



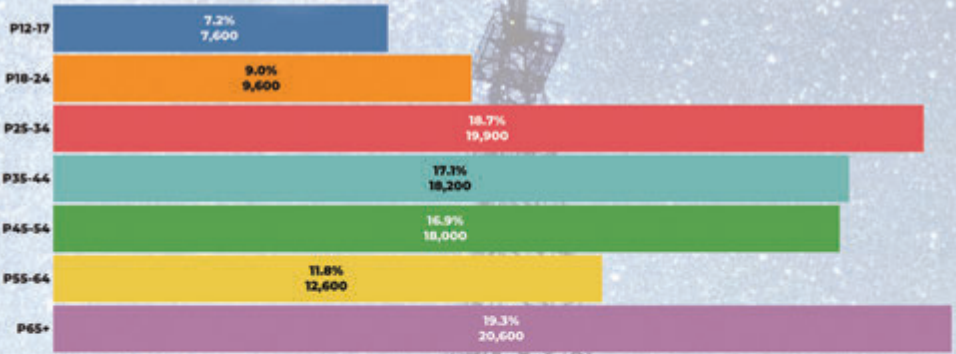
# Rox Radio Group Advertising Guide



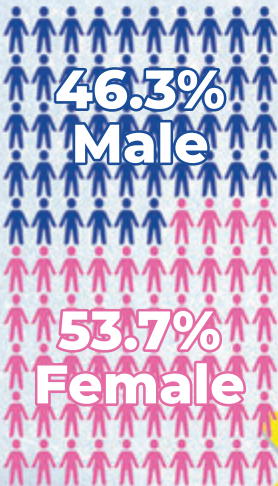
**Our radio stations are locally owned and operated, so when we say we're local, we mean it. And we say it from Northwest Arkansas, not LA, New York, San Antonio, or Atlanta.**



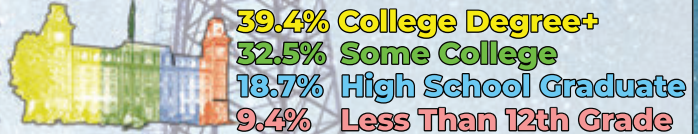
# Over 100,000 Weekly Local Listeners!\*



## Gender



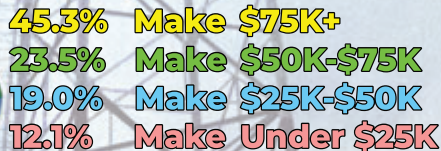
## Education



## Employment



## Income



**Radio Is The BEST Way To Reach Local Consumers in Northwest Arkansas!**



According to Nielsen, 49% of our listeners have NOT read local newspapers in the last 7 days.

According to Nielsen, Over 40,000 of our listeners have NOT watched local TV news in the last 7 days.



\*Nielsen Radio Fall 2020; Mon-Sun 6a - 7p P12+ for All Stations

# Our Listeners Deliver Monthly Spending Power\*



Building Materials, Hardware,  
Garden Equipment & Supplies  
**\$13,820,000**




Clothing, Jewelry, Shoes,  
Luggage, and Accessories  
**\$5,012,000**




Electronics and  
Appliances  
**\$2,134,000**



Food And  
Beverage Stores  
**\$15,047,000**



Dining and  
Drinking  
**\$18,632,000**



Automotive  
**\$45,171,000**



**The Greatest  
Hits of the 70s,  
80s, & 90s!**

**KBVA-FM  
1065kbva.com**

Since 1991, KBVA has served Northwest Arkansas with a delightful mix of music that all ages can appreciate. With music that consistently spans three decades (occasionally more), you'll always recognize and sing along to the greatest hit songs ever made.



## “Haystack”

**Monday Through Friday  
6 AM - 10 AM**

"Haystack" attended the U of A for "some serious book learning" and a side of calling those Hogs. He's managed a nightclub and a sports bar before becoming the loud, laughter-filled voice on NWA airwaves, singing parody tunes, telling silly stories, dropping music knowledge, and just having fun. His heart beats for his pups, music, and comedy.

## Staci Lee

**Monday Through Friday  
10 AM - 3 PM**

Staci is a Razorback alumni with a background in media and non-profit organizations. "Northwest Arkansas is home and I can't think of a better place to live. When I'm not at work, you can find me cheering on my daughter at XC meets and my son playing basketball." Staci makes work days go by faster with the No Repeat Nine to Five Workday.



## “Big” Michael Kaufman

**Monday Through Friday  
3 PM - 7 PM**

Big Michael Kaufman's voice can be heard daily as the "station voice" on radio and TV outlets from California to the Poconos, and in the UK, Germany, and Greece. He is also the voice for 12 seasons of Big Water Adventures on the Outdoor Network and former voice of the LPGA for 10 years. When not playing radio bigMK enjoys music at home, live concerts, hiking, and cooking BBQ.



