



STATION OVERVIEW

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

Station: KPOA FM “Island Sound World Wide”

Frequency: 93.5 FM

Format: Traditional Hawaiian/ Island Sounds

Target Audience: Adults 25-54

Primary Listening Area: Maui, Molokai, Lanai, Oahu, Big Island

- The unquestioned leader of radio on Maui is KPOA – Island Sounds, Island Wide.
- This powerhouse occupies a dominant position, from persons 12+ all the way up to adults 25-64.
- Family oriented and full of fun, KPOA includes Maui’s own Morning Goddess, Alaka’I Paleka, who is a Maui favorite herself.
- Traditional Hawaiian Music, contests, and sponsorship of a multitude of events, KPOA has been a Maui favorite for years.
- If you’re looking to reach Adults, 25-54, KPOA is the perfect station for you. The upbeat pace along with current community events has listeners tuning in all day to make sure your advertising message is heard.



PROGRAMMING

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Programming Lineup:

Alaka'i "The Morning Goddess" | Weekdays 6:00am - 10:00am

Damien Awai | Weekdays 10:00am - 3:00pm

Sista Val | Weekdays 3:00pm - 7:00pm

Braddah Poki | Weekends 6:00am - 10:00am

Music:

Justin

Willie K

Sistah Robi

Ka'au Crater Boys

Iz

Sudden Rush

Pati

Kapono

Kapena

Kalapana

Ekolu

Amy Gilliom

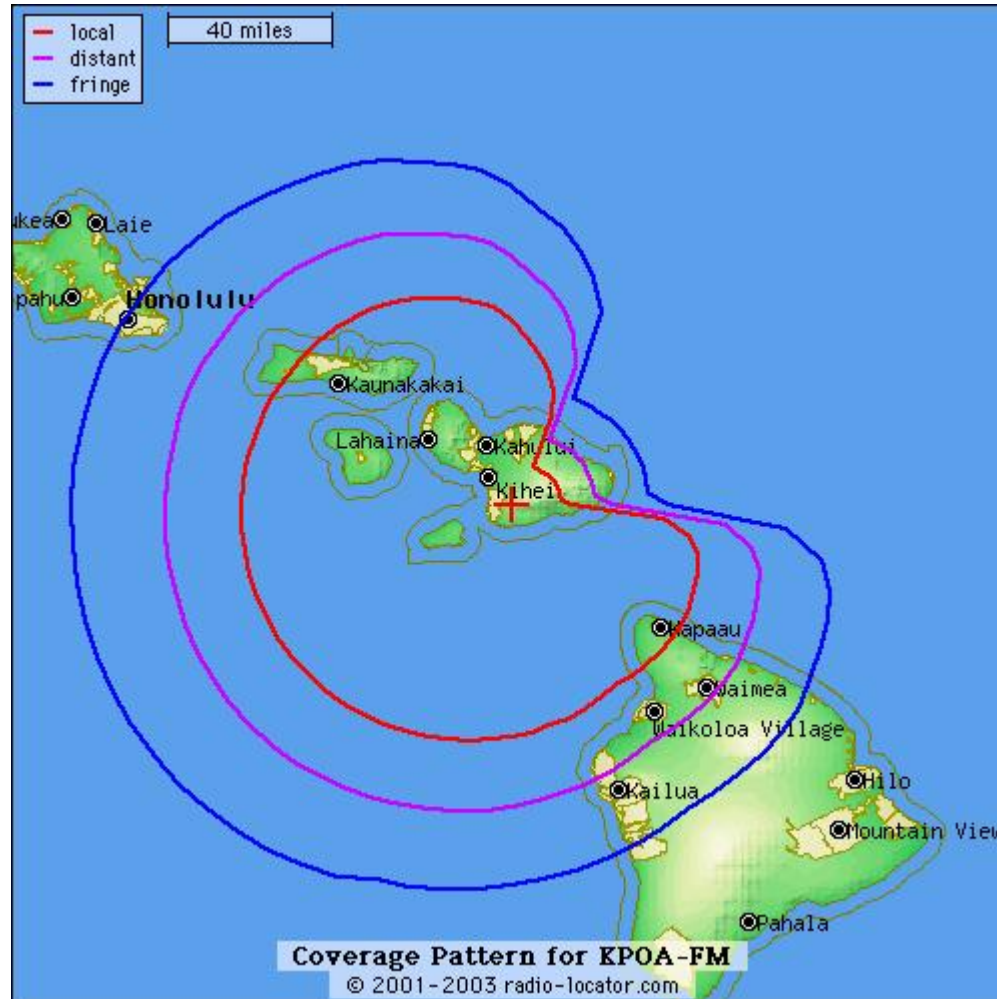


PACIFIC
RADIO
GROUP



COVERAGE AREA: KPOA

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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.

