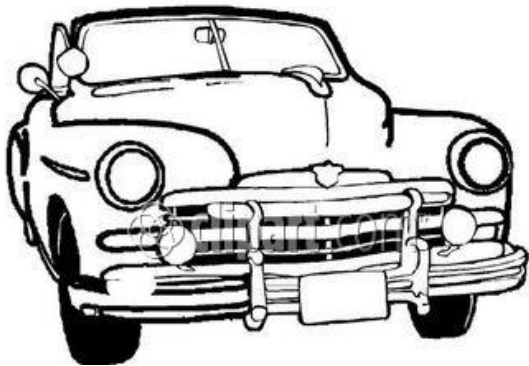


Classic Hits 105.3

Media Kit



CLASSIC HITS 105.3 KRDG
FORMAT: Classic Hits
PRIMARY DEMO:
Adults 35+

Classic Hits 105.3 Lives Up To Its Name...

Oldies 105.3 plays the great music from the, 60's and 70's & early 80's, focusing on great songs from the sixties and seventies. It's the songs you know that get you singing along wherever you are! Classic Hits 105.3 overachieves within the Adult 35+ demographic and delivers a balanced audience of men and women

From A to Z, Classic Hits 105.3 plays only the best from artists like...

Animals

Beach Boys

Beatles

Four Tops

Monkees

Rolling Stones

Supremes

Temptations

Zombies

...and everyone in between!

Classic Hits 105.3 is perfect for in-office, family and travel listening!

**If you're having a good time and listening to great music,
you must be tuned to Classic Hits 105.3 KRDG!**



Our Line-Up

3am-8 am

Bruce Chandler starts your early mornings and gets you through the morning drive on , 105.3 FM. Join Bruce for News and Sports Headlines, a daily contest with great giveaways plus the Birthday Club, Entertainment News, Artist Updates, Express Yourself, & interviews with your favorite artists!

8 am -11 am

JJ McKay brightens the workday morning and gives listeners a charge during their busy day as she talks about everyday life events in a fun, upbeat manner. When JJ's not working she enjoys family, friends, sports and spirit-filled activities. Join JJ for her “Nearly Impossible Gourmet Trivia,” every weekday @ 10 AM for a tough food-related question with BIG prizes!

11am-1pm

Don Burton brings you the best of Classic Hits with local news, weather and a whole lot of fun trivia, contests, ticket give-aways, artist information and local in-studio guests.

1pm-4pm

Brad Pierce – keeps your workday going with plenty of good ole rock n roll! Enjoy his trivia and his three themed songs-“Connect the Hits!” and try to guess what they all have in common for fun prizes!. It’s a mid-workday brain teaser to keep you guessing! **6 FROM THE 60s** every afternoon @ 3 pm, Brad Pierce plays a six pack of hits from Rock & Roll's greatest decade... along with great artist info.

4pm-6pm

Steve Michaels finishes your workday with the **All-Request Hour** from 4-5 and the **Drive at 5** gets you be-boppin’ home. Steve Michaels hilarious antics will keep you laughing and with plenty of local news, weather and traffic, Steve gives you that much needed boost to get through the end of your workday. Join Steve for “**FUNKY FRIDAYS**” every Friday. Get your Friday night goin’ with K.C. and the Sunshine Band, The BeeGees, Kool & the Gang and all your favorite 70’s funk.

6pm-10 pm

C.J. Stone -the hit requests don’t stop just because the sun goes down! CJ Stone keeps the fun goin’ with the greatest hits you want to hear! Spend your evenings with CJ for all the best hits from the 60’s and 70s! Check out CJ’s **Open Bar Weeknights** listeners call CJ Stone for request fun at **800 765 TUNE!**

10pm-3am

Art “Crash” Crenshaw-spend your overnights with Crash Crenshaw! Crash keeps the Classic Hits spinning with his witty personality, artist information, trivia and plenty of information about our favorite eras of rock n roll!

THEMED WEEKENDS

Every weekend features a **KOOL Gold** theme. Weekend themes range from “Meet the Beatles” to “Car Tunes” to “Sing For Your Song” & many more!

Saturday Night Hits Live America's Coast-To-Coast Request Show

Classic Hits 105.3 listeners hook-up for a coast-to-coast Classic Hits 105.3 KRDG party every Saturday night. It's **Saturday Night Hits Live**, the request show with your host Bill Lyall from 8pm to 1am ET every weekend.

Brother Bill takes listener requests and dedications to fill the airwaves along with playing the best music ever recorded! You'll think you're at the drive-in, cruisin' the strip or at the submarine races all over again! Listeners from all across America link up for **Saturday Night Hits Live** every weekend!

60s on SUNDAY NIGHT

The 60s on Sunday Night is a great feature that runs on Classic Hits 105.3 Sunday evenings showcasing all the memorable music of the 60's. Hosted by personality MIKE DANIELS , **The 60's on Sunday** airs Sunday evenings from 11PM -3AM

60s on Sunday Night features all of the great stars from Rock 'n Roll's best decade including The Four Seasons, Beatles, Beach Boys, CCR and many more! Enjoy all of Rock 'n Roll's great artists and all of the great songs, featuring audience interaction with contests and prizes, too.



THE POWER OF LOCAL RADIO

Sponsorship Opportunities

News

Oldies 105.3 news slots are on the hour and half hour from 6am to 10am. All news casts can be sponsored with a :60 commercial adjacent to a live :15 second billboard.