## Tony Larino

**Monday Through Friday  
7 PM - 12 Midnight**

Just like you, Tony grew up on a diet of great music from the '80s and '90s. A Midwest native, Tony grew up in a BIG Italian family with lots of noise. He's not shy, and he's not afraid to dig in the vault for your favorite song! Outside of work, Tony is married to Kate and juggling life with his four-year-old twins, Andrew and Charlotte, and his rescue dogs Zoe and Buddy.



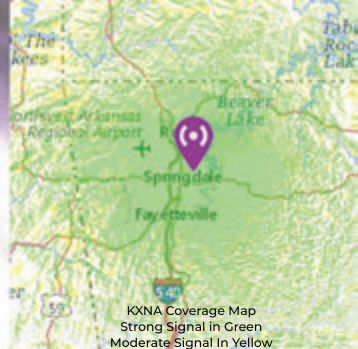
### CORE ARTISTS:

**Elton John • Billy Joel • The Eagles • Madonna • Michael Jackson • Hall & Oats  
• Journey • Stevie Wonder • Huey Lewis & The News • Phil Collins • Chicago •  
Steve Miller • Foreigner • Prince • Rod Stewart • The Cars • The Police •  
The Bee Gees • Heart • Pat Benatar • Bob Seger • Queen**

**Where**  
**Northwest**  
**Arkansas**  
**Rocks**



**KXNA-FM**  
**thex1049.com**



For over 3 decades, 104.9 THE X has been the heartbeat of Northwest Arkansas. This local heritage radio station stands tall as a symbol of community, resilience, and unwavering commitment to the artistry of alternative rock.



Since its inception, 104.9 THE X has been a trailblazer, consistently pushing the boundaries of musical exploration. Its playlists are a musical journey, seamlessly blending the timeless anthems with the latest tracks, creating an immersive experience for listeners as well as being informative and entertaining.



**Mon - Fri**  
**6am - 10am**

In a world of ever-changing trends, 104.9 THE X remains a constant, providing a refuge for those who crave an alternative to the mainstream. It's not just a radio station; it's a movement.

### CORE ARTISTS:

Twenty One Pilots • Green Day • Cage The Elephant • Red Hot Chili Peppers • Billie Eilish • Weezer • Killers • Blink-182 • Foo Fighters • Linkin Park • Imagine Dragons • Nirvana • Panic! At The Disco • Lumineers • Fall Out Boy • Offspring



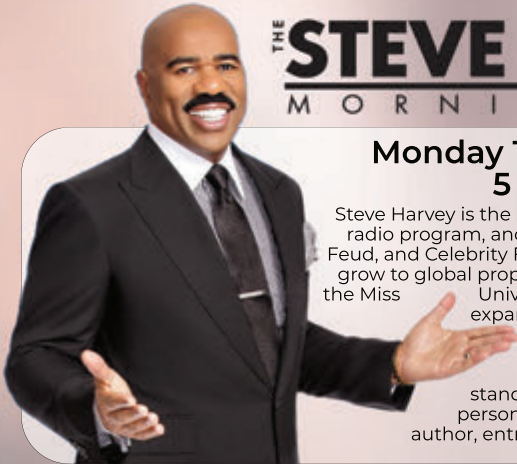
**Playing All  
The Classics  
& Only the Best  
New Hits!**

# The 101.5 Vibe

**KXVB-FM**  
vibeofnwa.com



**The Vibe of Northwest Arkansas! Playing classic Hip Hop & R&B! All your favorite throwbacks and only the best new hits!**



## THE **STEVE HARVEY** M O R N I N G S H O W

**Monday Through Saturday  
5 AM - 9 AM**

Steve Harvey is the host of the Steve Harvey Morning Show radio program, and the popular TV shows STEVE, Family Feud, and Celebrity Family Feud. His popularity continues to grow to global proportions, bolstered by his role as host of the Miss Universe Pageant. In 2020, Family Feud will expand to Ghana and South Africa. Harvey is currently one of the most powerful voices in media, touting a career spanning nearly 30 years as a top stand-up comedian, actor, award winning TV personality and talk show host, best-selling author, entrepreneur, and humanitarian.



