



STATION OVERVIEW

808.877-5566 ■ 311 Ano St., Kahului, HI 96732 ■ www.MauiRadioAdvertising.com

Station: KNUI AM, The Talk of Maui

Frequency: 900 AM

Format: News/Talk & Cultural Programming

Target Audience: Adults 35+ & Men 45+

Primary Listening Area: Maui, Oahu and Molokai

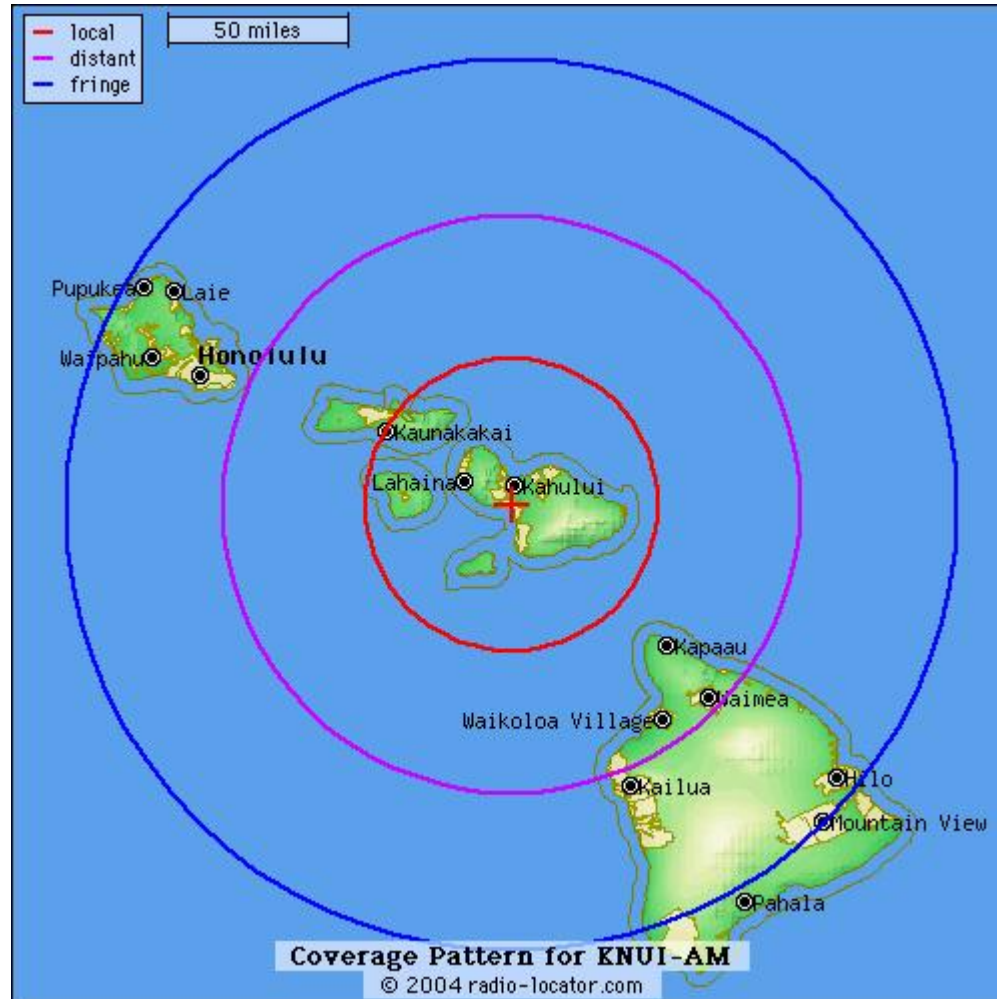
- Locally produced morning talk show
- Around-the-clock reports by FOX News at the top of the hour
- FOX News Updates at the bottom of the hour
- Wall-to-Wall crisis coverage
- Local News
- Programming Line Up page = 6-8a Brian and The Judge, 8-11a The Glenn Beck, 11a-2p The Jerry Doyle, 2-5p The Sean Hannity Show, and 5-7p Brian and The Judge.
- Cultural Programming: Hawaiian, Filipino, Japanese, Portuguese & Spanish





COVERAGE AREA

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WHY ADVERTISE?

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- Advertising is an investment in success.
- Advertising creates store traffic.
- Advertising attracts new customers.
- Advertising generates continuous business.
- Advertising encourages repeat business.
- Advertising keeps your business top-of-mind.
- Advertising boosts and maintains morale.
- Advertising gives your business a successful image.
- Advertising keeps you in the competitive race.
- Businesses that succeed are usually strong, steady advertisers.





WHY RADIO?

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- Radio's mobility allows you to establish a special relationship with consumers.
- Radio's listenership is strong...time spent with other media is declining.
- Radio can influence new markets and new prospects.
- Radio is king for establishing top-of-mind-awareness.
- Radio's unique formats allow you to target your best prospects.
- Only radio can reach on-the-go consumers.
- Only radio reaches prospects closest to the point of purchase.
- Only radio can provide unique specialized on-air promotions.
- Other media can play a complimentary role to radio's effectiveness.
- Only radio can provide powerful and profitable remote broadcasts.
- Only radio can cost-effectively knock through the sea of media bombardment.

