



STATION OVERVIEW

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

Station: KMVI AM, “Maui’s ESPN Radio Station”

Setting: 550 AM

Format: ESPN, Local Sports

Audience Primary: Men 25+

Secondary: Men 18+

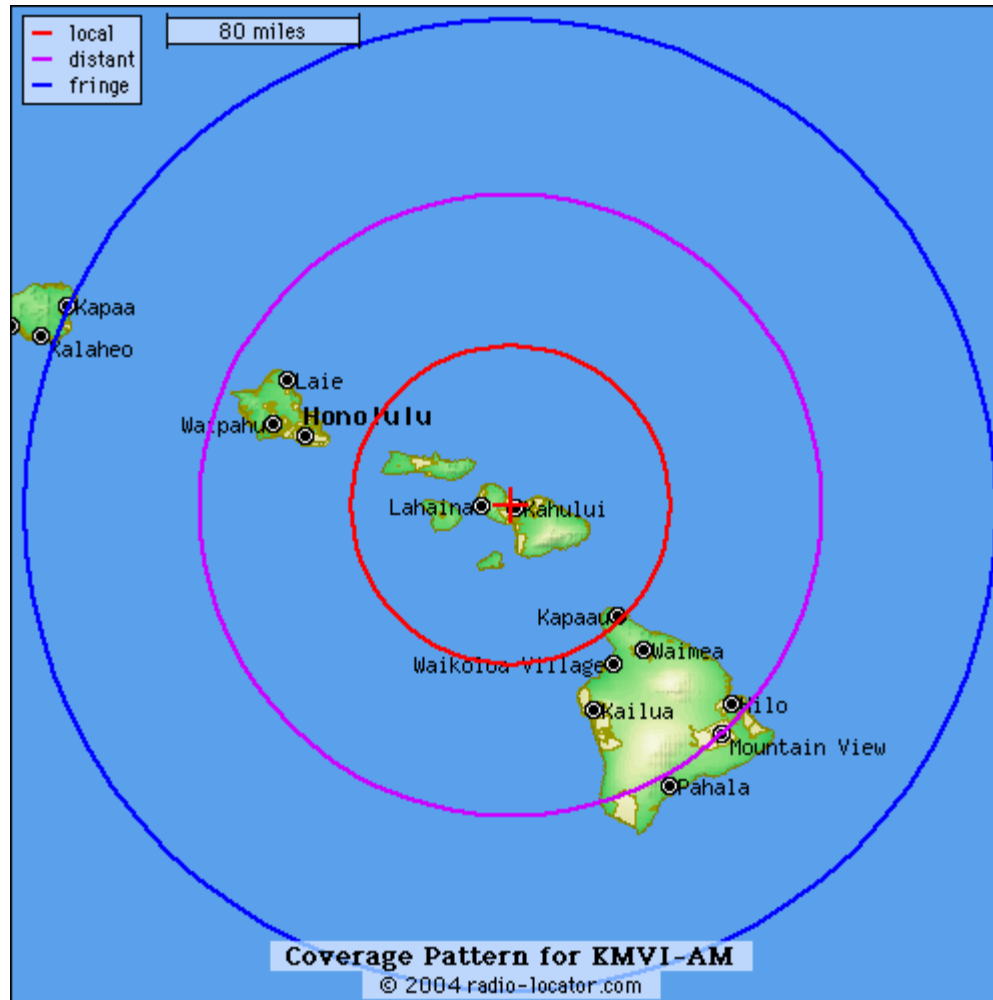
Program Director: Fred Guzman

- Maui’s ESPN Sports Station, KMVI-AM 550 is an all sports station featuring MIL High School sports, ESPN Talk Shows, and Hawaii’s favorite NFL team, the Oakland Raiders.
- Along with football ESPN also has a live, locally hosted Sports Talk show, covers major league Baseball the Maui Invitational Basketball Tournament, and the prestigious Mercedes Golf Championship in Kapalua.
- AM 550 is a consistent favorite of Men 25-64. Loyal listeners are into sports and very dedicated to the station. AM 550 is where to go for all your sports information, nationally and locally.
- If you’re looking to reach Men 25-64, AM 550 is the perfect station for you. AM 550 listeners love sports and listen all day, making make sure your advertising message is heard.
- Our programming lineup includes Tony Kornheiser (5am – 8am), Dan Patrick (8am-11am), and Fred Guzman, Rodney Yap, Rob Collias, Da SOurce (11am – 2pm). Plus ESPN talk shows, local talk show (Sportsphone 55) and Live High School Coverage.



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.

