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[www.710knus.com](http://www.710knus.com)

## Denver's Live and Local Leader



# Why KNUS?

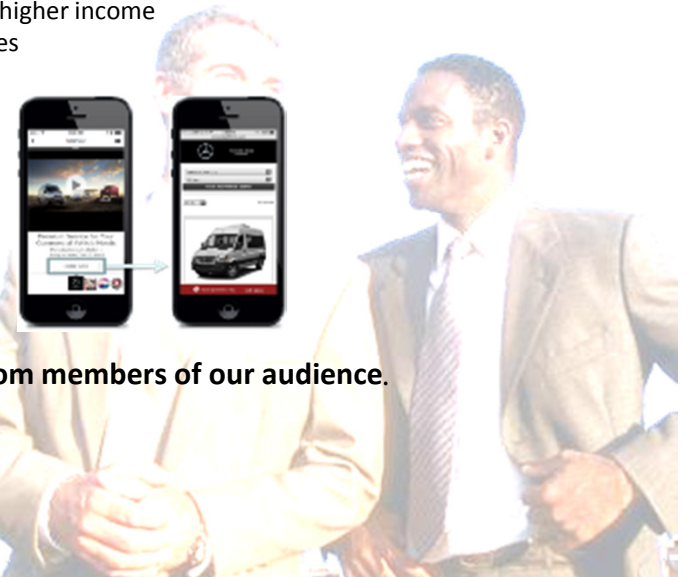
**KNUS is “Denver’s Live and Local Leader.”** With top local hosts, popular syndicated talkers and frequent in-house news updates, we’ve developed an audience replete with educated, affluent, and engaged adults.

Advertising on KNUS allows you to reach this loyal, responsive and affluent group. We specialize in crafting solutions that increase revenue and build brand awareness by helping you speaking directly to each audience member via targeted radio advertisements.

## How can we generate sales and awareness?

- **1. The Right On-Air Programming**
  - Generates exceptional loyalty
  - Keeps listeners over time
  - Draws an affluent, unique, and mature audience
- **2. The Right Audience**
  - The listeners attracted by our hosts tend to be over age 35, own a home, and have a higher income
  - Listeners often prefer to support advertisers above other businesses because of values
- **3. The Right Ways to Reach the Listeners**
  - Priced to allow a high frequency of selling messages
  - Mobile integration – KNUS APP
  - Website integration – KNUS.COM
  - Digital streaming integration – KNUS.COM
  - Celebrity endorsements
  - Talk radio is high involvement and listeners are often paying attention

The bottom line: **Increase profit by consistently acquiring new business from members of our audience.**



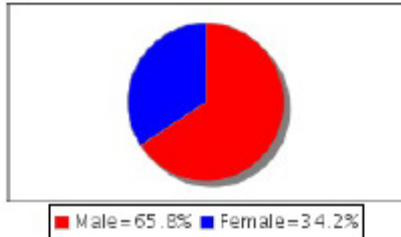


# Instant Qualitative Profile

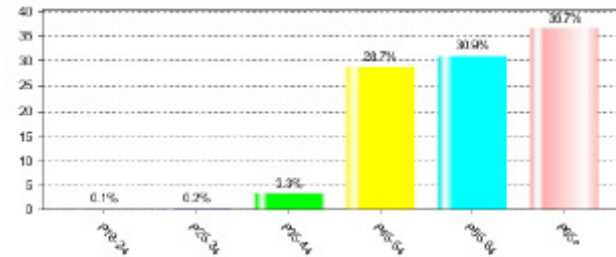


[[KNUS-AM: M-S 6am-mid cume AND KNUS-AM: M-S 6am-mid aqh]]  
 DENVER-BOULDER - Metro  
 Scarborough R1 2017: Mar16-Feb17 / Scarborough R1 2016: Mar15-Feb16  
 Adults 18+

