



WKDZ & WHVO are the only locally owned, locally operated, locally oriented radio stations in the Hopkinsville, Ky/Clarksville, TN market. Our digital division offers more marketing opportunities than any other media entity in the region.

WKDZ-FM is a 25,000-watt radio station focusing on Western Kentucky, Stewart and Montgomery County, Tennessee. Our unique blend of today's hits, yesterday's favorites and country classics appeals to the 25-60 year old listener. Streaming is available at www.wkdzradio.com.

WKDZ-FM is the home of the Trigg County Wildcats, University of Kentucky Wildcats and Tennessee Titans.

WHVO is made up of Four Radio Stations that air the same great oldies format, and is streamed at www.whvoradio.com.

WHVO is THE Voice of the Ft. Campbell Falcons! Every home and away high school football game is carried on 96.5 FM and 1480 AM, plus Ft. Campbell friends and family can hear every game via the worldwide web at www.whvoradio.com



www.wkdzradio.com

www.whvoradio.com

19 D. J. Everett Drive, P. O. Box 1900, Cadiz, KY 42211
Ph: 270.522.3232 or 270.886.1480 | Fax: 270.522.1110
Land Line Text/Studio Hot Line: 270-522-1212

EXCEPTIONAL LOCAL COMMITMENT



WKDZ/WHVO is made up of a dynamic team of professionals who understands and appreciates the opportunity to serve our communities. We are honored to be the only small market radio station in America to win both National Association of Broadcasters Awards for Excellence in Radio, the coveted NAB Small Market Station of the Year and a Crystal, the Nation's Best in Community Service Award in 2013.

MEET YOUR MARKETING TEAM

Put our marketing team to work for you. We specialize in growing local businesses by using the synergy of unique radio and digital combinations.



Beth Mann
President



Amy Berry
Director Business Development



Bechy Williamson
Revenue Development Coach



Cindy Allen Lax
Sr. Marketing Specialist



Kitty Horn
Marketing Specialist



Diane May
Marketing Specialist



Kim Allen
Marketing Specialist



Marsha Setliff
Marketing Specialist



Dan Dicherson
Webmaster



Tom Rogers
Digital Director



Sherry Batten
Graphic Designer



Kyle Rader
Sales Assistant



Mitchell Blackmon
Marketing Assistant



Brandon Burke
Deals Coordinator



www.wkdzradio.com



www.whvoradio.com

THE REGION'S DOMINANT RADIO NEWS SOURCE

WKDZ 106.5 FM

WWW.WKDZRADIO.COM

WHVO 96.5 | 100.9 FM

WWW.WHVRADIO.COM

MEDIA KIT & MARKETING INFORMATION



WKDZ-FM is the region's dominant radio news source, providing 5 award-winning newscasts weekdays at 6, 7 and 8 a.m., Noon, and 5 p.m. The Noon and 5 p.m. newscasts are the area's only 1-hour newscasts. WKDZ-FM is known for its breaking news and weather coverage.



Alan Watts hosts the area's only Morning Ag Radio Show which is a full hour of local ag interviews, market reports, and news pertaining to our Ag community.

WKDZ Country Club: Alan Watts & Cindy Allen Lax get your weekday mornings jump started 6 – 9. It's ALL LOCAL news, talk and information!

Broadcast veterans fill the air waves on WKDZ-FM. Eddie Owen presents the best country has to offer from 9:00 a.m. – Noon; Fletch keeps you entertained 1:00 – 3:00 p.m.; Bill Booth leaves listeners wondering what he's going to say or do next during Live Afternoon Drive 3 – 5; Greg Leath charms our listeners with a little more traditional country beginning at 6 each night.

