



**DON'T LEAVE YOUR CAMPAIGN SITTING
ON THE DOCK OF THE POST OFFICE**

SPOTS GOING FAST RSVP TODAY!

1050 AM | 102.3 FM | 106.5 FM



Redlands | Inland Empire | So. California!

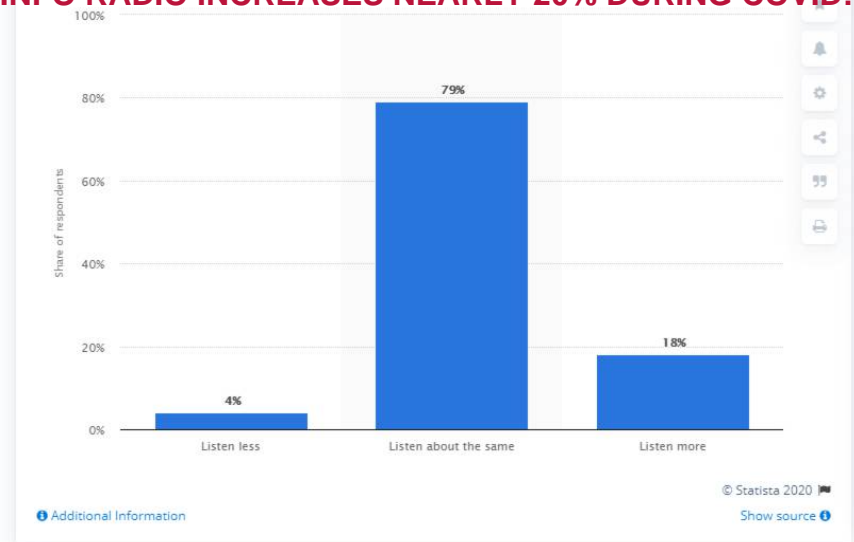
DELIVERS POTENTIAL VOTERS



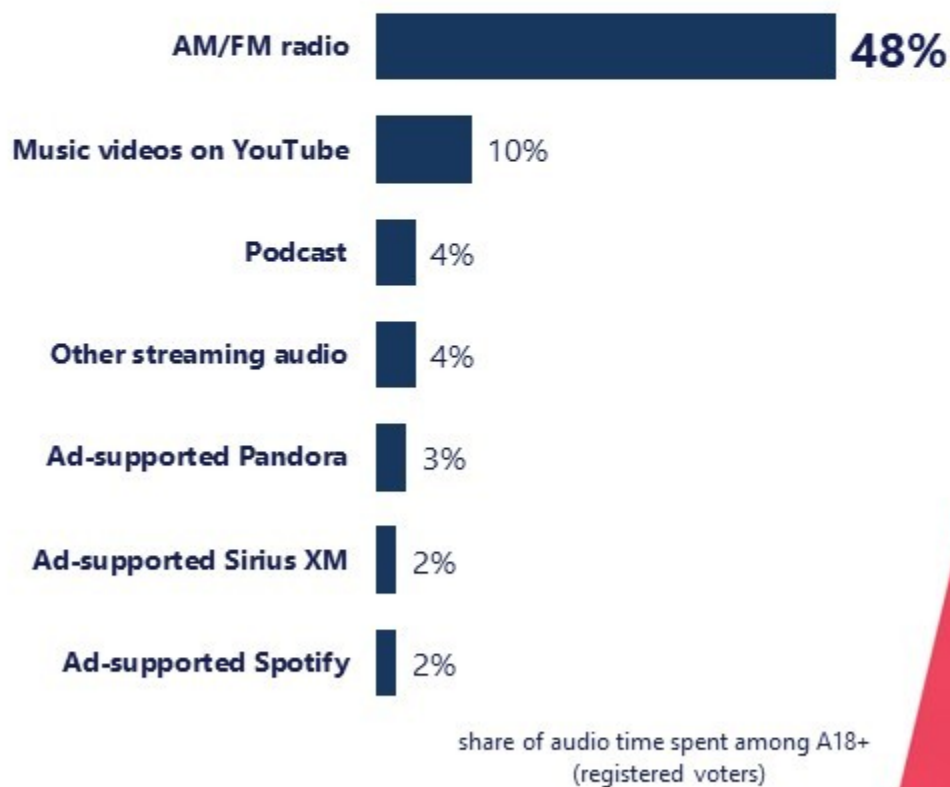
Radio reaches

- 89% of General Market
- 91% of African-Americans
- 92% of Hispanics

TALK/INFO RADIO INCREASES NEARLY 20% DURING COVID!



Radio reaches registered voters



HIGHEST
SHARE
OF
EAR

Source: Edison Research, Share of Ear®, Q4 2017, Q1–Q2 2018, P18+ Sirius XM: Ad-supported: Spoken Word. Ad-Free: Music; Party affiliation is self-identified.

RAB RADIO
ADVERTISING
BUREAU

DELIVERS THE NATIONAL ELECTORATE

Radio reaches

- 89% of General Market
- 91% of African-Americans
- 92% of Hispanics

who always vote in
PRESIDENTIAL
elections





Radio reaches

- 87% of General Market
- 91% of African-Americans
- 91% of Hispanics

who always vote in
local and statewide
elections

DELIVERS
IMPORTANT
STATEWIDE
CONSTITUENTS



GETS OUT THE LOCAL VOTES

Radio reaches
adults who
always vote in
LOCAL elections

- 89% of General Market
- 91% of African-Americans
- 91% of Hispanics

POLITICALLY INFLUENTIAL AMERICANS

Super politically influential
adults are
53% more likely
to believe that
Radio
is a good source for learning.

Source: GfK MRI 2017 Doublebase; Adults 18+, Radio is a "good source of learning." Category Influential Consumers are deeply familiar with their category, frequent recommenders across broad social networks, highly trusted and word-of-mouth leaders for products and services.

LISTENERS ARE POLITICALLY SAVVY

Trusted Family and
Friend Advisor on Politics

80%

Politically
Knowledgeable

80%

Believes the Government
Should Focus on
Environmental Issues

79%

Live and Local Radio Boosts Political Messaging

- High reach and frequency medium
- Targeting capabilities via formats
- Delivers potential voters within their own communities – or across the nation
- Immediate

Live and Local Radio Boosts Political Messaging

- Original social medium
- Highly personal
- Emotionally engaging
- Drives conversation and influence
- Trusted

BUILD YOUR FLOW WITH RADIO....

Political Spot Rates

\$500 minimum
package

.30 sec spots = \$22.50

:60 sec spots = \$45.00

1/2 hr = \$125.00

RAB RADIO
ADVERTISING
BUREAU

FACT: People trust radio. Radio is imprinted on everyone.

People listen to radio before they even learn how to read...

Radio builds name familiarity → Familiarity builds credibility

Credibility builds → donations → volunteers

donations and volunteers → build strong campaign

a strong campaign generates → info and education

info and education → bring votes....

Contact KCAA Radio

(909) 798-5754 or (909) 793-1065

BLUE LINE - MARK WESTWOOD (909) 810-6102

RED LINE - JOE LYONS (909) 641-6297

KCAARADIO.COM

RADIO = VOTES = WIN!!!!

Imagine filling an auditorium with 6500 listeners or mailing out 6500 mailers every hour. It's radio for the win...