## Gender



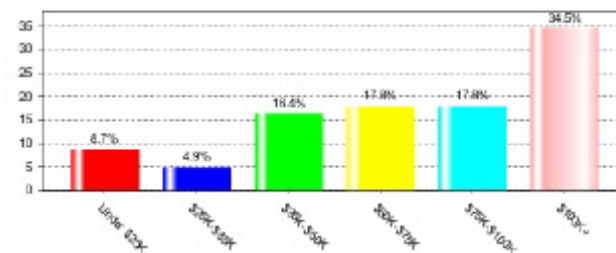
## Age



## Employment Status

Employed Full-Time	49.4%
Employed Part-Time	15.2%
<b>Not Employed</b>	
A Homemaker	1.3%
A Student	0.2%
Retired	29.5%
Disabled	0.5%
Temporarily Laid-Off	0%
Not Employed-Looking For Work	3.9%
Other	0%

## Household Income



## Occupation

Management, Business and Financial Operations	11.9%
Professional and Related Occupations	10.9%
Service	3.5%
Sales and Office	24.7%
Construction, Extraction and Maintenance	5.5%
Production, Transportation and Material Moving	8%
Military Specific	0%
White Collar	47.5%
Blue Collar	17.1%

## Education



## Home Ownership

Own	88.6%
Rent	11.2%
Other	0.3%

## Number of Persons in household under 18

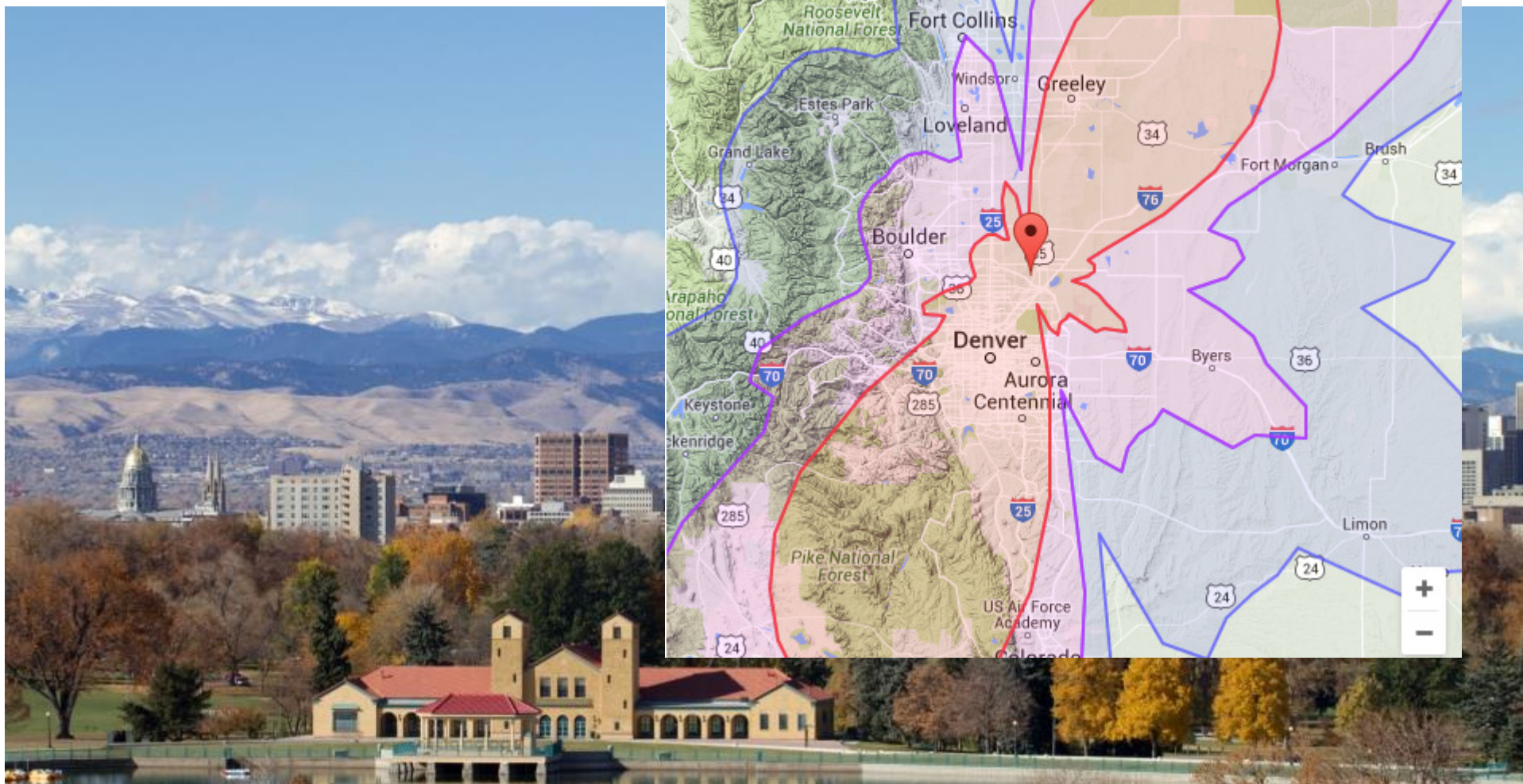
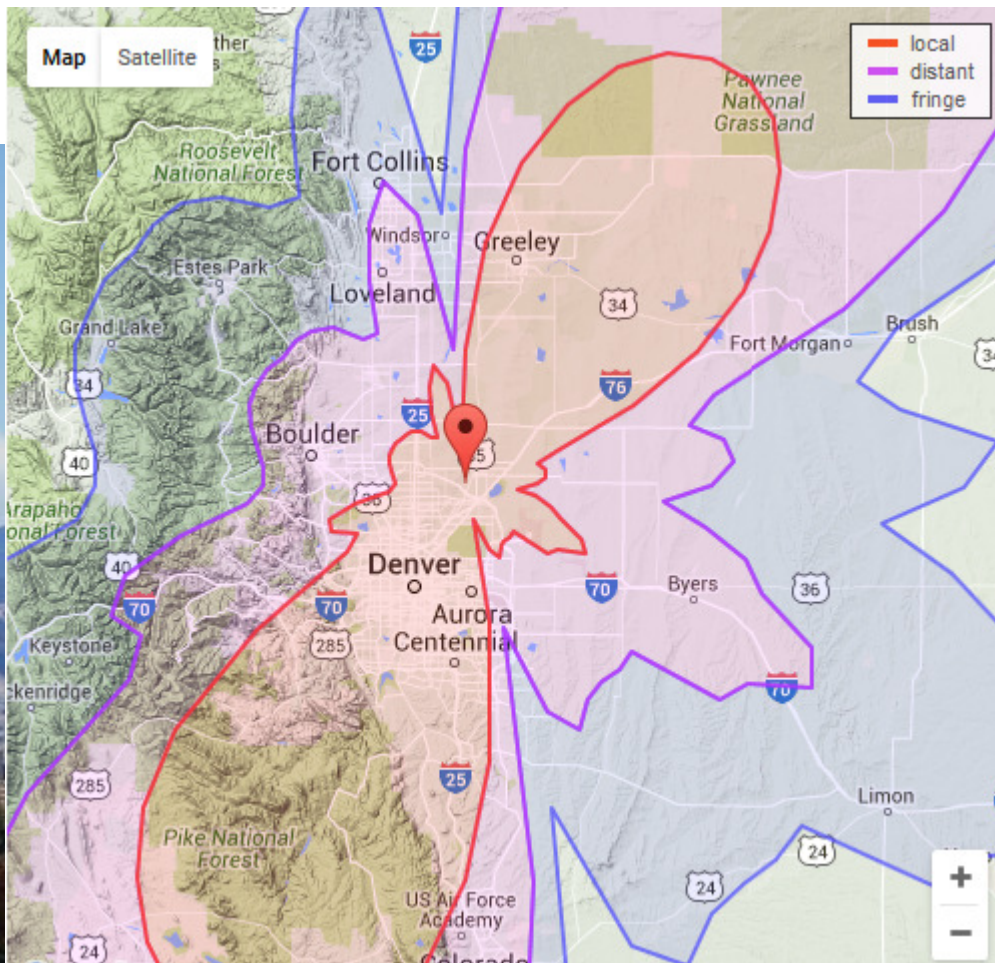
None	86.9%
One	5.9%
Two	6.2%
Three or More	1.1%

