



STATION OVERVIEW

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

Station: KJMD FM, Hawaii's Hot Hits, "Da Jam"

Frequency: 98.3 FM

Format: Rhythmic CHR/ Island / Reggae

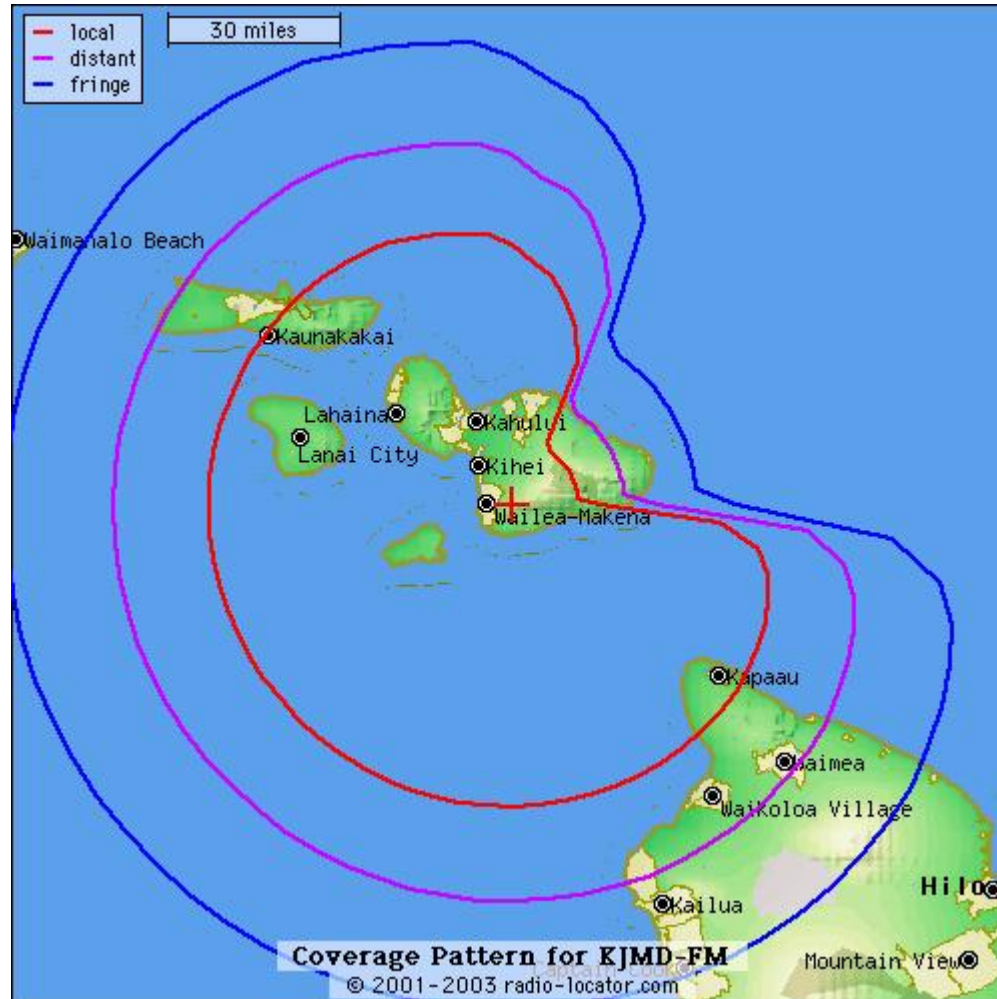
Target Audience: Adults 18 - 34

Primary Listening Area: Maui, Molokai, Lanai, Oahu, Kona

- Hawaii's Hot Hit Station is a consistent favorite for new music of Adults 18- 49.
- If you're looking to reach young adults, Da Jam is the perfect station for you.
- KJMD listeners are active and on the go.
- The upbeat tempo of Da Jam has listeners tuning in all day to make sure your advertising message is heard.
- Feature artists include 50 Cent, Ashanti, Alicia Keys, Usher, Ekolu, Native Blend, Lil' Flip, Chingy, Beyonce, Lil' Rob, J-Lo, Petey Pablo, Nelly, Nuff Sed, and Kanye West.

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.

