



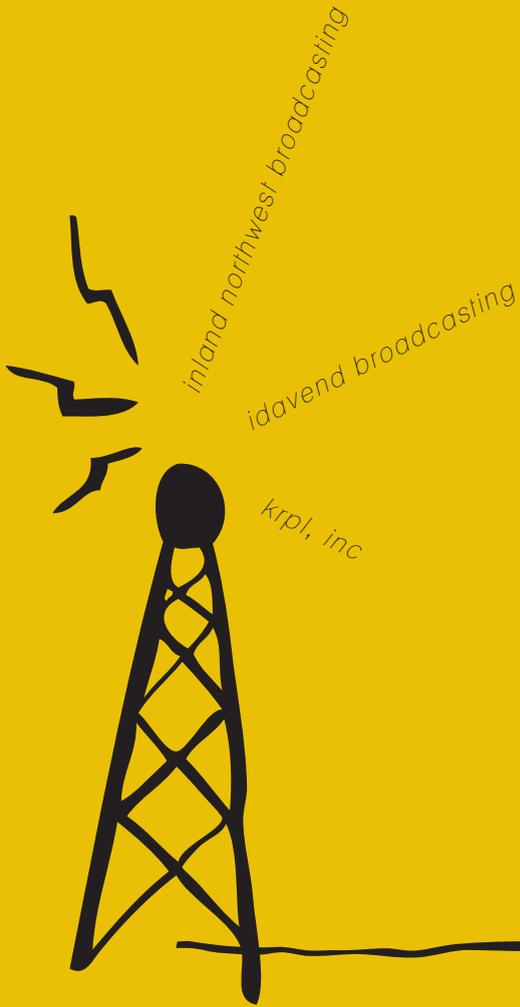
M E D I A K I T

*INLAND NORTHWEST BROADCASTING
IDAVEND BROADCASTING
KRPL, INC*



MEDIA KIT

*inland northwest broadcasting
idavend broadcasting
krpl, inc*



PLAYLIST

1. KZFN-FM, Moscow, ID
2. KZZL-FM, Pullman, WA
3. KRAO-FM, Colfax, WA
4. KMAX-AM, Colfax, WA
5. KCLX-AM, Colfax, WA
6. KRPL-AM, Moscow, ID
7. KMOK-FM, Lewiston, ID
8. KVTY-FM, Lewiston, ID
9. KRLC-AM, Lewiston, ID
10. Radio Services
11. Inland Northwest Sports
Production
Inland Northwest News
12. Community Partnership Grants
Listen & Save
13. Research and Development Department
Promotions Department
14. Enclosure



INTRODUCTION

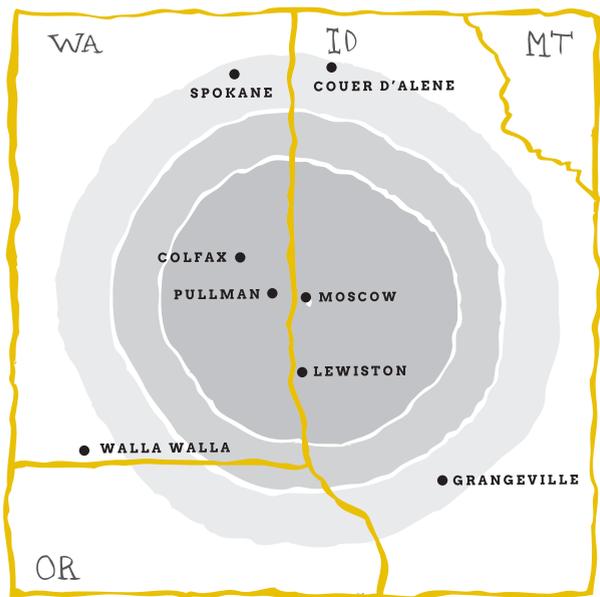
Each of our nine stations has unique access to state of the art Production facilities, a Promotions Department, a Research and Development division and a graphic design division. Our Sales and Programming departments constantly engage in continuing education to advance our skills in all aspects of the information industry. We strive to always improve upon our ability to deliver results to our advertisers.

Each station has a distinct personality appealing to the multiple listener demographics within our region. All of our stations are different and are as diverse as the two media markets we serve.

OUR MEDIA MARKET

Three of our stations are licensed in Lewiston, Idaho, right across the river from Clarkston, Washington. The Lewis-Clark Valley is a thriving industrial community as well as host to Lewis-Clark State College. The culture is primarily working class individuals with conservative ideologies.

Six of our stations are located on the rolling hills of the Palouse in Idaho and Washington. Three are licensed in Moscow and Pullman where the University of Idaho and Washington State University are the focal point of the community. These cities are home to more liberal students, professors and small business owners. Our remaining three stations are licensed in Colfax, Washington, which is agricultural and conservative in nature, much like the other small towns outside of Moscow/Pullman.



KZFN-FM, MOSCOW, ID

ZFun 106 is the only Top 40 station on the Palouse. The fast-paced, energetic format appeals to Millennials through Gen-Xers. You will often see students on campus at WSU and UI bobbing their heads and tapping their feet to a cutting edge and always changing playlist.