# Who is Listening?





# Our Reach

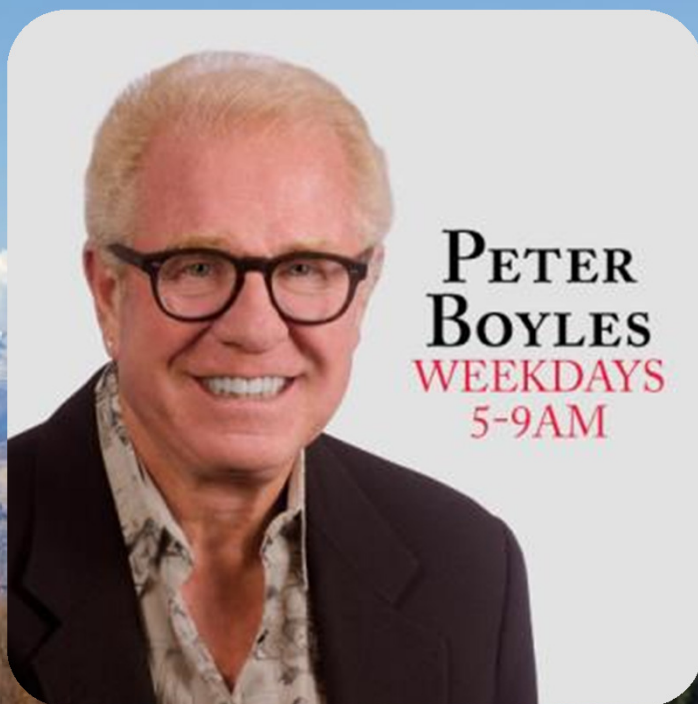




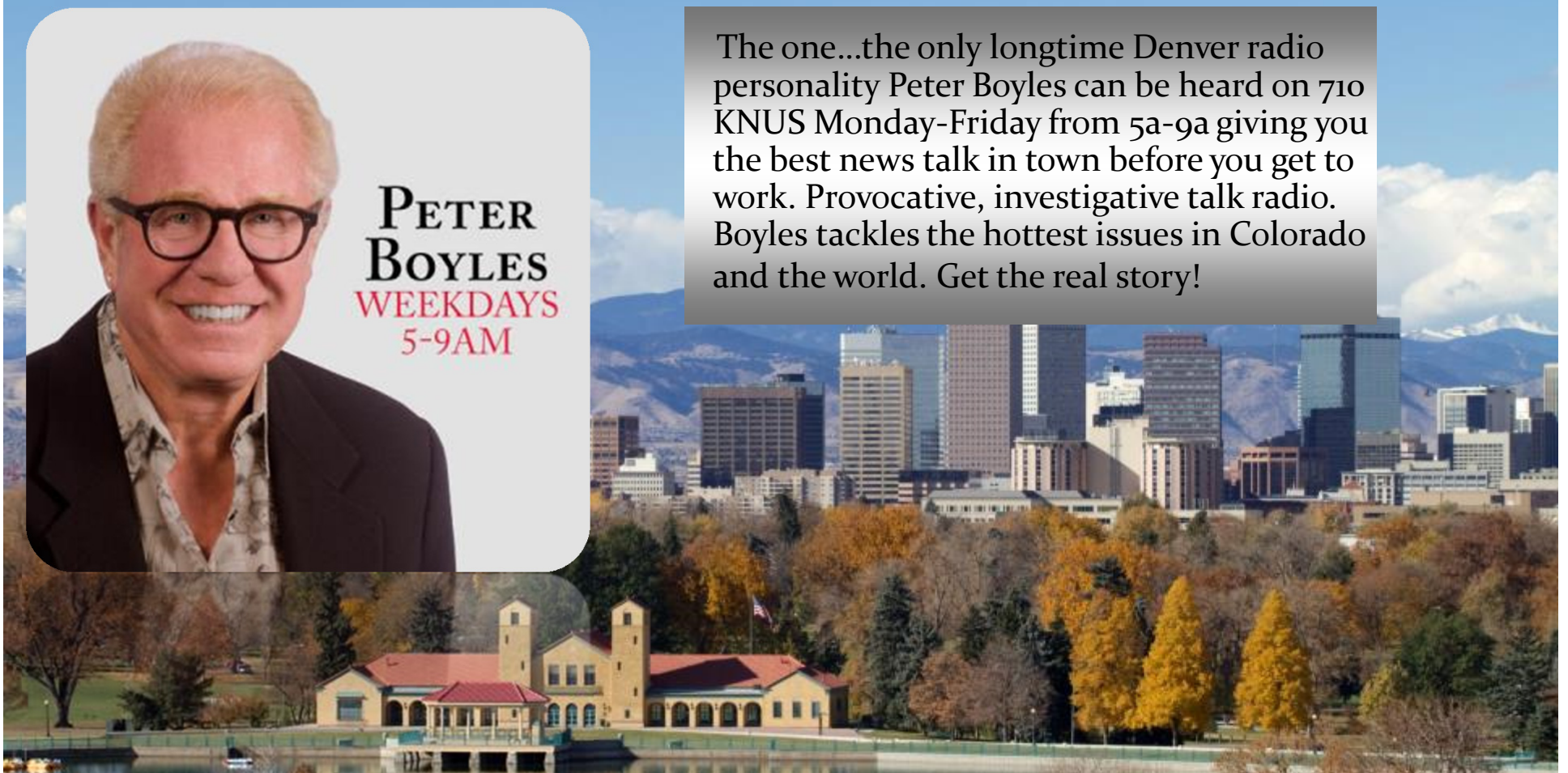
**Peter Boyles:**  
*The Voice of the People*



*Live and Local*



The one...the only longtime Denver radio personality Peter Boyles can be heard on 710 KNUS Monday-Friday from 5a-9a giving you the best news talk in town before you get to work. Provocative, investigative talk radio. Boyles tackles the hottest issues in Colorado and the world. Get the real story!



Dennis Prager  
Hugh Hewitt



## *National Programs*



Professor Hugh Hewitt is a lawyer, law professor and broadcast journalist whose nationally syndicated radio show is heard in more than 120 cities across the United States every weekday afternoon. His audience is estimated to be more than 2 million listeners every week. Hewitt has conducted groundbreaking interviews with government officials from both parties and widely respected analysts, authors and pundits.



Dennis Prager is one of America's most respected radio talk show hosts. His ambition, appetite, brains and charm having propelled him from success as a lecturer and educator on the Jewish circuit to an intellectual celebrity in the larger world too. Prager has been called a "Jewish St. George battling the forces of secularity on behalf of simple goodness."



