



MEDIA KIT

93.9 THE MOUNTAIN – THE CLASSIC ROCK STATION

The Classic Rock Station For Northern Arizona

Classic Rock is a staple in today's radio environment and top three rated 93-9 The Mountain is the first-choice for Northern Arizona's rock radio listeners because of the bond with the greatest artists of all time, including the Beatles, the Rolling Stones, Pink Floyd, Led Zeppelin, The Who, Bon Jovi, The Eagles, AC/DC, Van Halen, ZZ Topp, Aerosmith, Fleetwood Mac and Boston.

Audience/Listener Profile

The 93.9 The Mountain audience is made up of 25-54 year old male/female professionals, with a secondary audience of 18-49 year olds. With the mass-appeal popularity of Classic Rock music, heard in growing numbers of television commercials as well, advertisers are utilizing this format more than ever to reach their core clients and customers. Our at-work web streaming reach and attraction also provides an additional programming extension of the station to reach these key listeners. You can tap into this huge mass appeal audience by calling 928-774-5231.

Coverage Area

93.9 The Mountain delivers the greatest Classic Rock off all time through 100,000 watts of power, covering Northern Arizona like a blanket. With the added bonus of online web listening, 93.9 The Mountain, along with sister stations 92.9 KAFF Country, My Magic 106.1 and Magic 99.1, almost 1,000,000 web features, programs and advertisements are sampled each month.

Compelling Programming

93.9 The Mountain boasts Northern Arizona's most visible and successful radio personality in Eddie Miller. His "Rock Shoppe" morning show is the Classic Rock listener's first choice by far, followed by the music-intensive "Work Force" for at-work listening and Tracey Jaymes in the afternoon with listener-favorite "Slide At Five".