



Good Time Oldies

**KIKO 97.3FM Phoenix, Great
Oldies and Good Times!**

MEDIA KIT

www.973oldies.com



"Oldies" are POP CULTURE

Movies



I ♥ Oldies





Our Story

True Oldies music does not have an age barrier. It is present in POP culture everyday and everywhere (TV shows, Movies, Commercials....our everyday life experiences) and attempting to move Oldies into the 80's and 90's, playing Mike and the Mechanic's versus Motown as a "Classic Oldie" is not the answer. The programming move by so called "Oldies" stations has created a void in the market for a "60's and 70's" based Oldies station to fill. So let's welcome those Good Time Oldies back with 97.3FM "Good Time Oldies" Radio for the Valley!

Good Time Oldies 97.3FM is targeted to a gender-balanced, 49+ demographic. The Oldies format attracts a more upscale audience with a higher level of deposable income to spend on upgrading the quality of their lives. Their buying power includes luxury cars, home improvements, advance technology, and recreational travel....a very desirable target customer.



About “Good Time Oldies”

We welcome you to join us on our Facebook page to check out contests, concerts, and just about everything you need to know about Oldies.

We have developed a POLL/FAVORITE 60'S and 70's ARTISTS section which allows you to vote for your favorites, see how you match up with other fans, and keep track of the Artist/Group that is considered the best (according to our Instant Access Poll).

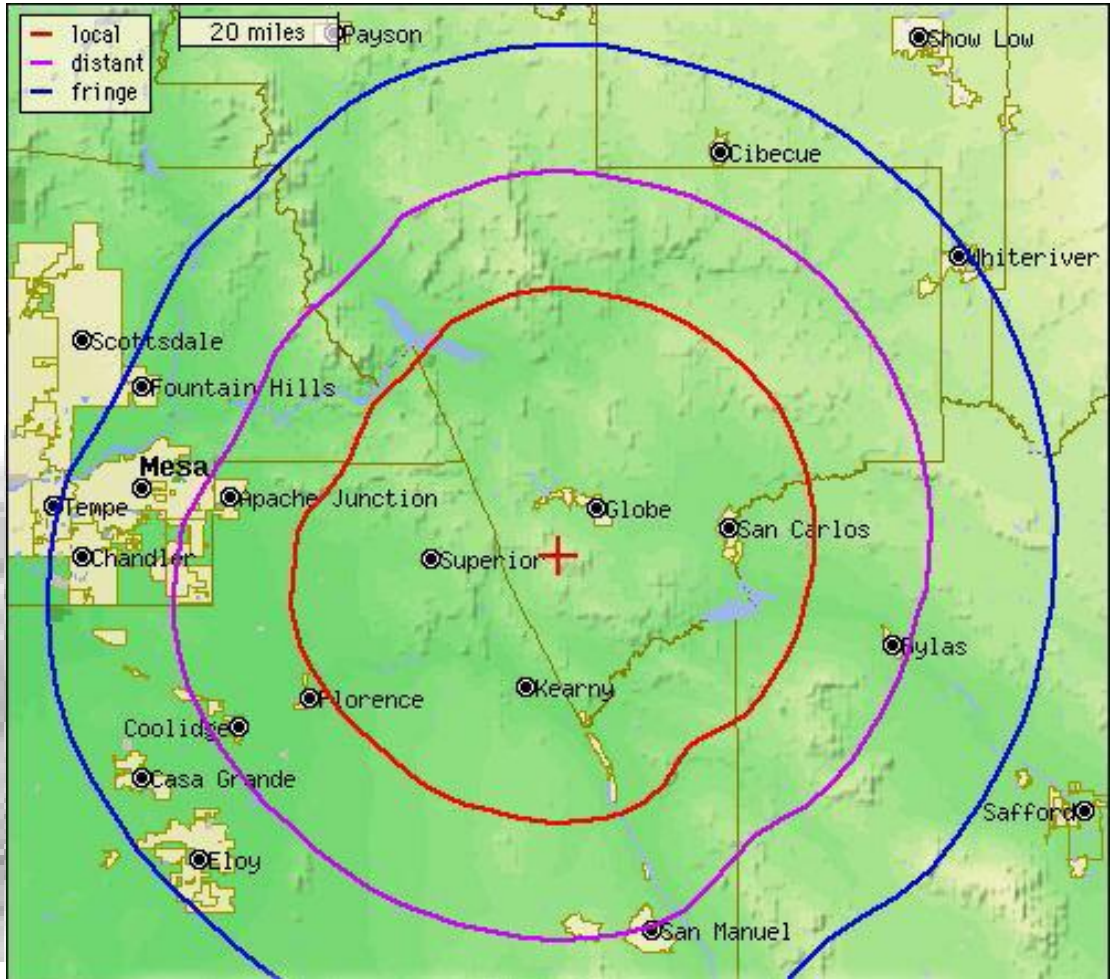
For the Oldies fans, we have created (online) an Oldies music section with more hits to access....right on our site! These are the “best hits” and lead the listener to even more great music. And just when you thought you'd seen it all, we have also incorporated into our site content the “Jukebox” of Oldies!

As an additional benefit to our listeners, we have developed THE IN CROWD; our group of avid Oldies listeners who have signed up to win special prizes, concert tickets, travel, events passes, and so much more!



Marketing advantages with 97.3FM:

- Exclusivity:** The only true 60's 70's based station in the Valley with over 65,000 listeners and growing everyday because of our promotional efforts and great audience response...and another 24,000 who listen online.
- Less Clutter:** less commercials per hour than most stations
- Listener Loyalty:** Listeners listen longer because they can't find this incredible format anywhere else on terrestrial radio in Phoenix. Longer listening means your advertising works better.
- Cost effective:** Radio in general is more affordable than most major media, and 97.3FM Good Time Oldies gives you maximum reach and effective frequency at very affordable rates.
- Experience:** Our staff is comprised of EXPERTS in the "Oldies" format. Our General manager Bill Pettus comes from K-EARTH 101FM in Los Angeles...the #1 Oldies station in the Country!



facebook.com/Oldies973

www.973Oldies.com



Good Time Oldies

**KIKO 97.3FM The East Valley's favorite 60s and 70s!
Great Oldies and Good Times
Radio Gets Results!
Let us show you how it works**

www.973oldies.com

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