# Chuck and Julie: *Weekend Wakeup Warriors*

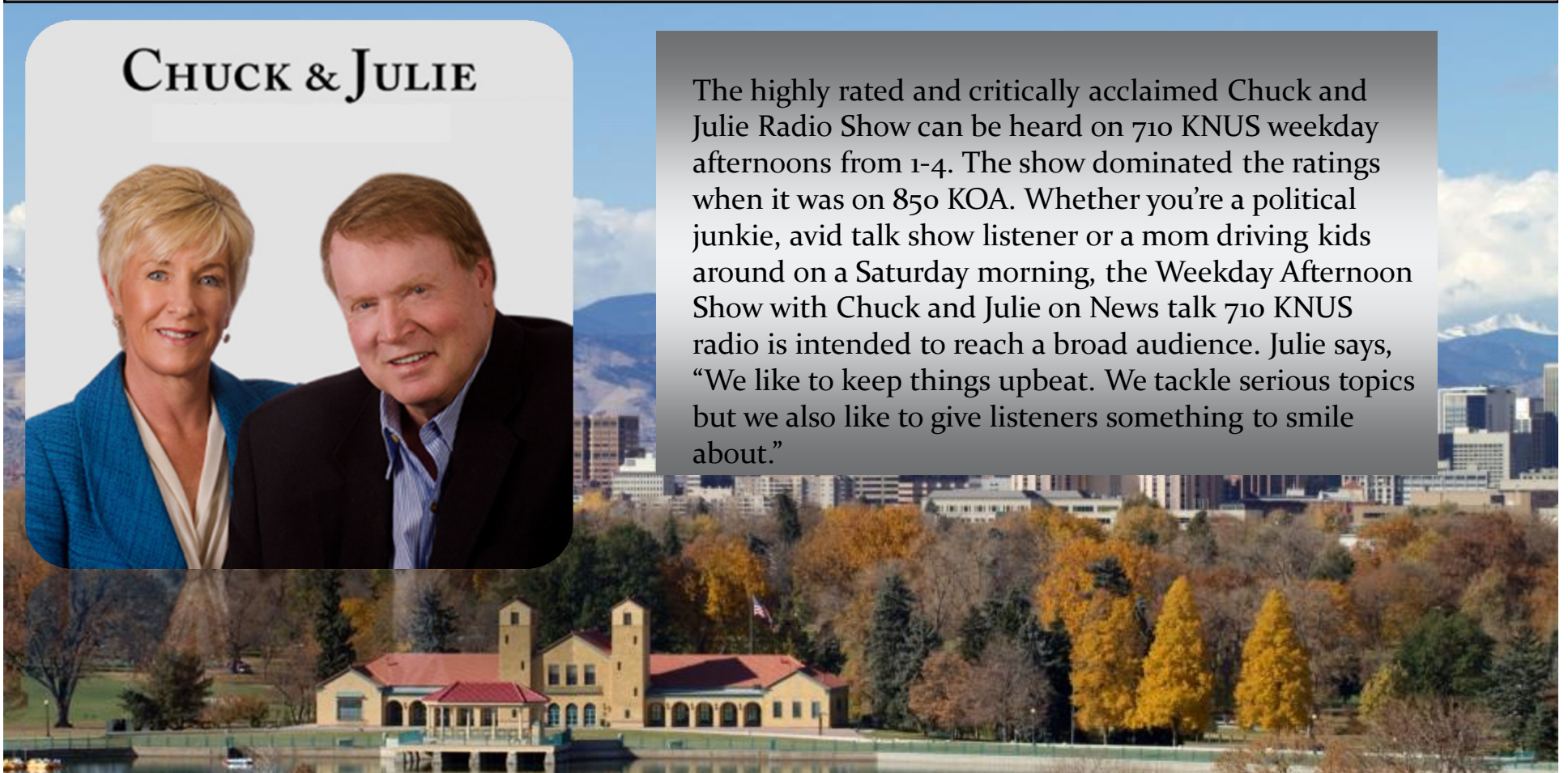


## *Live and Local*

CHUCK & JULIE



The highly rated and critically acclaimed Chuck and Julie Radio Show can be heard on 710 KNUS weekday afternoons from 1-4. The show dominated the ratings when it was on 850 KOA. Whether you're a political junkie, avid talk show listener or a mom driving kids around on a Saturday morning, the Weekday Afternoon Show with Chuck and Julie on News talk 710 KNUS radio is intended to reach a broad audience. Julie says, "We like to keep things upbeat. We tackle serious topics but we also like to give listeners something to smile about."