**KRAMER**  
Mon - Fri 10am - 3pm



**DJ CUDCARELES**  
Mon - Fri 3pm - 7pm

### CORE ARTISTS:

Snoop Dogg · Dr. Dre · Eminem · 2pac · Notorious B.I.G. · Ice Cube  
50 Cent · Jay-Z · NWA · LL Cool J · Beyonce · Nelly · Lil Wayne  
Mary J. Blige · Busta Rhymes · Drake · DMX · Nas



**Good Times  
GREAT Country**

**Good times and great country music play on 96.7 The Bull. The playlist represents the best country music from the 90s to now, a mix as eclectic as Northwest Arkansas!**



## HAYSTACK

**Monday Through Friday  
6 AM - 10 AM**

"Haystack" hails from the scenic hills of Northeast Arkansas. He wandered west to the U of A for some serious book learning (Business Admin) and a side of calling those Hogs. He's managed the local giant dance club and a sports bar known for its orange shorts. For over ten years, he's been the loud, laughter-filled voice on NWA airwaves, singing parody tunes, telling silly stories, dropping music knowledge, and just having fun. His heart beats for his pups, music, and comedy.

## Jake McBride

**Monday Through Friday  
3 PM - 7 PM**

For over 30 years, Jake McBride has been the voice of the country music radio in Northwest Arkansas. Off-air, he's the non-profit sector's hero, giving back to NWA with community service pride woven into his DNA. He's also a Southern Gospel crooner with the Ozark Revival Quartet. At home, he's with his wife Tara, their dogs (Lulu, Stanley, and Lil Benny), and occasionally at church when he's not at a singing.



## B-Dub

**Monday Through Friday  
7 PM - Midnight**

B-Dub loves new destinations alongside his wife and their three furry companions, especially discovering unique flavors at local craft breweries, and often has the biggest country stars as guests on the show!



## Honky Tonkin' with Big D & Bubba

**Saturday 4 PM - 7 PM**

Enjoy favorites from the 80s, 90s, and 2000s. Big D & Bubba have some of the greatest country artists of our generation who visit their studio often to talk about their songs, careers, influences, and share hilarious and poignant anecdotes ... all while playing their favorite records, too.



## CORE ARTISTS:

**George Strait • Luke Combs • Blake Shelton • Tim McGraw • Lainey Wilson •  
Cody Johnson • Garth Brooks • Luke Bryan • Alan Jackson • Chris Young •  
Brooks & Dunn • Toby Keith • Carrie Underwood • Jason Aldean**



**Real Country Music  
Red Dirt  
Texas Country  
And More**

[reddirtnwa.com](http://reddirtnwa.com)

**Red Dirt 100 plays a mix of real country music, including Red Dirt and Texas Country, as well as classic country as long as it's actually country!**

**CORE ARTISTS:**

**Aaron Watson • Casey Donahew • Chad Cooke  
• Cody Jinks • Cody Johnson • Cory Morrow •  
David Adam Byrnes • Jon Wolfe • Josh Abbott  
Band • Parker Mccollum • Randy Rogers Band  
• Ray Wylie Hubbard • Reckless Kelly • Stoney  
Larue • Turnpike Troubadours**



# RADIO WORKS!

AM/FM Radio Reaches More Consumers Than Any Other Media!

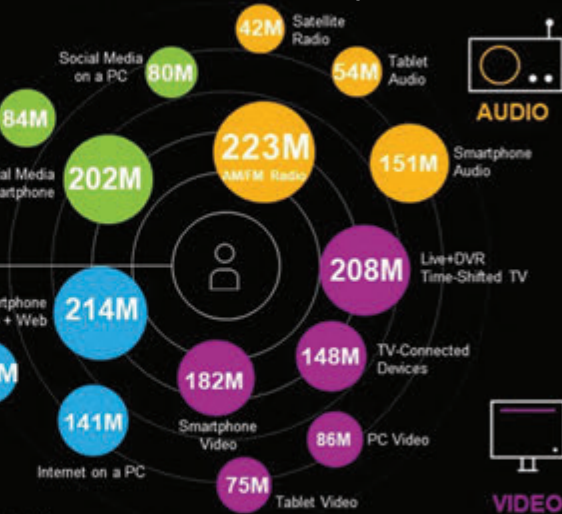
P18+ WEEKLY REACH

**SOCIAL MEDIA**

THE CONSUMER

**MOBILE & COMPUTERS**

Source: Nielsen Total Audience Report November 2020  
 Satellite Radio data comes from Nielsen Scarborough USA+ Release 2 2019



**AUDIO**

**VIDEO**

## Radio delivers comparable ROI to other major media

% direct-to-consumer web activity lift by medium



**How to read:** On average, advertising on radio drove a +21% lift in site activity for direct-to-consumer brands.

Source: Radio: Leadbits study of 42 direct-to-consumer advertisers, November 2017-November 2018.  
 TV, Google/Facebook - Leadbits study of 11 direct-to-consumer advertisers, October-December 2018

LET'S WORK TOGETHER  
 TO GROW YOUR BUSINESS!

ROXNWA.COM  
 479-571-1061

