

THE Z-CHANNEL DELIVERS

ARE YOU SPENDING MONEY FOR ADVERTISING IN THE SISKIYOU COUNTY MARKET, BUT NOT SEEING THE RESPONSE YOU EXPECTED? WE HAVE THE ANSWER.

There are reasons why people will come through your door, and reasons they won't. Here's how **Z100FM** puts people through your door, and it's really quite easy. We give them something great to listen to 24/7. Because on the **Z-Channel**, there's something for everyone young and old with music and information, and we've been providing it since 1996. Like we say on the air, often imitated, but never duplicated.



Z-CHANNEL MUSIC

Over 6000 carefully selected songs from the 50's-90's, a list we've been building since the 1990's. Plus two Weekday Music Formats with Split 12/12 Hour separation to cover two audience demographics.

DAYTIME WORKDAY CLASSICS (6AM-6PM)

British Invasion - Motown and Pop from the '60, plus '70s Classic based Hits. From Beatles to Beach Boys to The Eagles and Jackson Browne, we have the greatest selection of music available anywhere with cuts not played on ANY other radio station. Our first half hour focuses on Oldies, and the second half of the hour is the best collection ever of 70s/80s Classic Hits.

12 HOUR CLASSIC ROCK BLOCK (6PM-6AM)

Nighttime format '70 through '90s Classic and Progressive Rock with our exclusive mix of tracks never played on any other station, plus the best live tracks on radio... we've aired LIVE concert shows on the **Z** since the 90's, including the King Biscuit Flower Hour, Westwood One Friday Concerts, and currently **FRI-DAY LIVE IN CONCERT**, our two hour concert series from 5PM-7PM. When great live tracks air, we grab them and make them a part of our lineup, creating a total studio and live playlist that no other station has.



NBC NEWS RADIO 24/7

Z100FM airs full five minute newscasts M-F at 8AM, 10AM, 12PM, 2PM and 5PM, and every hour 24/7 we air one minute news updates at the bottom of the hour. If something has happened in the world, **Z100FM** has covered it since the 1990's. From wars to impeachments, **Z100FM** has aired it LIVE, and our listeners know that if something ever happens, the **Z-Channel** will cover it, as it happens.

WEATHER EVERY HOUR 24/7 WITH CURRENT CONDITIONS

Tom Churchill broadcasts from the **Z100FM Weather Center 24/7** with current and future forecasts plus current wind, sky conditions and temperature **EVERY HOUR**. No other media (other than The Weather Channel on TV) can do this. Many of our listeners depend daily on our forecasts, and our current hourly weather conditions, broadcast 24/7 on **Z100FM**.

Z-CHANNEL WEEKEND SCHEDULE 26 HOURS OF THE BEST SYNDICATED WEEKEND SHOWS ANYWHERE

Including: Dick Clark's **Rock, Roll and Remember**, **The Beatle Years** w/Bob Malik, **The Blusmobile** With Elwood Blues, **The Classic Hit List** w/Machine Gun Kelly, **The Classics** w/Steve Downes, **The Car Show**, **Hot Rod Radio USA** w/Wings Kallahan, Steve Godard w/**Goddards Gold**, **Off the Recod** w/Uncle Joe Benson, **Get The Lead Out** w/Carol Miller, **Little Steven's Underground Garage** w/ Steven Van Zandt (Springsteen guitarist and Silvio in the Sopranos), **Floydian Slip** w/Craig Bailey, and **Blues Deluxe** w/Dave Johnson.

We track listeners, and they love these shows, where you can sponsor your message.

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LOCAL PROGRAMMING WITH

Z100FM MORNING AND EVENING SHOWS

Our local programming starts each weekday with **The Dennis Michaels Dog And Pony Show** from 6-10 AM, with great feature throughout the morning like **The Old Farmers Almanac, Dick Clark's Music Calendar, The Prime Comedy Cut, This Day In History, Stupid News, Lost Music Tracks, Comedy** and much more. Then later in the day we jump in with **Your Tech Support, 60 Second Checkup, Elwood's Blues Breaker and Get The Lead Out with Carol Miller**, all daily Monday through Friday.

Z-CHANNEL ON THE WEB

Z100FM has been broadcasting on the web since the 90's, and has built a huge U.S. and worldwide audience. **In the past two years, we've reached over 23,000 CITIES** as a listener base. Our web ratings are superb as illustrated on our Alexa statistical counter available on the **Z-Website**. Our stats continue around 500,000, where Google is #1, and 30 Million has little traffic. Our web statistics beat many Redding radio sites by more than half, and our stats are comparable to many large metro market stations. *Want to see who's listening right now?* Check the **Z-City Counter** listing the last 30 logins to the **Z-Website**, and when they logged on. You'll be surprised to see who's hearing your commercial. So, how does advertising on **Z100FM** help you on the web? We list clients on our website as long as they're advertising with us. We provide your web link on our site, and immediately, you'll have added presence on search engines *as we post our playlist and advertising times on our site every day*, making your business a part of the **KZRO** search status. In addition, type in your name on our daily **LOG PAGE**, and you'll see each time your spot will play.

THE Z-PRODUCTION STUDIOS

Your commercial **WILL** sound good, guaranteed. Digital editing suite, hundreds of music production tracks, 20,000 sound effects and 164 virtual tracks of recording, all in CD quality.



EXCLUSIVE FM PROCESSING-Z SOUND

Our FM processing is second to none. Other stations are still using analog, but the **Z-Channel** utilizes digital FM processing. Listen to our sound vs. competitors on the dial. The bass sticks out, the treble is high and the stereo signal is wide. Technically, it's four band AGC and six band EQ processing that makes it work, but we just think it sounds good. And it sounds just as good on the web and mobiles.

WHY ADVERTISING WORKS ON Z100FM

If people are going to buy your products, you need them to hear your message. You don't need to subscribe to cable TV or buy a newspaper with us to have them hear your message.

Z100FM has an established and dedicated listener base that tunes in daily to hear what we've described above, which is why our sponsors have advertised with us for years. If you have a product that people want, we will put them through your doors. And that's what advertising is all about, isn't it?

Talk with Michele for available sponsorships from the programs listed above, other packages, live remotes and unit rates. Our prices are very competitive, and we will get you results.

