



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.

MEDIA KIT 2026

ON MOUNTAIN

ON AIR

ON THE LAKE

101.5 FM
TRUCKEE TAHOE RADIO.COM



LAKE TAHOE'S SOUNDTRACK TO ADVENTURE



LISTEN

On Air - 101.5FM KTKE

Mobile - [Truckee Tahoe Radio App](#)

Online - [TruckeeTahoeRadio.com](#)

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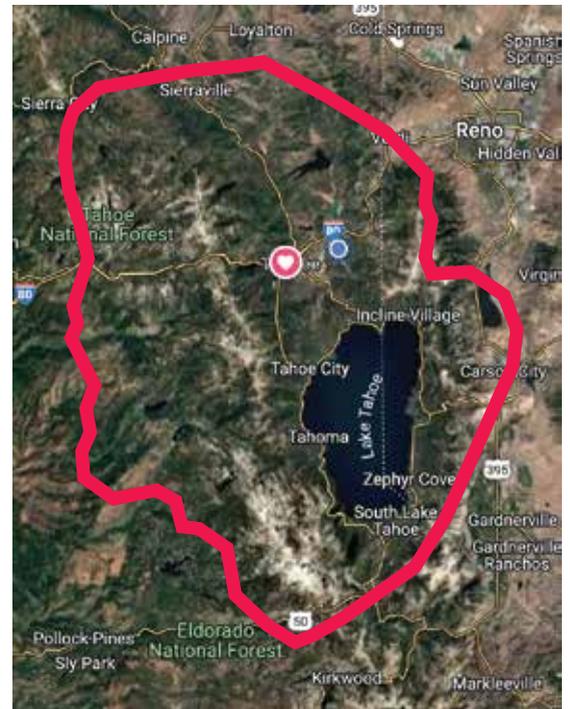


TRUCKEE TAHOE RADIO

LOCAL, INDEPENDENT RADIO

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

Our goal is to entertain and inform the local community, focusing on what's important to the Lake Tahoe and Truckee area, including local news, events, and weather. With an eclectic music mix powered by local advertiser support, Truckee Tahoe Radio has been celebrating independent radio since 2010.



WINTER

Resort Reports

Snowfall & Parking

Avalanche Forecasts

Road Reports

SUMMER

Fishing Reports

Singletrack Reports

Outdoor Concerts

Events

FOLLOW US

 @TruckeeTahoeRadio

 @1015KTKE

 @1015KTKE

MISPERCEPTION:

SOCIAL MEDIA IS MORE EFFECTIVE THAN RADIO.

Driving conversation and engagement among listeners is one of radio's greatest strengths, and the personalities on radio stations are the original social media influencers. As the original social medium, radio informs and entertains.



ON AIR SPONSORSHIPS

CUSTOM PACKAGES AVAILABLE

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.

LIVE REMOTES

Broadcasting LIVE from your event or location.

COMMUNITY SPOTLIGHT

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

AND MORE!

Weather, Road Reports, Specialty Segments and Shows

www.rab.com



RADIO ADVERTISING INFLUENCES WEB TRAFFIC.



Digital Sponsorships

101.5FM
CORE CLUB
NEWSLETTER

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





GET IN TOUCH



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RADIO ADS:



Drives online search for product info (62%).

(Source: Provoke Insights, Winter 2024)



Prompt 1 in 4 listeners to go to brick and mortar locations.

(Source: Provoke Insights, Spring 2022)



Drives more weekly brand conversations (4.7B) than users of other media - social media, TV, newspapers or magazines. (Source: Engagement Labs TotalSocial, August 2022 - July 2023)



Increase healthcare practitioner web search traffic by 2%.

(Source: AnalyticOwl, Healthcare, Sept 2021 - August 2022)