WKDZ - FM NET RATES

EFFECTIVE JANUARY 1, 2016

			:30	:60
Mon-Fri	5 a.m. - 6 a.m.	Morning Ag Report	12.00	15.00
Mon-Fri	6 a.m. - 9 a.m.	Country Club	21.00	28.00
Mon-Sun	Noon or 5 p.m.	News Edge	27.00	36.00
Mon-Fri	3 p.m. - 5 p.m.	Afternoon Drive/Bill Booth	19.00	25.00
Mon-Sun	9 a.m. - 9 p.m.	Greatest Country	17.00	21.00
Mon-Sun	9 p.m. - Midnight	Country Nights	8.00	12.00
Mon-Sun	Midnight - 5 a.m.	Country Overnights	3.00	5.00
Sat-Sun	8 a.m. or 9 a.m.	Local News	15.00	20.00
Sunday	6 a.m. - 8 a.m.	Inspirational Countdown	10.00	13.50

LONGEVITY DISCOUNTS:

5% 3 MONTH COMMITMENT
10% 6 MONTH COMMITMENT
25% 12 MONTH COMMITMENT

DIGITAL OPPORTUNITIES

15 DIGITAL PRODUCTS TO TARGET YOUR DESIRED CUSTOMER:

Contesting/Promotions: WKDZ/WHVO is THE leader in developing contests and promotions that generate leads, create foot traffic, encourage social engagement, grow email databases and collect data.

Digital Billboard (New in 2016): Your ad could be on Hopkinsville's newest 6' x 16' billboard at 815 Country Club Lane. Reach over 12,000 viewers a day! Receive over 16,000 ad impressions monthly!

E-Commerce: Advertise with WKDZ/WHVO with no out of pocket expense by offering consumers an opportunity to buy gift cards at half price on our websites via the WKDZ/WHVO Loyal Listener Deal\$ program.

Electronic Newsletter – The EDGE: More than 14,000 email subscribers stay informed about community happenings via our weekly electronic newsletter.

Entertainment Edge (New in 2016): Reach consumers who are interested in fun things to do in the area. It's perfect for advertising your special events, venues, and even community happenings.

Media Blasts: We can email your personalized marketing message to over 14,000 consumers. Includes Facebook.

Targeted Data (New in 2016): If you'd prefer to reach a specific buyer, we can do that with the area's only targeted data software which allows us to target exactly who you want to reach.

Texting – Key Words (New in 2016): We can create a contest or campaign for you specifically using "key words" and our land-line texting. It's a great way to offer coupons or discounts to shop your business.

Video (New Opportunity): It's the best radio you have ever "seen". Brand your business with visual marketing.

Websites: Advertise on the area's most viewed responsive websites, whdradio.com & whvoradio.com.

OTHER DIGITAL OPPORTUNITIES
Texting | Social Media | Smart Phone Apps | Streaming | Web Cams



WHVO Oldies Radio 96.5/100.9 FM and 1480/1110 AM & Streaming at www.oldies1480.com

LOCAL * LOCAL * LOCAL

100% Locally Owned & Operated * 100% Local Air Personalities * 100% Local Focus on Our Community



Hopkinsville natives Ann Petrie, Eddie Owen and Boyd Clark keep you posted on All Things Hoptown weekdays 6 – 9 a.m.

Mid-Days with Tony Winfield: Tony offers appointment setting radio weekdays 9 a.m. until Noon and 1 – 3 p.m. He is a local favorite.

Live Afternoon Drive with Kim Allen: The baby-boomers enjoy all of their favorite songs, local news, and community information weekdays 3 – 5 p.m.

Original Rock 'n Roll with Tom Rogers: WHVO (formerly WKOA) is where we heard our favorite rock and roll hits for the very first time. Tom Rogers takes you back to the good old days. You'll hear a little more classic rock after 6.

WHVO - NET RATES

EFFECTIVE JANUARY 1, 2016

			:30	:60
Mon-Fri	6 a.m. - 9 a.m.		13.00	17.00
Mon-Fri	10 a.m. - 3 p.m.		10.00	13.00
Mon-Fri	3 p.m. - 5 p.m.		12.00	16.00
Mon-Fri	3 p.m. - 7 p.m.		11.00	15.00
Mon-Sun	9 a.m. - 9 p.m.		10.00	13.00
Mon-Sun	9 p.m. - Midnight		4.00	6.00

LONGEVITY DISCOUNTS:

5% 3 MONTH COMMITMENT
10% 6 MONTH COMMITMENT
25% 12 MONTH COMMITMENT