

SanAngeloRadio

MEDIA KIT

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SanAngeloRadio

**Your Media • Tuned In
Driven • Local
Interactive**



ABOUT SAN ANGELO: Located near the geographical center of the State of Texas, San Angelo began as a frontier settler's village across the Concho River from the US Army's 10th Cavalry (Buffalo Soldiers) post of Fort Concho, which was established in 1867. Early growth came from settlers moving West, and from Cattle Trails, such as the Goodnight-Loving, that followed along the banks of the Concho and Colorado Rivers. By 1883, San Angelo was the county seat of Tom Green County.

Growth accelerated after the first railroad arrived in 1888. Eventually, a total of three railroads connected San Angelo to the rest of the country, facilitating the trade of local goods, cattle, wool, and mohair. By 1903, San Angelo was the largest range cattle-shipping station in the United States and, by 1919, San Angelo became the largest market for wool and mohair in the nation. San Angelo is known as the Wool and Mohair Capitol of America.

The genesis of the 20th Century's *FIRST* West Texas Oil Boom began along San Angelo's Orient Railway line into neighboring Regan County, when, on May 28th, 1923, the Santa Rita No. 1 produced a gusher of epic proportions. Oil production shifted to the Permian Basin just before World War II, before once again returning back towards San Angelo after 2006.

Today, San Angelo is the principle metropolitan hub city in all of Western Central Texas, with Interstate Highway interconnections to IH-10 and IH-20 via six major arterial state highways that converge into this vibrant community. San Angelo serves a local trade area which is larger in size than all three of the states of Connecticut, Rhode Island, AND Massachusetts -- combined.

Downtown San Angelo features many renovated historic buildings, some of which are over 100 years old and which house working businesses. This includes the fourth luxury hotel built by Conrad Hilton, the fourteen-story Cactus Hotel, was completed in 1929, and remains a dominant feature on the skyline of this Central West Texas city.

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QUICK FACTS ABOUT SAN ANGELO Approximately 200,000 people live and work in the Western Central Texas trade area around San Angelo, across a land area of 36,000 square miles. According to US Census figures, as of 2012, there were 113,281 people living in Tom Green County, with more than 35,289 families estimated to reside within the city of San Angelo. Furthermore, an estimated additional 100,00 people, per day, transit the area via the six major State Highways which interconnect the two Interstate Highways (IH-10 and IH-20) that wend across Texas.



Other key statistical data for the San Angelo, Texas area, includes:

- The median age is 33 years.
- Median household income is \$43,980.
- Median family income is \$56,584.
- Per capita income is \$24,293.
- Retail sales per capita is \$16,697.
- Mean travel time to work (for workers *age 16yrs and over*) is almost 22 minutes.

ABOUT SAN ANGELO RADIO: San Angelo, Texas has a rich heritage of radio broadcasting, going all the way back to 1927. Most folks listened to FDR's Fireside Chats and first heard about the attack on Pearl Harbor from their local San Angelo radio station. Starting in the early 1950's, and lasting for almost a quarter century, **KPEP in San Angelo** was an important part of the very **FIRST country music radio station network in the nation**. By the Fall of 1954, KPEP Radio was adding some of the new 'rock-a-billy' records to their Country Music format. Then, on a Wednesday night, **January 5th, 1955**, Joe Treadway of KPEP Radio **took a chance and booked** a little known 19 year old singer named **ELVIS PRESLEY** into a show at San Angelo's Municipal Auditorium at City Hall – the first show on his first West Texas Tour.



Elvis Presley - performed on a tour across West Texas in 1955

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After Elvis Presley's first show in San Angelo, almost every Major American Music Artist, both Country and Pop, soon owed much of their initial success to being played FIRST, in West Texas, on KPEP Radio... including; Elvis, Buddy Holly and the Crickets, Roy Orbison, Johnny Cash, and Waylon Jennings, to name only a few; among many, many more.

San Angelo's Radio Station, KPEP, was West Texas' Original Country Music Radio Station and certainly one of the most classic radio call signs in West Texas music history. Fortunately, KPEP is back on the air, now on 106.5 FM from Eldorado, Texas - and we are playing all of those original Country Classics from the 1950's, 1960's, 1970's, 1980's, and even some of your more recent traditional Country Music Favorites. We feature Country Classics from one of the largest Country Music libraries anywhere in the radio business. Some of KPEP Radio's deejays originally played this music on the radio, back when it first came out!

