THE NORTH SOUND MEDIA TEAM

1380AM ★ 953FM
KRKO.com
EVERETT'S GREATEST HITS

CLASSIC COUNTRY
KXA FM 101.1
AM 1520
ClassicCountryKXA.com

dMap

EVERETT POST.COM
LOCALLY OWNED AND OPERATED
There are over 1.3 million people living and working in N Whatcom, Skagit, Island, Snohomish, & S. King Counties. According to the 2017 Radio Format Profiles from GfK MRI Doublebase 20% of the 18+ population listens to country music every week (201K). Source: RAB Radio Format Profiles, GfK MRI Doublebase - 2012 - Wight to Population.
The North Sound Team Promise

To serve the population who live and work in the North Sound and help locally owned businesses and organizations increase brand awareness, generate sales, and acquire new customers

○ “This has been a great way to network with a local business as well as be able to promote our brand in our community. I continue to look forward to working with them [North Sound Media Team] in the future.”
  ○ David Osburn, Senior Vice President, Senior Resident Director & Wealth Management Advisor @ Merrill Lynch

○ “We are getting customers and results monetarily; customers will let us know ‘Oh we heard you on the radio’! I think it’s a real way to get our name across in a way that with print you can just throw away in the garbage.”
  ○ Axis Roof and Gutter

○ “I thought about advertising with KRKO and KXA because I wanted to elevate the brand recognition of my company and my agency. The radio station reaches my target audience who are basically Baby Boomers getting ready to retire in the next ten years.”
  ○ Country Financial

Radio is America’s #1 reach medium
Radio reaches an impressive 92% of all Americans age 18 or older every week.

Radio Drives Online Search
71% of Radio listeners have initiated an online search based on hearing about a product or service on the radio*

Source: Radio Advertising Bureau 2018, Forrester Research Data, 2017

MONTHLY AUDIENCE PLATFORM METRICS
-Last 28 Days of Jan/Feb 2022

Estimated AM/FM Broadcast Audience*  
141,201

Stream Audience  
(KRKO & KXA Unique Listeners)  
15,689

Total Listening Audience*  
156,890  
(up 33% y.t.d.)

WEBSITE ANALYTICS
• 33,299 Total Users
• 39,325 User Sessions
• 92,032 Page Views

TOTAL MOBILE APP DOWNLOADS
• 4,800 - KRKO & KXA

EMAIL CLUBS
• 3,314 Engaged - KRKO, KXA & EP

EVERETTPOST.COM
• 6,571 People Reached
• 1,200 Post Engagements
• 3,009 Total Followers

KRKO GREATEST HITS
• 6,675 People Reached
• 1,533 Post Engagements
• 3,606 Total Followers

CLASSIC COUNTRY KXA
• 3,201 People Reached
• 2,348 Post Engagements
• 4,368 Total Followers

Assumes stream equals 10% of total listening audience: (*)  
Classic Country **KXA** is the only radio station in the North Sound playing Classic Country.

KRKO is the only radio station north of Seattle playing Everett’s Greatest Hits, and the exclusive broadcast affiliate of:

- AquaSox Baseball
- Everett Silvertips Hockey
- and Wesco Prep Sports.

**Stitch Mitchell**  
Mornings 6am-9am

**Charlye Parker**  
Weekends 10am-3pm

**Tim Hunter**  
Mornings 6am-9am
North Sound Updates are provided by Tom Lafferty during the mid-day and afternoon hours on KRKO and KXA. Tom also joins Steve Willits as co-hosts of Prep Sports Weekly on Thursday nights.

- In-stadium announcer and music director of the Everett AquaSox for 35 years

“Tall” Tom Lafferty
Mornings 9am-6pm

Ted Buehner- Meteorologist

Along with his Everett Post Weather Minute Podcasts, Ted provides morning and afternoon commute traffic and Weather updates on KRKO and KXA Radio, and sports reporting on KRKO.

- Ted offers Puget Sound region weather information beyond the forecast

Check out the podcast here: https://www.everettpost.com/podcasts/weather-minute
1 BABY BOOMER will be turning age 65 every 8 SECONDS for the next 20 YEARS

Currently the number of people over 50 is 109 million

Average # of cars bought per household after the “head of household” turns age 50 = 7

People 55+ are more active in online finance, shopping and entertainment than those under 55

Our streams are available on all devices, making access a breeze for all ages

* Sources: Bill Novelli, 50+: IGNITING A REVOLUTION TO REINVENT AMERICA, Marti Barletta - PrimeTime Women, Forrester Research, Pew Research/10.11 and US News

