FM is Colorado Springs' At-Work station. From 9a-5p, listeners keep it on The Peak, #2 with 25-54 Women and #3 with Persons 25-54
- Engaging promotions in Southern Colorado neighborhoods and at high-profile community events
- Colorado Broadcasters Association "Best Major Market Show": 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!

**FEATURING YOUR FAVORITE ARTISTS INCLUDING:**

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

Target Demo	Super Serves
<b>Adults 25-54</b>	<b>Women 35-64</b>

**Streaming Impressions Filled<sup>^</sup>**  
**1,113,156**





**Jim Arthur**  
5A-8A



**Shawn Martinez**  
5A-8A



**Richard Randall**  
8A-10A



**Dan Bongino**  
10A-1P



**Del Walmsley**  
1P-3P

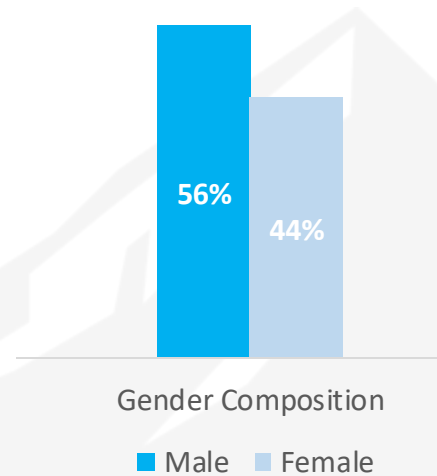
[kvor.com](http://kvor.com) • [Facebook @740KVOR](#) • [X @740KVOR](#) • [Instagram @740kvor](#)

- #2 in Time Spent Listening among men 25-54
- Reflecting news stories and opinions that keep Southern Colorado listeners engaged and talking
- Proud partner of Fox News, the #1 brand in cable news is now on 740 KVOR
- 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
- Celebrated 100 years in 2024!

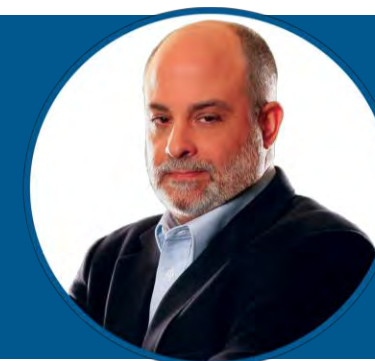
Target Demo	Super Serves
<b>Adults 25-54</b>	<b>Men 35-64</b>

Streaming Impressions Filled <sup>^</sup>
<b>1,848,526</b>

**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



**Will Cain**  
3P-4P



**Mark Levin**  
4P-7P



**Chris Plante**  
7P-10P



Source: Colorado Springs TSA; Nielsen Diary Summary DEC24 SD (OCT-DEC); M-Su 12m-12m; P 12+  
<sup>^</sup>Triton Digital 3 Month Average Sept, Oct, Nov 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**.

	<b>WE OUTPERFORM THE INDUSTRY</b>	We consistently produce results that outperform industry metrics by an average of 25%.
	<b>WE DELIVER ACTUAL PEOPLE</b>	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.
	<b>WE ARE LOCAL DIGITAL MARKETING EXPERTS</b>	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.
	<b>WE CAN DO IT ALL – BIG OR SMALL</b>	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!**




100+	Agency Partners	10,000+	Advertiser Campaigns	\$100M+	Managed Spend
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**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

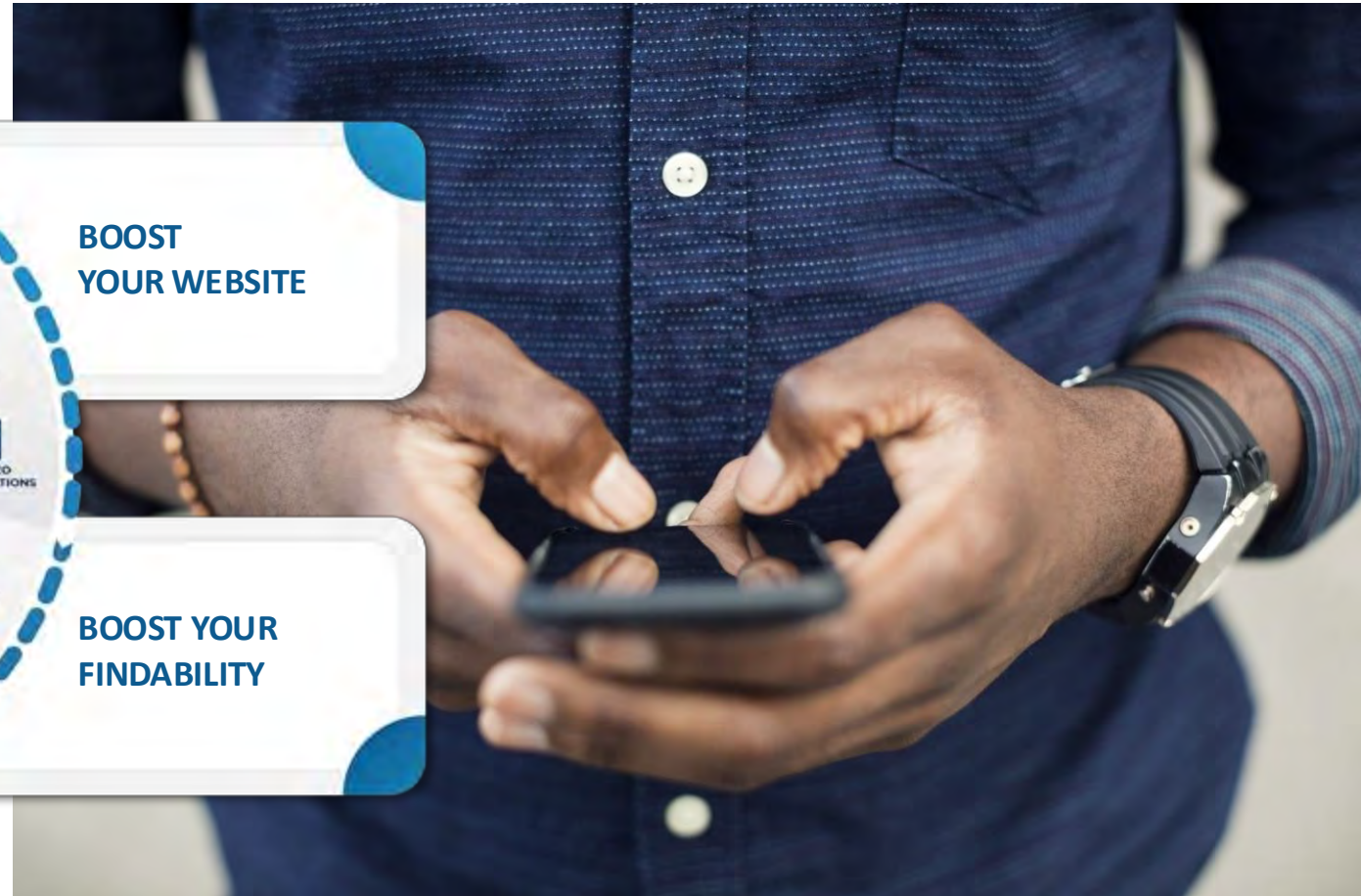


**+12,800**  
Geo-Fenced Locations

# 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

