



MAUI'S BEST MIX OF THE 80'S, 90'S, AND TODAY

# STATION OVERVIEW

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

**Station:** KJKS FM, “Maui’s Best Mix of the 80’s, 90’s and Today”

**Setting:** 99.9 FM

**Format:** Adult Contemporary

**Audience Primary:** Females– 25-49

**Secondary:** 39-54

**Program Director:** Trance

- 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 Jonathon Steele (5a-10a), Dan Rivers (10a-3p), Brock Turner (3p-7p), Mike Stone (7p-Mid), and Monty Eich (Mid-5am). Plus, Local News, Totally 80’s hour, Employers Hotline, Sponsored Hours, and our Home Improvement Program.

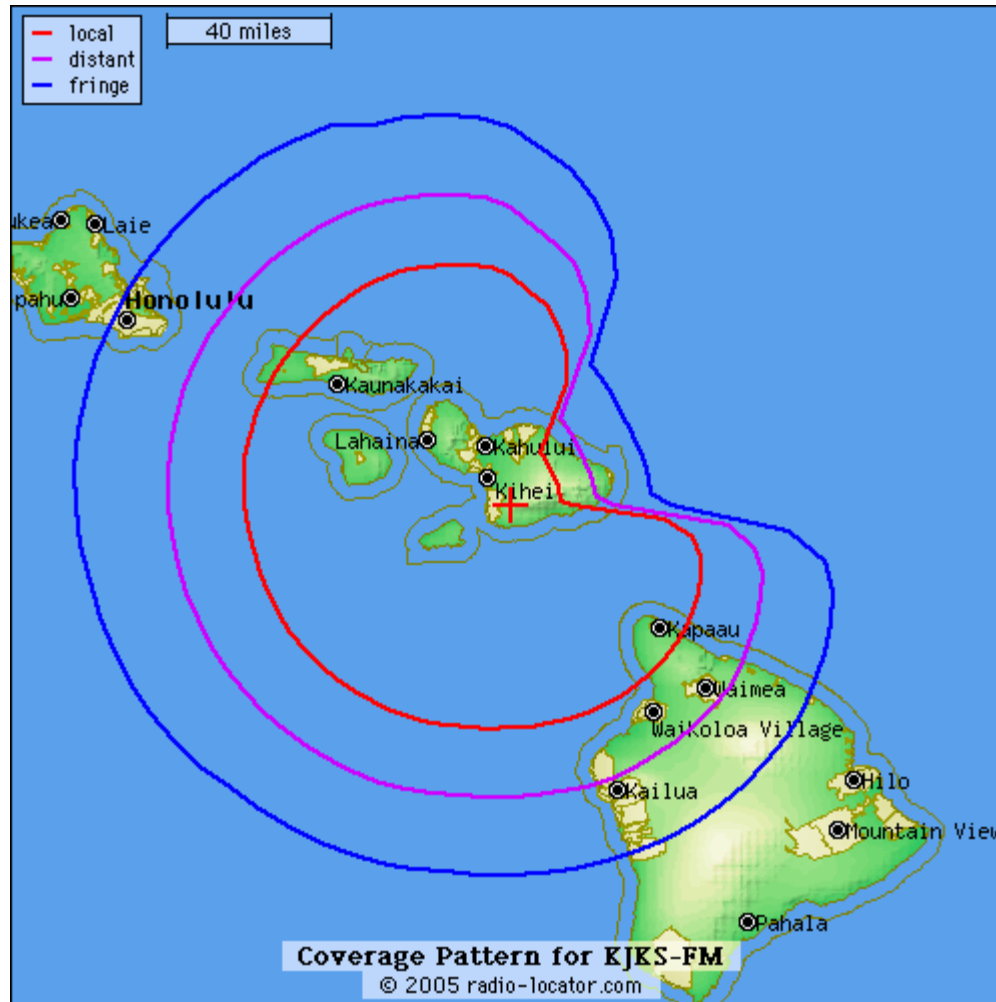




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# COVERAGE AREA

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# WHY ADVERTISE?

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

- 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.





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# 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.