<table>
<thead>
<tr>
<th>Item</th>
<th>&lt; 25</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Units</td>
<td>7,328</td>
<td>21,232</td>
<td>22,330</td>
<td>22,282</td>
<td>24,565</td>
<td>34,505</td>
</tr>
<tr>
<td>2. Income (before taxes)</td>
<td>$38,120</td>
<td>$76,187</td>
<td>$103,272</td>
<td>$107,094</td>
<td>$99,606</td>
<td>$55,656</td>
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<tr>
<td>3. Expenditures</td>
<td>$39,293</td>
<td>$57,128</td>
<td>$74,890</td>
<td>$77,356</td>
<td>$69,494</td>
<td>$50,220</td>
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<tr>
<td>4. Homeowners</td>
<td>17%</td>
<td>41%</td>
<td>60%</td>
<td>69%</td>
<td>75%</td>
<td>79%</td>
</tr>
<tr>
<td>5. Renters</td>
<td>6,713</td>
<td>7,813</td>
<td>5,627</td>
<td>3,875</td>
<td>2,861</td>
<td>2,571</td>
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<tr>
<td>6. Food away from home</td>
<td>$3,092</td>
<td>$3,534</td>
<td>$4,302</td>
<td>$4,416</td>
<td>$3,486</td>
<td>$2,536</td>
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<tr>
<td>7. Home Operations etc.</td>
<td>$630</td>
<td>$1,718</td>
<td>$2,390</td>
<td>$1,524</td>
<td>$1,232</td>
<td>$1,418</td>
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<tr>
<td>8. Home Furnishings &amp; Equipment</td>
<td>$1,140</td>
<td>$1,934</td>
<td>$2,387</td>
<td>$2,448</td>
<td>$2,562</td>
<td>$1,663</td>
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<tr>
<td>9. House Keeping Supplies</td>
<td>$303</td>
<td>$532</td>
<td>$776</td>
<td>$913</td>
<td>$821</td>
<td>$19</td>
</tr>
<tr>
<td>10. Vehicle Purchases (net outlay)</td>
<td>$3,742</td>
<td>$4,130</td>
<td>$6,120</td>
<td>$5,438</td>
<td>$4,550</td>
<td>$2,792</td>
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<tr>
<td>11. Other Vehicle Expenses</td>
<td>$2,360</td>
<td>$3,326</td>
<td>$4,103</td>
<td>$4,357</td>
<td>$3,722</td>
<td>$2,649</td>
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<tr>
<td>12. Health Care</td>
<td>$1,510</td>
<td>$3,162</td>
<td>$4,822</td>
<td>$5,345</td>
<td>$5,958</td>
<td>$6,833</td>
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<tr>
<td>13. Apparel and Services</td>
<td>$1,407</td>
<td>$1,878</td>
<td>$2,488</td>
<td>$2,380</td>
<td>$1,828</td>
<td>$1,305</td>
</tr>
<tr>
<td>14. Entertainment</td>
<td>$1,389</td>
<td>$2,395</td>
<td>$3,661</td>
<td>$3,856</td>
<td>$3,981</td>
<td>$2,381</td>
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<tr>
<td>15. Personal Care</td>
<td>$479</td>
<td>$608</td>
<td>$907</td>
<td>$1,002</td>
<td>$835</td>
<td>$715</td>
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<tr>
<td>16. Cash Contributions</td>
<td>$428</td>
<td>$880</td>
<td>$2,146</td>
<td>$2,125</td>
<td>$2,372</td>
<td>$2,564</td>
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<tr>
<td>17. Pensions and Social Security</td>
<td>$3,232</td>
<td>$7,037</td>
<td>$9,088</td>
<td>$9,701</td>
<td>$8,404</td>
<td>$2,320</td>
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</tbody>
</table>


**dMap is our Digital Marketing Advertising Platform.**

Our digital campaigns are custom designed to fit your budget and deliver impressions across any digital platform based on demographic, geographic and lifestyle customer attributes with verifiable results.

- **Targeting** – Reach prime customers in a defined area with messages where no other ads can go.
- **Delivering** – Our exchange has over 15,000 apps and mobile websites that complement the tastes of your customer and delivers your message to a captive audience while they are using any digital device.
- **Engaging** – Messages with a call to action that let customers click, call or learn more about you! Track your progress with measurable results.
Local Weekday Traffic, News & Weather Updates

Station Title Sponsorship $360/Week
- Your organization receives up to 90 mentions per week during key prime-time updates. Minimum commitment 13 weeks.

Weekly Update Sponsorships
- 1 to 9 times p/wk - ten second live announcements @ $15 each
- 10 to 19 times p/wk - ten second live announcements @ $13 each
- 20 to 30 times p/wk - ten second live announcements @ $10 each
## Announcement Rates (per station)

### Weekday Prime Times - (fixed day & time)

<table>
<thead>
<tr>
<th>Time</th>
<th>Mon-Fri 12am - 6am</th>
<th>Mon-Fri 6am - 10am</th>
<th>Mon-Fri 10am - 3pm</th>
<th>Mon-Fri 3pm - 7pm</th>
<th>Mon-Fri 7pm - 12am</th>
</tr>
</thead>
<tbody>
<tr>
<td>:00</td>
<td>$7</td>
<td>$55</td>
<td>$41</td>
<td>$55</td>
<td>$9</td>
</tr>
<tr>
<td>:30</td>
<td>$5</td>
<td>$36</td>
<td>$27</td>
<td>$36</td>
<td>$6</td>
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### Weekday Prime Rotators - (best time available)

<table>
<thead>
<tr>
<th>Time</th>
<th>Mon-Fri 12am - 12am</th>
<th>Mon-Fri 6am - 7pm</th>
<th>Mon-Fri 6am - 10pm</th>
<th>Mon-Fri 5am - 12am</th>
</tr>
</thead>
<tbody>
<tr>
<td>:00</td>
<td>$15</td>
<td>$41</td>
<td>$30</td>
<td>$20</td>
</tr>
<tr>
<td>:30</td>
<td>$10</td>
<td>$27</td>
<td>$20</td>
<td>$13</td>
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### Weekend Prime Rotators - (best time available)

<table>
<thead>
<tr>
<th>Time</th>
<th>Sat-Sun 12am - 12am</th>
<th>Sat-Sun 6am - 7pm</th>
<th>Sat-Sun 6am - 10pm</th>
<th>Sat-Sun 5am - 12am</th>
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</thead>
<tbody>
<tr>
<td>:00</td>
<td>$9</td>
<td>$21</td>
<td>$15</td>
<td>$11</td>
</tr>
<tr>
<td>:30</td>
<td>$6</td>
<td>$14</td>
<td>$10</td>
<td>$7</td>
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