



KFRG 95.1 FM, KXFG 92.9 FM and KFRG 93.1 HD2 2024 Partnership

San Bernardino City Animal Shelter 2024 Advertising Campaign

Stater Bros. Charities has agreed to donate \$42,500 to San Bernardino City Animal Shelter. These funds are to be used to pay Audacy/KFRG-FM for the following advertising partnerships from April through December, 2024.

Please see the following pages for campaign details of the approved advertising to help bring further awareness to San Bernardino City Animal Shelter.



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K-FROG Kenny Chesney Ticket Attack, May, 2024 at Toyota Arena

Sponsorship Benefit: No one gives away more country concert tickets than K-FROG! Kenny Chesney is bringing his "Sun Goes Down" tour to SoFi Stadium on July 20th, and we have your tickets! To help promote the big adoption event at Toyota Arena in May, K-FROG will encourage our listeners to join us for a 2-hour appearance where we will giveaway 4 pairs of tickets.

STATER BROS. MARKETS/STATER BROS. CHARITIES WILL RECEIVE:

- (15) :15 Recorded promotional spots on KFRG-FM 95.1 leading up to the event
- Custom Spot Schedule with :30 second radio ads encouraging attendance
- (1) 2-hour KFRG-FM 95.1 Station Appearance, includes:
 - K-FROG.com event listing
 - K-FROG.com contest page
 - 1 K-FROG promotional email newsletter inclusion
 - 4 pairs of tickets to Kenny Chesney 7.20 for giveaways
 - 1 minimum promotional social media mention promoting the Station Appearance at that location.
 - Call to action in this message: Talent, event times, prizes, location etc.
 - Brand Social Media campaign in conjunction with KFRG to promote this remote and adoption event to further awareness and attendance up to 70,000 reach

Total Investment: \$7,500.00

** \$350 Talent Fee & Call-Ins Included*



CONFIDENTIAL DISCLAIMER



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Heather Social Takeover At Mobile Animal Care Unit

K-FROG's Heather will conduct a "social takeover" once per quarter to show off the San Bernardino Animal Shelter's new mobile medical unit! A social takeover presents a unique and powerful opportunity for San Bernardino Animal Shelter in conjunction with Stater Bros. Markets and Stater Bros. Charities to connect with our audience on a deeper level while enhancing your brand's visibility. By entrusting our platform with our on-air talent, your business will tap into our existing followers and inject fresh energy into your content. This cross-promotional strategy not only introduces the San Bernardino Animal Shelter to new audiences but also revitalizes the interest of our current listeners. The takeover creates a sense of exclusivity and anticipation, encouraging engagement, discussions, and buzz around the mobile animal care unit and the many services that are offered to the residents and their beloved pets in the greater San Bernardino area.

K-FROG to Provide:

- (1) Web page on the mobile animal care unit at K-FROG.com for the year - *Promotional Value: \$25,000.00*
- (4) Heather to post her experience with the mobile spay unit on K-FROG socials - *Promotional Value: \$2,500.00*

Proposed Campaign Dates:

- April, TBD, Estimated Reach for 14 days 252,000 – 262,000
- 5/27/24 – 6/9/24, Estimated Reach for 14 days 252,000 – 262,000
- 8/12/24 – 8/25/24, Estimated Reach for 14 days 252,000 – 262,000
- 12/2/24 – 12/15/24, Estimated Reach for 14 days 252,000 – 262,000

Total Value Of Promotion: \$37,500

TOTAL INVESTMENT: \$2,500 PER QUARTER/\$10,000 TOTAL INVESTMENT

Examples:

- <https://www.instagram.com/reel/C2DkTzvyOEq/>
- <https://www.instagram.com/reel/C0P4kWQvYj3/>
- <https://www.instagram.com/reel/CxvfAn2u9te/>



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Stater Bros. Charities Presents: FurrFest!!

Stater Bros. Markets & Stater Bros. Charities has a unique opportunity to make a significant impact in the community by partnering with K-FROG to conduct the inaugural 'FurrFest!' This collaboration not only aligns with Stater Bros. commitment to community welfare but also taps into the influential reach of K-FROG. By putting on FurrFest, the partnership can directly assist placement of animals at the San Bernardino Animal Shelter that need their furr-ever homes. The generosity of providing essential needs and placement of these pets through this joint effort would undoubtedly resonate with both Stater Bros. Markets and K-FROG's audience, creating a positive ripple effect that showcases the power of collaboration in making a meaningful difference in people and pet's lives.

TIMING: October 2024. October is National Adopt a Shelter Dog Month! Onsite remote on Saturday, October 19th from 9am – 12noon

K-FROG to Provide:

- 100x promotional mentions on KFRG 95.1 FM and KXFG 92.9 FM - **Promotional Value: \$27,500.00**
- Event page on KFROG.com with hyperlink for approx. 6 weeks - **Promotional Value: \$3,000.00**
- (5) Station newsletter inclusion (approx. 30,000+ subscribers) - **Promotional Value: \$2,500.00**
- (10) Social media post/story inclusions - **Promotional Value: \$5,000.00**
- (KFROG Socials: 62.7K Likes on FB, 30.5K Followers on IG, 19.4K Followers on Twitter)
- (1) 3-hour remote with all KFRG DJ's present in partnership with Stater Bros. Markets & Charities- **Promotional Value: \$10,000.00**
- (6) Live Call-in's during the remote to encourage people to come out and join the fun! Foster or adopt a pet - **Promotional Value: \$1,200**

Total Value Of Promotion: \$49,200.00

Investment: \$25,000

Stater Bros. Markets to provide:

- ADMAT in Stater Bros. Markets stores
- Vendors or vendor contacts to be a part of the event
- Location for event, must be a location with obtainable COI requests
- Stater Bros. Markets to handle any permitting required through city

KFRG 95.1 KFRG 92.9 93.1HD2 K-FROG SNAPSHOT

ON-AIR TALENT (Weekdays)



Kelli & Guy
5A-9A



Heather
9A-12P



Katie Neal
National Talent
12P-3P



Anthony
3P-7P



The Rob & Holly Show
National Talent
7P-12A



Mo & Styckman
National Talent
12A-5A

This report was created using the following information: NATIONAL REGIONAL DATABASE; SP23 / FA22; US Total; M-Su 12m-12m; P 12+

521,300
Listeners
throughout
Southern California

170,000+
Page views on
KFRG.COM
every month

62,807
Facebook Likes

30,608
Instagram Follows

19,497
X Followers

34 Years

On the air.
A trusted brand
of heritage
California country

P25-54

Core audience:
Active
Affluent
Credit Worthy
Educated
Employed Adults
Homeowners

#1

Rated format in
America.

\$7.5 MIL

Raised for Loma
Linda University
Children's Hospita



K-FROG has been nominated 4 years in a row for an Academy of Country Music (ACM) award or a Country Music Award (CMA!)

K-FROG's Social Media Strength



KELLI & GUY

Facebook: 6,663

X: 3,075

Instagram: 17,542



HEATHER

Facebook: 7,699

X: 7,154

Instagram: 10,462



ANTHONY

Facebook: 1,668

X: 2,105

Instagram: 9,966



PEPPER

Facebook: 6,580

X: 2,743

Instagram: 7,014



DANA

Facebook: 6,231

X: 1,328

Instagram: 5,258



K-FROG

Facebook: 62,807

X: 19,497

Instagram: 30,608

Total Following: 208,610