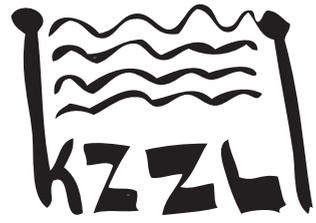
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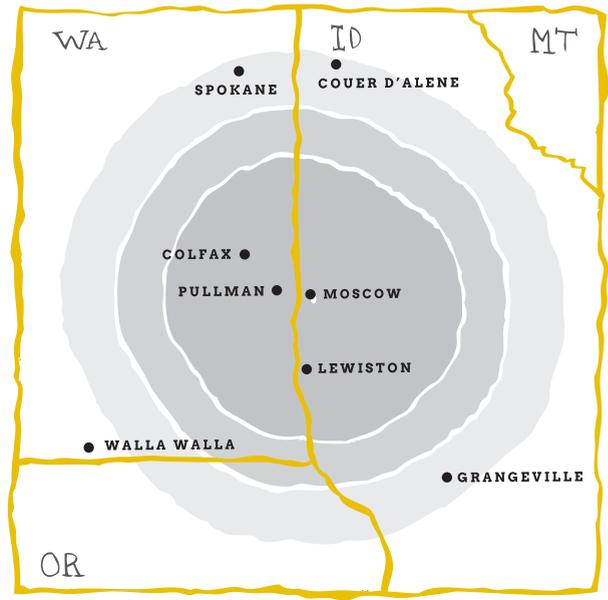
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KZZL-FM, PULLMAN, WA

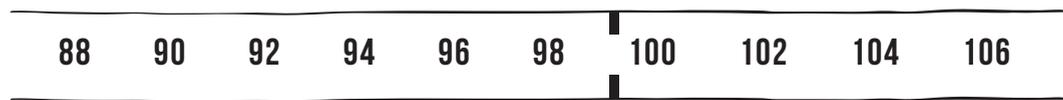
Millennials, Gen-Xers and young Baby Boomers listen to Bull Country 99.5 for the latest country music hits and a few recent favorites. A family friendly station, Bull Country is also incredibly popular with neighboring farm communities as well as college campuses.



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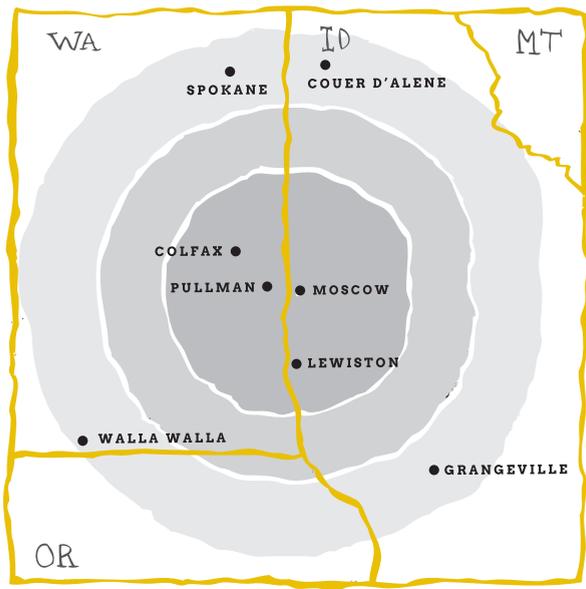
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KRAO-FM, COLFAX, WA

myRadio 102.5 appeals to mid-20 Millenials, Gen-Xers and Boomers with discerning taste. The station plays a mix of top 40 and adult contemporary. Whether at work, at home, or in the car, myRadio is a number one choice among all ages to sing along to their favorite songs.



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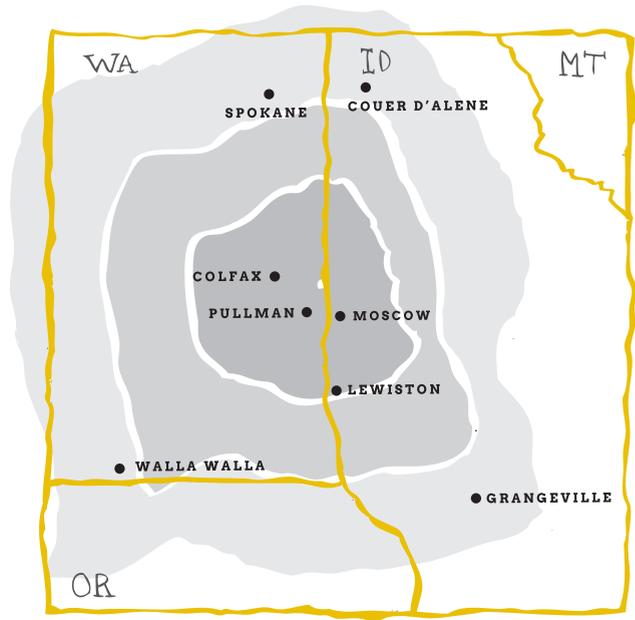
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KMAX-AM, COLFAX, WA

AM 840 The Max broadcasts local, regional and national news and sports, as well as nationally syndicated talk programs, including: Sean Hannity, Glenn Beck, Lars Larson and Mike Huckabee, appealing to everyone from more mature Millennials and Gen-Xers to Boomers and beyond. Avid followers frequently call to voice their opinions during national and local broadcasts, highlighted by "Max Matters," a twice-per-week and locally hosted live-talk show.