Radio Station KLDE in San Angelo, Texas (105.3 FM) and Eldorado, Texas (104.9 FM) features an eclectic brand of Rock and Roll Oldies, with an additional amount of SPANISH language music. KLDE Radio features an epically vast music library that covers over fifty years of popular music — from the roots of Rock and Roll in the 1950's, to the British Invasion, Motown Sounds and Flower Power Era of the 1960's, to the Singer Songwriter Era and Disco Dance Music Era of the 1970's, and even featuring some popular hits from the 1980's, 1990's, and 2000's.

Meet our San Angelo Radio Listeners

This is Jessica and Kyle
along with their two sons, Jessie and James
(daughter Kaylie is due in a couple of months).

Household Size ~ 4.3 persons
(two pets not counted)

They are both about 33 years old

They live in town, own their home
(valued at \$168,000)

They both attended college
(but he still needs 16 hours to finish his Degree from A&M).

She is a Registered Nurse and he manages a building supply store
(and helps out on her parents family ranch).

Their "Favorite Activities" include:
Attending Church, Family Get-togethers at the Ranch,
Going Boating on Lake Nasworthy, and Eating Out
(an Average of 12 times per month at local quick service restaurants).



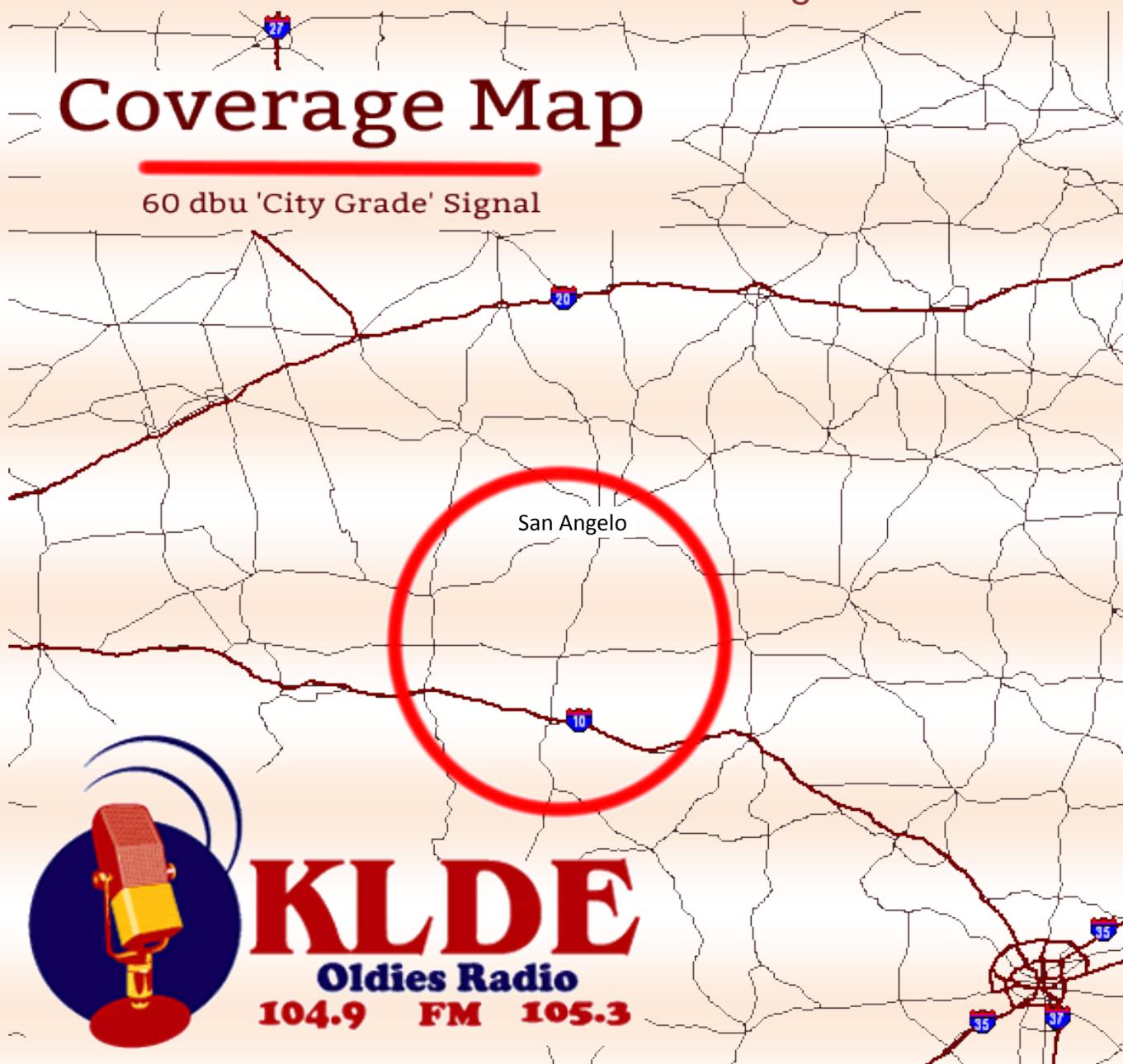
Local listeners and advertisers alike enjoy San Angelo Radio Stations KPEP (106.5 FM), and KLDE (105.3FM / 104.9FM) because we feature radio programming designed to meet the needs and problems of our local community, that strives to be family-friendly, and reflects the traditions and values of the diverse peoples living within the communities that we serve. This commitment extends to KLDE providing a proportionate amount of high quality Spanish language Music and Information, as well.

