

Lotus Communications Boise

Boise Radio Stations





Praise for Boise

- **Forbes Fastest-Growing Cities in America 2018**
- **Boise Metro ranked #1**
 - Population growth 2017: 3.08% (rank #1)
 - Projected population growth 2018: 2.34% (8)
 - Job growth 2017: 3.58% (2)
 - Projected job growth 2018: 2.61% (10)
 - Projected wage growth 2018: 7.27% (5)
 - Home price growth 2017: 11.58% (4)
 - Projected home price growth 2018: 4.38% (23)
- **Livability.com - Top 100 Best Places to Live 2019**
 - Boise ranked #1
- **US News & World Reports - 125 Best Places to Live in 2018**
 - Boise is ranked 5th in mid-sized cities (23rd overall)
- **WalletHub – 2018's Best Cities for Recreation**
 - Boise is ranked 9th best city for recreational activities



KQXR 100.3 The X

"100.3 The X Rocks"



- Active adults 18-49/25-54. Males 25-54
- Only active rock station in market, with an emphasis on alternative music from the 90's, rock from the 80's, and new rock from today
- "The Morning After with Nic & Big J" – a morning staple for the last 12 years
- Active thirty-and-forty-somethings with careers, mortgages, kids, and all the big boy toys that come with it.
- 2012 Radio Contraband Active Rock Station of the Year
- 2015 Radio Inc. top 10 mid-market programmer of the year
- 2016 Rock Radio top 5 mid-market rock station of the year

www.xrock.com

100.3 The X – Community Events



Show Us Your Cans. Over 2,200 pounds of food for the Idaho Food Bank



Free X Shows



Chili's Game Day



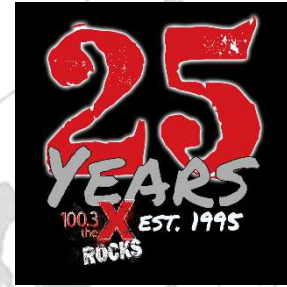
Toys for Tots



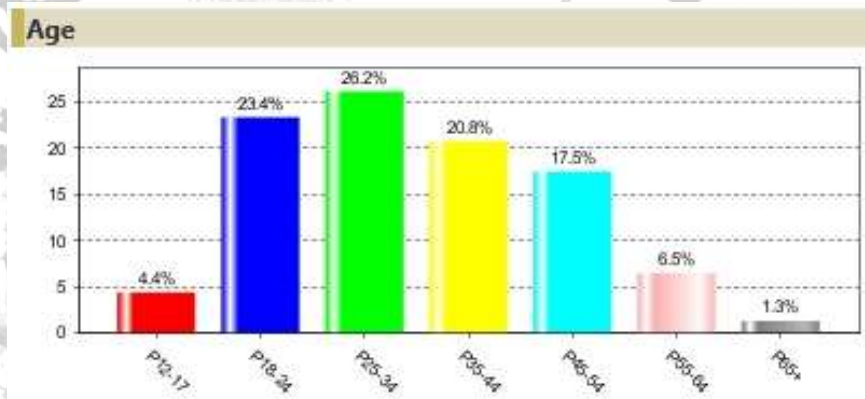
Concert and Ride for 22 Veteran Suicide Prevention



Audience Profile



- Homeowners: 77.5%
- High Income \$50K+: 67.1%
- Educated: 59.1% attended college
- \$+ Million monthly retail spending power in the Treasure Valley



- #1t Adults 25-54
- #2 Adults 18-49
- #2 Men 18-49
- #3 Men 25-54
- #4t Women 25-54

*Source: Nielson Fall 2019 & Scarborough Spring 2019/Spring 2018



KTHI 107.1 K-HITS

“Idaho’s Greatest Hits”