# Dan Caplis:

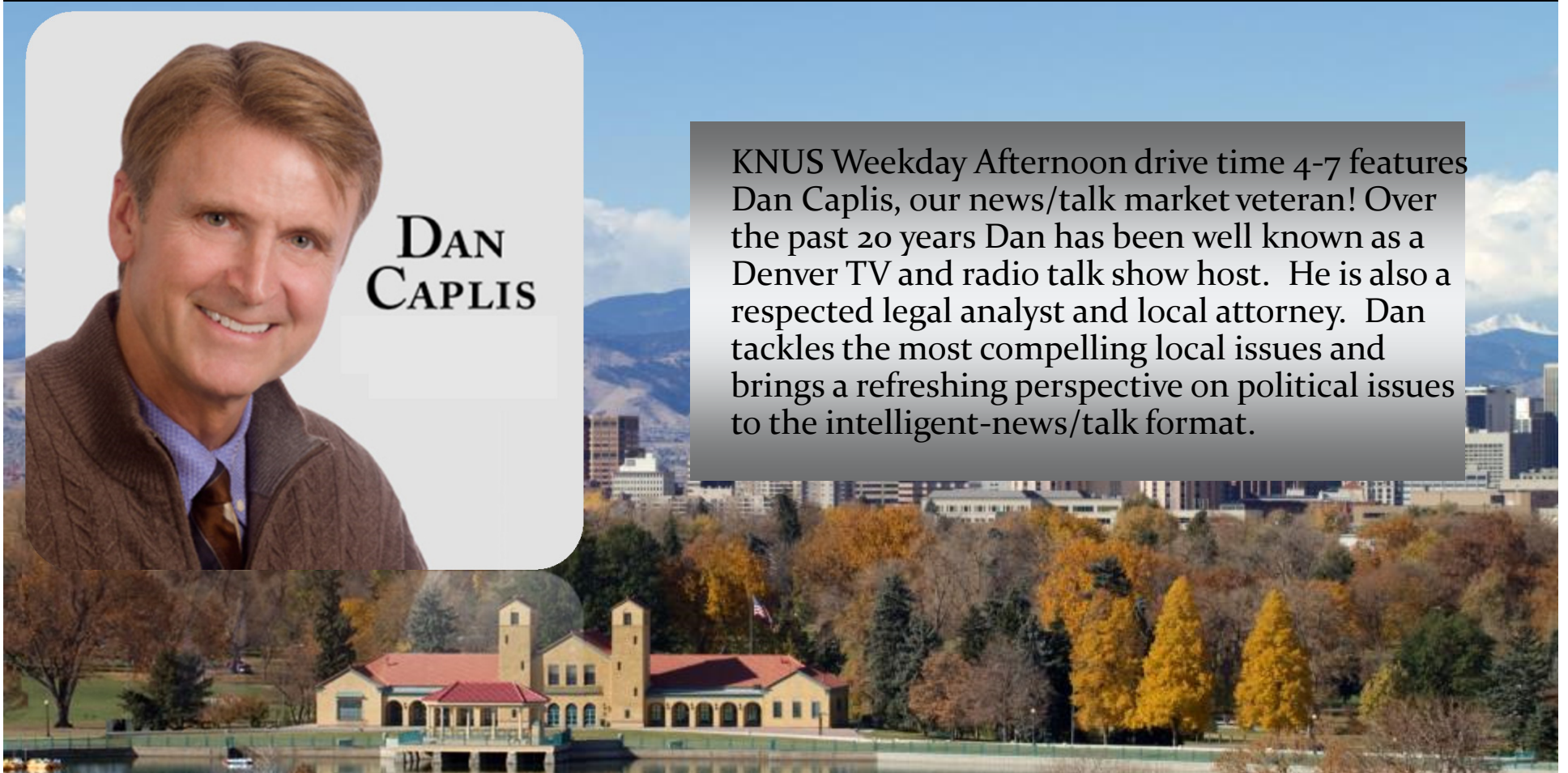
## *The People's Champion*

### *Live and Local*



**DAN  
CAPLIS**

KNUS Weekday Afternoon drive time 4-7 features Dan Caplis, our news/talk market veteran! Over the past 20 years Dan has been well known as a Denver TV and radio talk show host. He is also a respected legal analyst and local attorney. Dan tackles the most compelling local issues and brings a refreshing perspective on political issues to the intelligent-news/talk format.