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KLDE Radio Broadcast Coverage Area

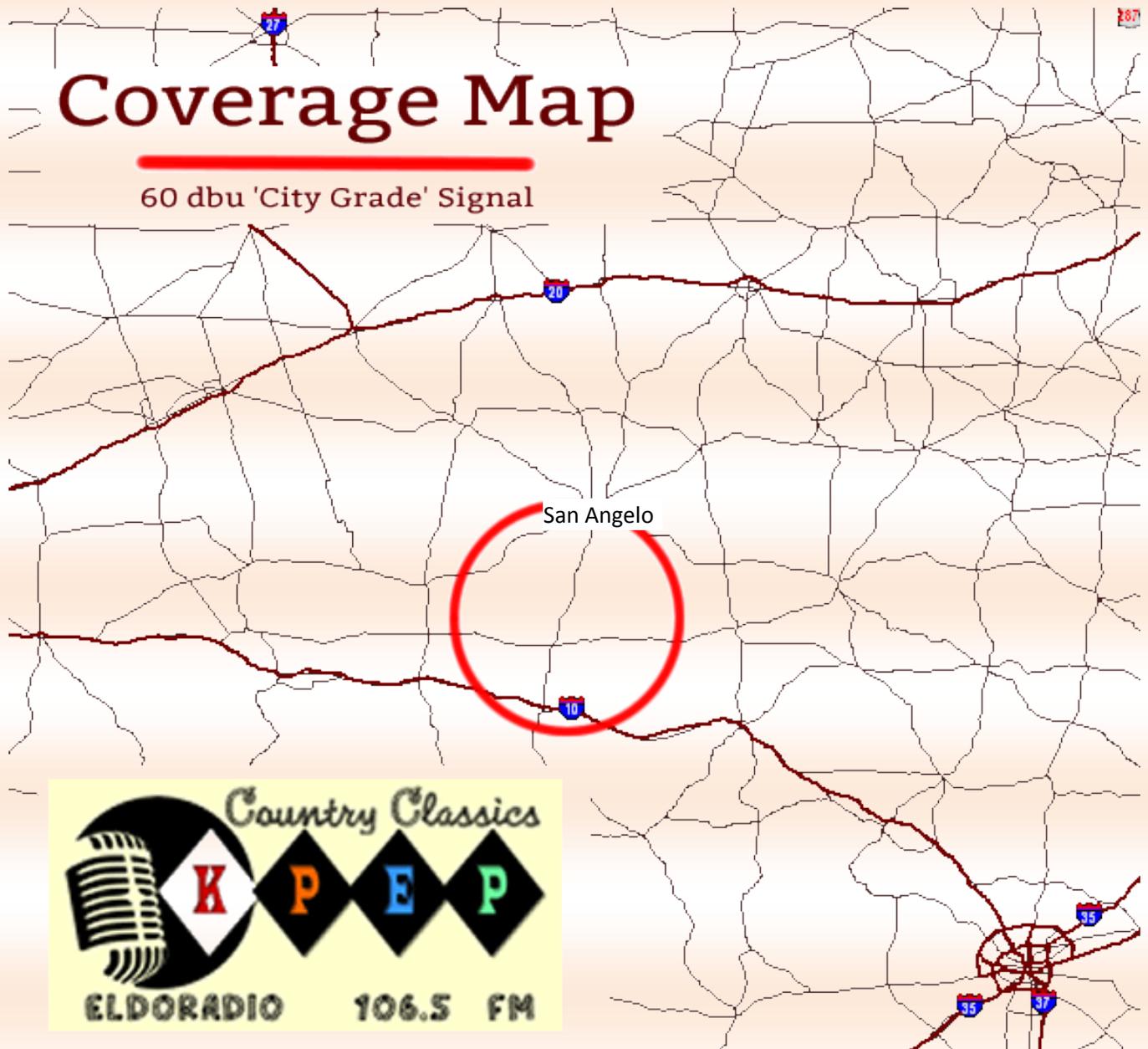
Coverage Map

60 dbu 'City Grade' Signal



KLDE Radio broadcasts from Eldorado, TX in FM Stereo at 50,000 watts (50kW ERP) on a tower 475 feet Above Average Terrain (HAAT) at 104.9 Mhz *and* 99 watts (.09kW ERP) at 105.3 Mhz from an antenna on top the Cactus Hotel in Downtown San Angelo, Texas.