- In the sweet spot with an established adult audience 35-64.
- The greatest hits from the 70’s & 80’s featuring Fleetwood Mac, John Mellencamp, Billy Joel, Elton John, Journey, Bryan Adams and more!
- Baby Boomers control over 70% of all discretionary income in the US and are responsible for 50% of all consumer spending.
- “Murphy & Melissa in the Morning” bring a new energy to morning drive. Barry Lewis holds down the KHITS Café all request lunch hour. Scott Mathews takes everyone home playing great sing along tunes and interactive contesting
- K-HITS is committed to the Treasure Valley community, partnering with the American Cancer Society, Idaho Shakespeare Festival, Idaho Botanical Gardens, ALA Fight for Air Climb, Toys for Tots, Zoo Boise, and Chili’s Gameday.

www.khitsboise.com

107.1 K-HITS – Community Events



Idaho Humane Society Furry Friday



ZooBoise Egg-Stravaganza & Boo at the Zoo



American Cancer Society
Making Strides

Idaho Botanical Garden
Great Garden Escapes



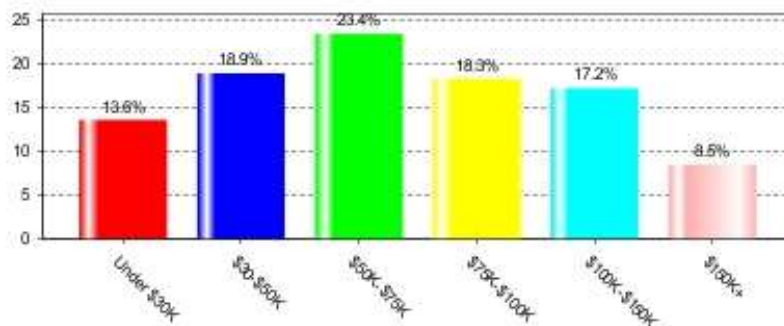


Audience Profile

- Homeowners: 76.8%
- High Income \$50K+: 68.1%
- Educated: 73% attended college
- \$64+ Million monthly retail spending power in the Treasure Valley



Household Income



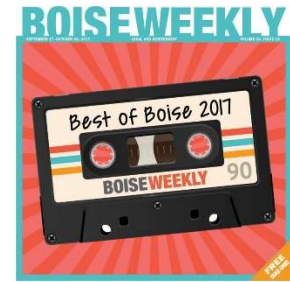
- #2 Women 35-64
- #5 Adults 35-64
- #2 Women 35-64 with \$75K+ income

*Source: Nielson Spring 2019/Fall 2019 & Scarborough Spring 2019/Spring 2018



KRVB 94.9 The River

"Music First"



- The River is a great blend of active adults 25-54 with a female focus. Targets well educated, active adults with disposable income and interest in arts and community events
- "Boise's music lover's station"; office-friendly, contemporary, adult rock featuring U2, Adele, Coldplay, Imagine Dragons, Bob Marley, David Gray, Train, and more of music's greatest artists
- 2015 & 2016 Boise Weekly's Best Local Radio Station
- 2017 Boise Weekly's Best DJ: Tim Johnstone
- 2018 FMQB Programmer of the year for Triple A: Tim Johnstone
- 2019 FMQB Triple A station of the year markets 50+
- Boise most community involved radio station partnering with the Idaho Shakespeare Festival, Idaho Botanical Garden, Concert for Cause, Toys for Tots, ZooBoise, Rake up Boise, Alzheimer's Walk, Paint the Town, Alive After 5 and other amazing community events

www.riverboise.com

94.9 the River – Community Events



Concert for Cause has raised over \$350,000 in live and silent auctions for local charities

**The Walk to End Alzheimer's
Kleiner Park**



River Listener Lounge – Michael Franti, Mt. Joy, The Posies, Carbon Leaf, Scars on 45, Josh Ritter & more