Weather

Weather forecasts and current conditions are broadcast after the news and can be sponsored with a :15 live read before the weather.

Lunch with Rachel Lane 11-1 M-F

Sponsor Lunch with Rachel Lane Weekdays from 11AM-1PM, A sponsorship would include one :60 spot during the show and 20 to 40 live promotional mentions per week outside of the show. Your sponsorship should include a certificate to give away as the Lunch prize with Rachel Lane.

All-Request Hour with Steve Michaels 4-5pm M-F

Weekdays from 4PM-5PM, KRDG hosts the All Request hour. A sponsorship would include one :60 spot during the 4PM-5PM hour and 20 to 40 live promotional mentions per week outside of the show. .

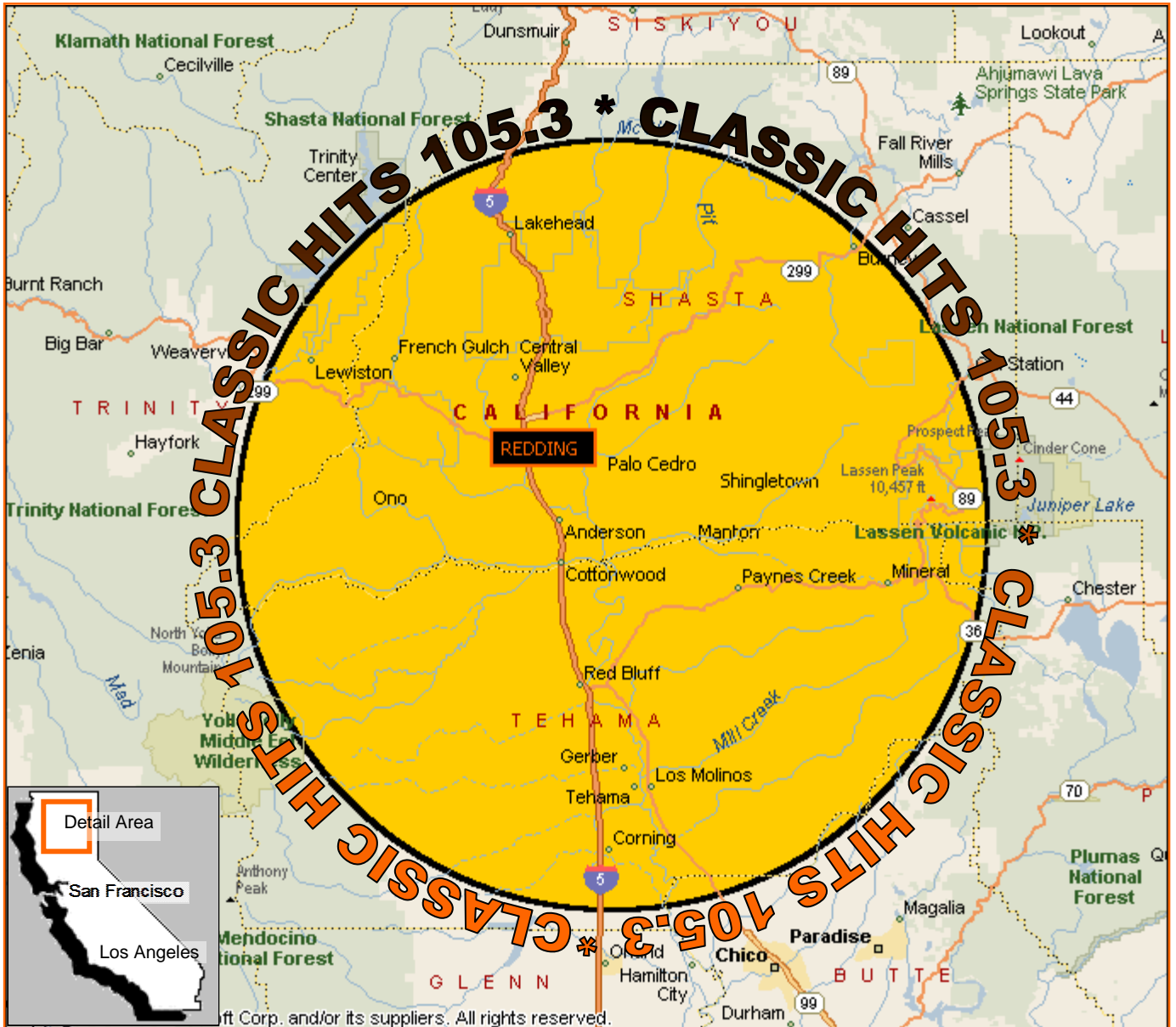
Drive at Five with Steve Michaels 5-6pm M-F

Every weekday Steve Michaels rocks the ride home with "Drive at Five", an entire hour of Kool Rock scientifically proven to make the ride home fly by. The 5:00 Drive at Five can be sponsored with a :60 spot during the segment and 20-30 live promotional mentions throughout the week.

Saturday Night at the Classic Hits 105.3 KRDG –Saturdays 4pm-9pm

America's Coast-to-Coast request show is very popular. Sponsorship of this five-hour show includes one :60 commercial and three promotional mentions each hour within the show.

KRDG Coverage Map



- ✓ Power: **28,000 Watts**
- ✓ Broadcasting Since: **August 1985**