KPEP Radio Broadcast Coverage Area



KPEP Radio broadcasts from Eldorado, TX in FM Stereo at 6,000 watts (6kW ERP) on a tower 280 feet Above Average Terrain (HAAT) at 106.5 Mhz. This provides broadcast coverage of a 60 dbu 'City Grade' Signal to San Angelo, Eldorado, and Sonora, Texas along the high traffic Interstate 10 (IH 10) / Hwy 277 corridor.

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SanAngeloRadio ONLINE and INTERACTIVE MEDIA



SanAngeloRadio.Com brings together the almost TEN DECADES of Experience that our Senior Staff Professionals have, in both, Broadcast Media Advertising and Interactive Marketing. We keep abreast with latest innovations in both fields, and leverage our keen knowledge of the local area in order to help our customers weed through all the available options to find the “just right” solution for their unique business needs. Businesses from all across Texas use **SanAngeloRadio** for a Variety of Integrated Media Marketing Solutions, like: Online station website advertising, Email database marketing, Texting, coupons & mobile media, Social media integration (FaceBook, Google+, YouTube, etc.), Business Reputation Management, Website Development & Re-Launch, and Online Marketing, including AdWords™ Pay Per Click and Search Engine Marketing (SEM) Campaigns. Contact Us for more information.

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ON THE AIR meets ONLINE on KLDERADIO.COM and KPEPRADIO.COM

According to Radio Ad Lab, 57% of local AM/FM radio use involves consumers who listen to local stations while they are also browsing or working online. These local radio listeners are known to react immediately to what they hear on the radio, including prompts for searching online for a website or making a direct purchase. Even more exciting is the fact that 67% of all radio listeners say that radio ads help remind them to search online for specific forms of content. Smart business owners effectively leverage local radio advertising to support their existing online marketing investments. Radio positions your business to maximize your online reach and conversion opportunities.

By understanding the fact that offline consumers offer a much larger opportunity for online growth, **SanAngeloRadio** can develop in-depth strategies that target the audience your business want while they are in their homes, their cars, at work or in passing. Local radio advertising on KPEP and KLDE allows you to successfully connect with consumers wherever they are and creates a revolving cycle of attracting new customers and converting them into returning website visitors.



Our Radio Station Websites bring together the BEST of ON-AIR and ONLINE. Internet Visitors to KPEPRADIO.COM and KLDERADIO.COM engage with Interactive Content, Connect with Social Media, and even Listen Live to our STREAMING AUDIO (that also plays local advertising either broadcast over the air, or online only) and view both, static banner ads *and* YouTube based Video Ad messaging from Local Businesses. CONTACT US for more Information about leveraging Radio to maximize ROI from Online Marketing.

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UPGRADE YOUR OLD WEBSITE to a new RESPONSIVE WEBSITE DESIGN

The basic nature of the Internet is CHANGE. Even if your Business Website is only a few years old, it is *already* an ANTIQUE. The trend toward mobile access to the Internet has been rising for several years. In April, 2015, for the very first time, more people searched Google from a SMARTPHONE, than from a desktop computer. Today, rather than forcing a mobile user to see your business desktop site, a laptop user with a small screen to scroll horizontally to see your wide-screen monitor optimized site, or a wide-screen monitor to view your business website as a mobile customer might like, instead a **responsive website design** looks at each of these scenarios and adapts to display the content most effectively.



FACT: *Consumers are always "ON THE MOVE."*

Radio listeners access their favorite Local Radio Station, such as KPEP and KLDE, from a wide variety of Sources; like in their car, from their computers, at work, at home, or even "on-the-go" from their cell phone.

TODAY, just like your Local AM/FM RADIO, Internet Search Usage has moved from off the desktop, to a wider variety of Sources such as the laptop, to the tablet, and now has gone mobile from the Smartphone. Smart business owners know to move their advertising and marketing assets to where the changing consumer is focusing their time spent with media.

CONTACT US at **SanAngeloRadio** to learn the best media strategy for your business.

Phone (325) 853-1049 or visit our website at
www.sanangeloradio.com.