



# STATION OVERVIEW

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

**Station:** KLHI FM, “Where Maui Rocks”

**Setting:** 92.5 FM

**Format:** Modern Rock

**Audience Primary** – Men 18-49

**Secondary** – Adults 18-34

**Program Director:** Jojo

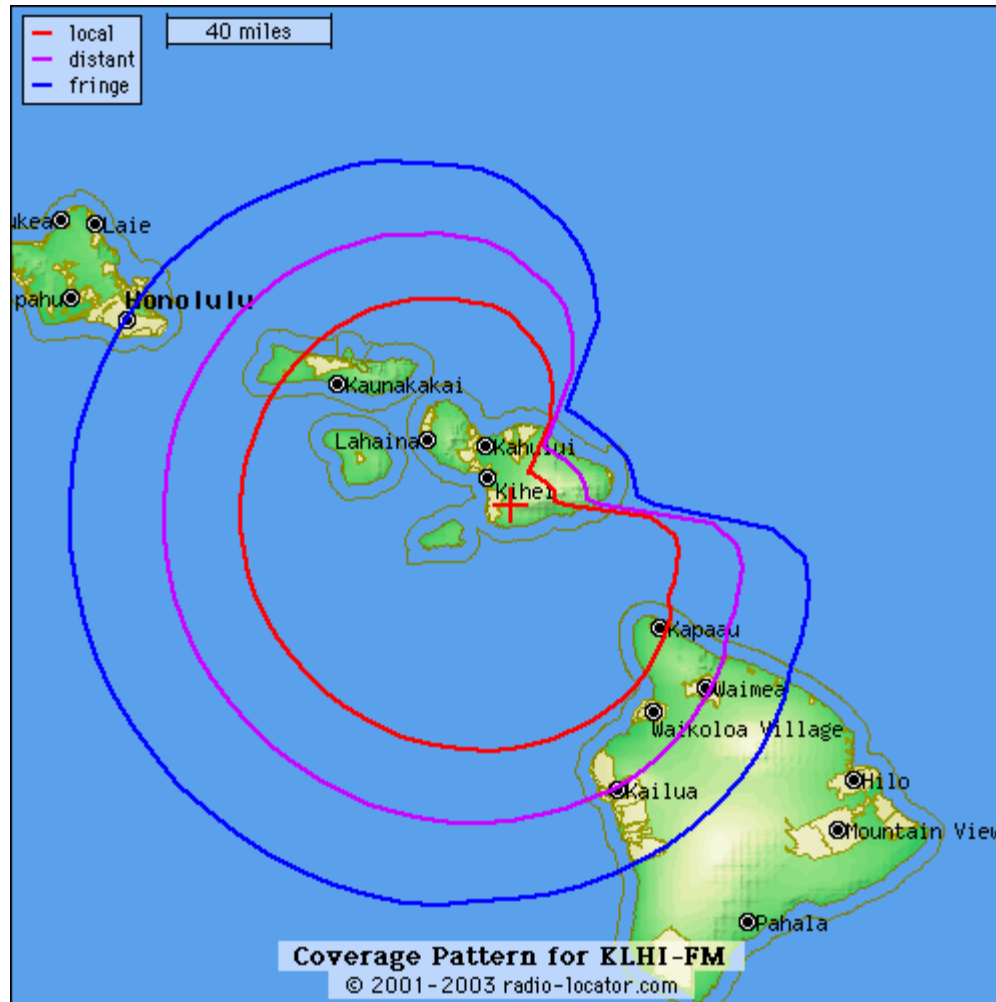
- Maui’s New Rock is a consistent favorite of Men 18-49 and Adults 18-34.
- High energy, for the active adult, X92.5’s music has been a Modern Rock favorite for years. If you’re looking to reach Active Adults, X92.5 is the perfect station for you.
- The New Music of X92.5 has listeners tuning in all day to make sure your advertising message is heard.
- Programming lineup includes Mr. Chris (4am-9am), Polychronopolis (9am-2pm), Amber Kuhl (2pm-3pm), JoJo (3pm-7pm) Patrick (7pm-Midnight), Monty Eich (Midnight – 4am). Plus, Surf Reports, New Music Matinee, Entertainment News, Music News, Triple X Fantasy, CD Centerstage, Out of the Box, and Employers Hotline.
- Featured artists: Pearl Jam, Red Hot Chili Peppers, Nine Inch Nails, 311, Limp Bizkit & Bush.





# 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.

