

K-BAR 88.3 Media Kit

Fort Worth's #1 station among listeners in this household.

Contents: audience profile, rate card, ratings chart, coverage map, sponsor testimonials.

Audience profile

METRIC	K-BAR 88.3
Household reach	100%
Weekly listeners	2
Median listener height	38 inches
Time spent listening	Every car ride, plus bath time
Song recall	"Kids": 100%. Everything else: varies.
Station loyalty	Has never heard another station
Preferred dayparts	Morning drive, after-nap, bedtime

Rate card

PLACEMENT	RATE
:30 commercial	One hug
:60 commercial	Two hugs
Sponsored segment (Traffic on the 8s, Word of the Day)	One cookie, after dinner

PLACEMENT**RATE****Special Report sponsorship**

Negotiable with Management

Station takeover (Arlo package)

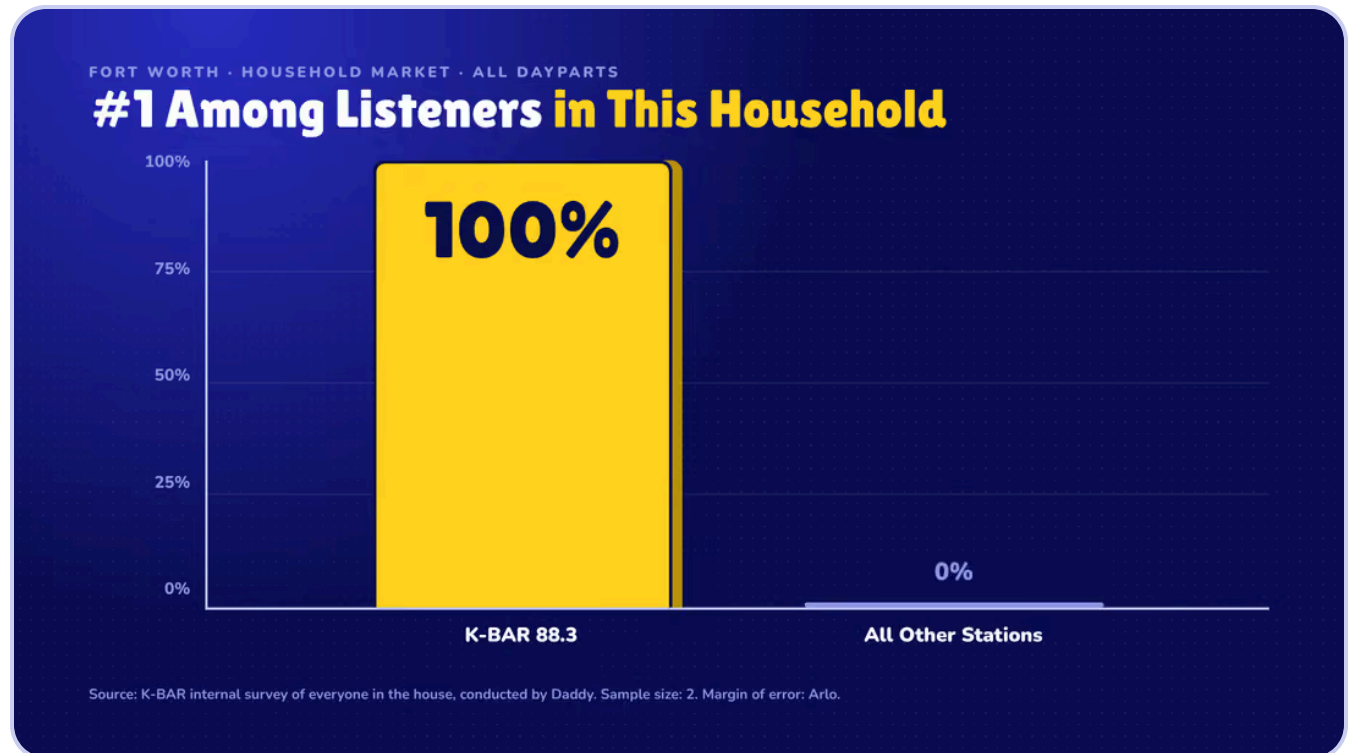
Not for sale. Arlo takes it anyway.

Website popup

Free. K-BAR was already free.

The Ratings Are In

For another quarter, K-BAR 88.3 is the #1 station among listeners in this household.



K-BAR Coverage Map

88.3 FM reaches every room of the house except one.



K-BAR 88.3

• 88.3 FM • SIGNAL REPORT

Coverage Map

EXCELLENT GOOD FAIR LAUNDRY

Great Room • Kitchen

Excellent. Full-power signal from the tower by the couch.

The Car

Excellent. Every K-BAR listener's favorite place to listen.

Bedrooms

Good. Strong enough for bedtime, weak enough for sleep.

Primary Suite • Bath 1

Fair. Management has asked that the volume stay here.

Utility Room

No service. Nobody knows why. The laundry is not talking.

Signal strength measured by Daddy, walking around the house holding a speaker.

Sponsor testimonials

"Since advertising on K-BAR, I've been sat in every single day."

— The Car Seat

"Sales were flat. Now I'm the most popular piece of furniture in the house."

— The Couch

"Nobody can find me. Business is booming."

— Socks

"I'm going to put you in my mouth."

— Arlo

K-BAR 88.3 is owned and operated by Rasmussen Broadcasting Group, a Daddy company. Broadcasting from Fort Worth, Texas.