# Craig Silverman:

## *Denver's Hometown Hero*



## *Live and Local*



*KNUS* Saturdays feature the dynamic news/talk celebrity and legal expert Craig Silverman! Craig is a partner in the downtown Denver law firm of [Silverman & Olivas, P.C.](#) Craig served for sixteen years at the Denver District Attorney's Office where he was a Chief Deputy District Attorney. Craig has appeared hundreds of times on local and national media. Craig was co-host of the award winning Caplis and Silverman afternoon drive time radio show.





# Here's what they say

Our Account Executive went the extra mile over and over again on our behalf. I am by nature very demanding. I want radio commercials that are fresh, innovative, precise, different from one another, and most importantly, bring customers into my store. He has always done just this for me, and has done so with a great attitude. I owe him a great debt of thanks.

**John Helke – Owner, Hampden Street Antique Market**

"We are a very small "Mom and Pop" type business and even after 40 years in business, our advertising budget has had to be minimal. However, after following Peter Boyles for so many years and then his transfer to KNUS we decided to try radio advertising. You have to understand what a huge step this was for our small business. . After meeting with Steve Kelley we asked him to be our personal spokesman. To say this has been the good thing for our business would be an understatement, it is truly the best advertising we have ever invested in. . We did not expect to have actual customers in our store immediately, but to our surprise our first new customer was the next day, and we have had several new customers since then. Each of these new clients specifically mentions hearing our ad on KNUS!"

**~Jan and Steven Parks**

**Steven Parks Jewelry~Wheat Ridge CO**

We have been working with KNUS for 5 years now, and there is a reason we've stuck with them. KNUS is a group of high quality, "straight-shooting," focused individuals that help us to grow our business.

We believe in what KNUS does, and really appreciate their stance as being "the voice of the people" in Denver.

Anyone that is, or has ever been in sales, knows that there are a few things that make you truly and really good at what you do... our account executive is all of those. He is prompt, responsive, honest, forward thinking, creative and he is direct with us as his clients. We know we are in great hands with him, and he is a very valued partner for us at Alpine Planning Group.

**Amy Duncan – Investment Advisor Representative  
Alpine Planning Group**

The team at KNUS are some of the most pleasant and helpful people we have dealt with in this industry! They have helped grow our Denver market year after year. Their commitment to assisting us in reaching our target market is outstanding, and when push comes to shove, they pull out all the stops for us. Thanks for your exceptional service to NeUventure on Wall Street!

**Katie Huber-Chief Operating Officer  
NeUventure on Wall Street**







# Here's what they say



"We've advertised on quite a few radio stations over the past few years, while trying to sell the 71 GarageTown units at our Highland ranch site.

We quickly realized that conservative talk was the best opportunity for our radio advertising budget. And, while there are several to select from in the Denver area, none offer the great results at a relatively low price than KNUS. KNUS is the only radio we advertise on now and has been the only one for about a year now. I can't beat the value."

**Mike Ard**  
President, Garage Town

"...Here's a quick report on the success of the CRBC radio buy on KNUS. We placed a flight of 40 spots over a five-day period. We wrote the spot and your staff helped produce it. It coincided with a special event in Denver with Hugh Hewitt, Dennis Prager and Michael Medved.

CRBC had a booth at the event and we handed out more than 1,000 fliers. Subsequent to the radio ads, we gained about 20 new members. This is by far the most successful membership drive we've had."

**Christine Burtt**  
Chairman, Colorado Republican Business Coalition





# Here's what they say



"Working with KNUS has been beneficial to our business in many ways. The ads hit a segment of our target audience, listeners to KNUS seem to be loyal to the businesses who advertise. This has helped us with our bottom line."

**Todd Dutton**

President, Granite Transformations of Denver

"...Their team went beyond our expectations helping us create an effective ad. I really appreciated the timely updates with the specific spot placements. Everyone on our team had chance to hear, and love, the piece."

**Jennifer Maskrey**

Marketing Coordinator, Evelyn Brust Foundation







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