

# 101.5 FM

TRUCKEETAHOERADIO.COM



**ON AIR - ONLINE - ON DEMAND - MOBILE**

## MEDIA KIT 2024

*101.5FM Truckee Tahoe Radio is the soundtrack of the Lake Tahoe basin, carrying the message of community, lifestyle, and music, while living the Tahoe life.*

### RADIO IS THE #1 AUDIO OPTION

Radio doesn't just reach the community; it is woven into the fabric of community. Radio stations bring consumers together and motivates them to act.

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 [instagram: @1015KTKE](https://instagram.com/@1015KTKE)



When radio commercials air, listeners take action. According to a Nielsen 2018 study, listeners who heard a radio ad three or more times took significant action as compared to those that hadn't heard the radio ad:

## RADIO ADS ENGAGE AND INFLUENCE BEHAVIOR



### BECAUSE RADIO DELIVERS LIVE AND LOCAL CONTENT THAT IS INFORMATIVE AND ENGAGING, IT MAINTAINS ITS AUDIENCE FOR COMMERCIAL BREAKS:



Radio retains and delivers more than 93% of its lead-in audience during commercial breaks.

(Source: What Happens When the Spots Come On)



Ads in four to six minute spot breaks maintain nearly 90% of the lead-in radio audience.

(Source: What Happens When the Spots Come On)



Radio delivers nearly 90% of teen and 18-24 year-old audiences leading in to commercial breaks.

(Source: What Happens When the Spots Come On)

# SPONSORSHIP OPPORTUNITIES

## SPOT RATES

Spots are available as prime time (6a-7p) or run of schedule (12a-11:59p).

## CALENDARS

Community Calendar or Guide to Live Music.

## LIVE READS

Live Reads are up to :60 sec, read by DJs during their show, Mon-Sun, 7a-5p.

## COMMUNITY SPOTLIGHT

On-Air interview conducted in person or via phone. Can be posted On Demand and Social Media (additional fee).

## LIVE REMOTES

Broadcasting LIVE from your event or location.

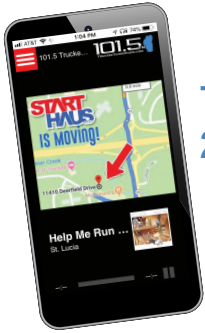
## AND MORE!

Weather, Road Reports, Specialty Segments and Shows

## CUSTOM PACKAGES AVAILABLE

*Disclosure: Audio files and samples shared with clients may not be published, broadcast, rewritten, or redistributed without express written consent from Truckee Tahoe Radio, LLC.*

# Reach your audience



## 286,397

Total US-Based Listening Sessions  
24,913 Interational listening sessions

## 10A - 4P

Peak Listening Time

**TOP 5**  
**LISTENING MARKETS - 2023**


Sacramento - Stockton - Modesto

Reno





SF - Oakland - San Jose

Omaha

Los Angeles

**RADIO REACHES MORE ADULTS 35-49 THAN ANY OTHER AUDIO SOURCE:** 

(Source: Scarborough USA+ 2021 Release 2 Total (Jun 2020-Nov 2021))

 <b>AM/FM RADIO</b> <b>87%</b>	 <b>PANDORA</b> <b>18%</b>
 <b>SATELLITE</b> <b>18%</b>	 <b>SPOTIFY</b> <b>18%</b>

## Digital Advertising

### RADIO

#### Vibrant AND Thriving

*With so many new and exciting options, AM/FM radio remains the top audio source and reaches more people every week than any other medium. Audio is in the midst of a renaissance. New digital audio platforms like podcasts, on-demand and streaming services and new and emerging technology in cars and mobile devices are driving a revolution in audio.*

### E-BLASTS

Issued Thursday Mornings  
Great for Special Events  
Analytic Report Available

### ON DEMAND

Community Spotlight  
Shareable via Social Media  
Replay Analytics Available

### STREAMING & APP

Pre-roll Video/Audio Enabled  
Listener/Viewer Cannot Opt Out  
Analytics Report Available