



# STATION OVERVIEW

808.877-5566 ■ 311 Ano St., Kahului, HI 96732 ■ [www.MauiRadioAdvertising.com](http://www.MauiRadioAdvertising.com)

**Station:** KJKS FM, “KISS 99.9 FM”

**Frequency:** 99.9 FM

**Format:** Adult Contemporary Active

**Target Audience:** Females 25-49

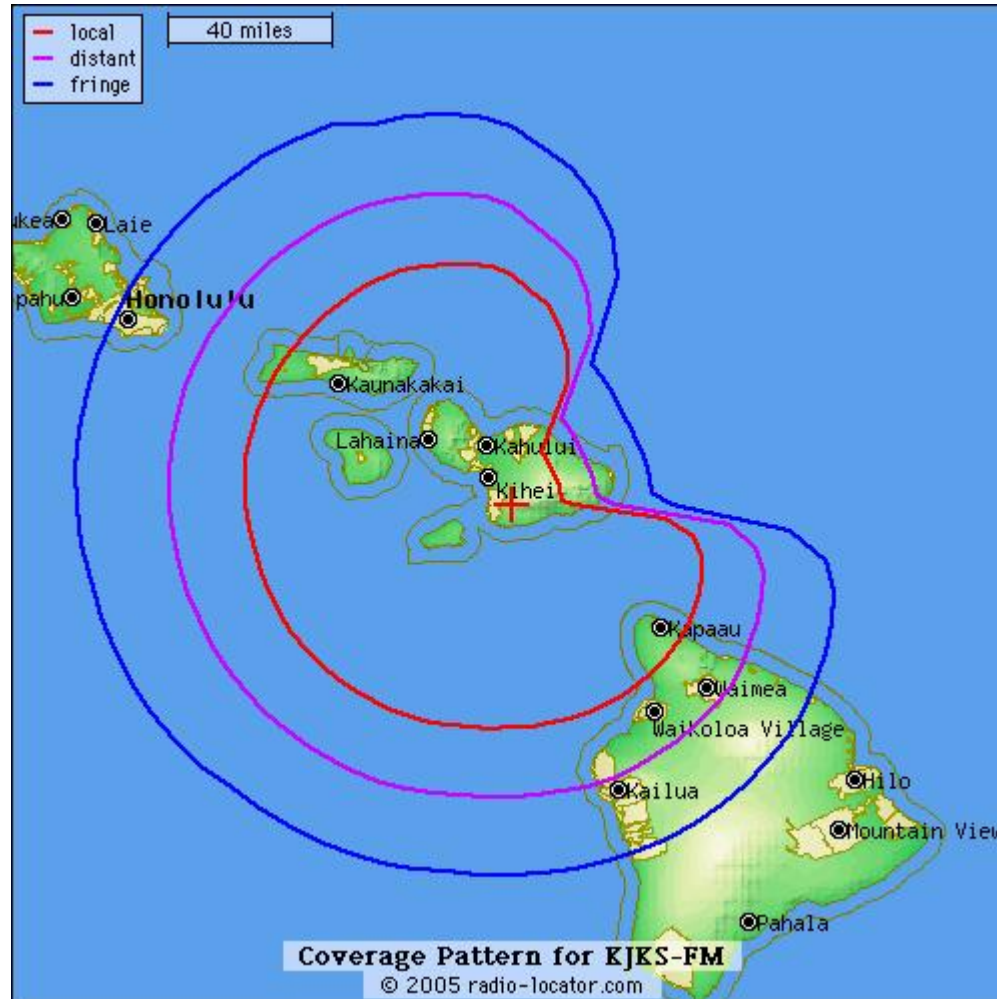
**Primary Listening Area:** Maui, Molokai, Lanai

- Maui’s #1 Hit Music station is a consistent favorite of Women 25-49. Secondary audience includes Adults 25-54.
- Play list includes Sting, Matchbox Twenty, Los Lonely Boys, Sheryl Crow, Third Eye Blind, Maroon 5, Sting, Michele Branch, 3 Doors Down, Ryan Cabrera, Kelly Clarkson, Goo Goo Dolls, Train, Avril Lavigne, Pink, and Hoobastank.
- If you’re looking to reach Women and Adults, KISS 99.9FM is the perfect station for you.
- KISS 99.9’s female listeners are active and on the go. The upbeat tempo of KISS FM has listeners tuning in all day to make sure your advertising message is heard.
- Programming lineup includes 6-10a The Dan and Charly Show, 10a-3p with Becky Davis, 3-7p with Max Palmer and 7p with Kelly Galvez. Plus, Local News, Totally 80’s hour, Employers Hotline, Sponsored Hours, and our Home Improvement Program.



# 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.