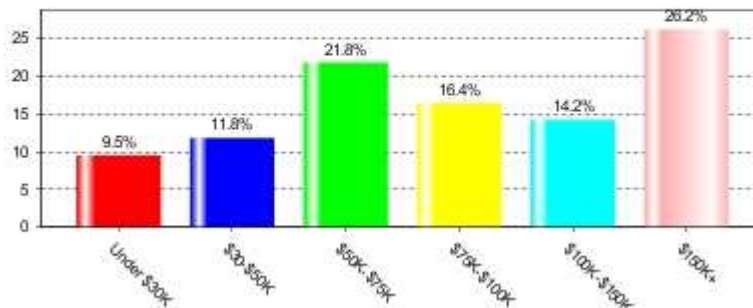
Partners with Idaho's premier community leaders: Zoo Boise, Idaho Shakespeare Festival, and Rake Up Boise.

Audience Profile

- Homeowners: 82.9%
- High Income \$50K+: 78.6%
- Educated: 81.2% attended college
- \$74.5+ Million monthly retail spending power in the Treasure Valley
- 2018 Idaho State Broadcaster Association Morning Show of the year: River Moring with Ken and Deb



Household Income



- #1 with Women 35-64
- #4 with Adults 35-64
- #1 with Women 35-64 making \$75K+

*Source: Nielson Spring 2019/Fall 2019 & Scarborough Spring 2019/Spring 2018



KJOT J105

"Idaho's Rock Station"

- Active adults 25-64 audience leaning toward men. J105 has a mainstream, mass appeal presentation with limited clutter and commercial inventory
- Up-tempo rock music featuring the greatest songs from 70's, 80's, & 90's. Artists include Van Halen, Led Zeppelin, Rolling Stones, Tom Petty, AC/DC, Pearl Jam, Def Leppard, Aerosmith and beyond
- Heritage rock station in the market playing the best rock since 1984. J105 listeners are in their prime earning years with disposable income and needs for big ticket products and services

www.J105.com



KJOT J105

“Idaho Rock Station”



The players are all long-experienced broadcasters, with **Dylan Ayer** back in Boise to handle mornings with conversation, weather, news & traffic – and the classic rock titles that forty-something guys just gotta have.



CB is a fixture in the Boise market, and was actually the second voice heard on the station with “J105” was first launched. He’s since been associated with many stations, and also handles traffic reports for the Lotus radio group. Now, he’s eagerly making the move to middays – and Electric Lunch – on J105.



“**Sparks**” is another experienced player, having occupied the afternoon slot on J105 in a former life! Dave’s known for his expertise in commercial production, but we’ve always loved his unique content and entertaining take on, well. Pretty much everything that happens.

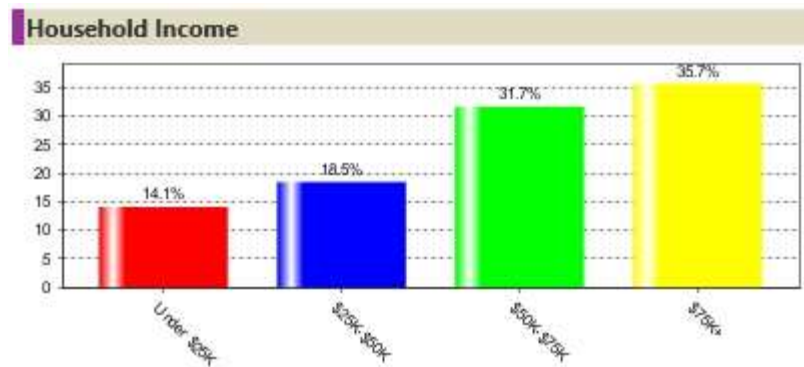


www.J105.com



Audience Profile

- Homeowners: 75.2%
- High Income \$50K+: 67.4%
- Educated: 72.9% attended college
- \$59.5+ Million monthly retail spending power in the Treasure Valley



*Source: Nielson Spring 2019/Fall 2019 & Scarborough Spring 2019/Spring 2018