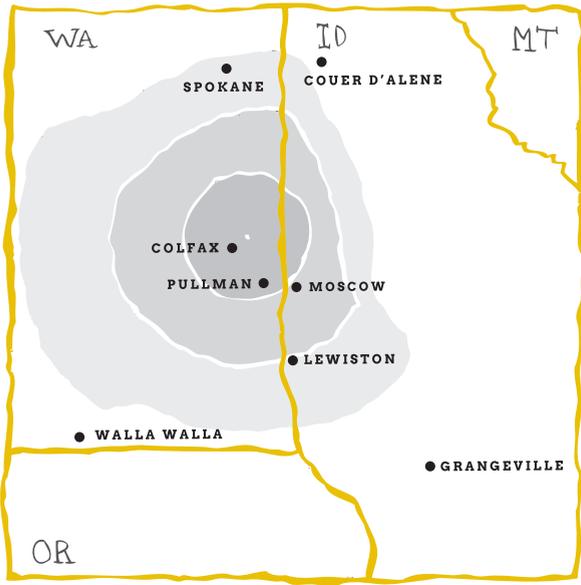
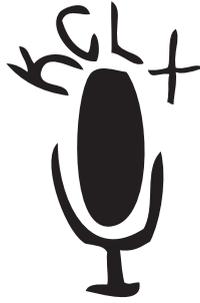
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KCLX-AM, COLFAX, WA

Palouse Country 1450 plays classic country favorites from the genre's golden era. All ages are still listening to AM, including Palouse country fans, ranging in age from Gen-Xers and Baby Boomers to the G.I. Generation. They are loyal to the station and their community and are devoted to tuning in to hear the music they grew up with.



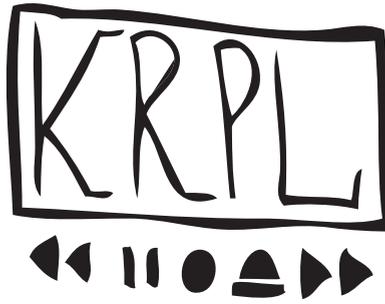
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KRPL-AM, MOSCOW, ID

The Palouse's ESPN features nationally syndicated sports talk favorites, such as Colin Cowherd, Scott Van Pelt, and Doug Gotlieb. Mid-20 Millennials and Gen-Xers tune in for national sports coverage from the leading sports radio network. In addition to national news and discussions, listeners enjoy local and regional sports updates every hour.

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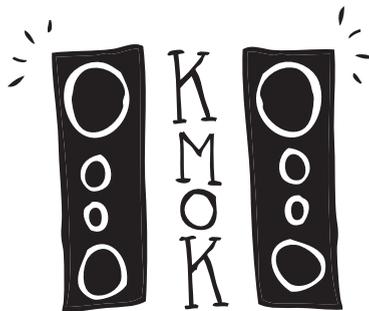
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KMOK-FM, LEWISTON, ID

Country lovers listen to the Valley's Number One Country Station, The Outlaw 106.9 for the latest in country music and recent hits from Top 40 country charts. Millennials, Gen-Xers and Baby Boomers love to hear the newest names and classics out of Nashville and Memphis.

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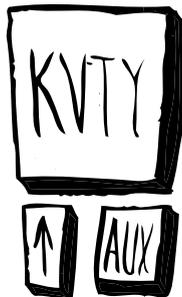
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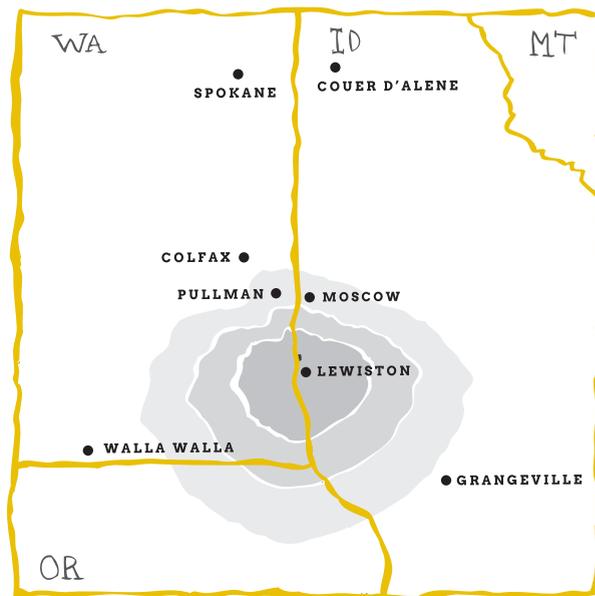
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KVTY-FM, LEWISTON, ID

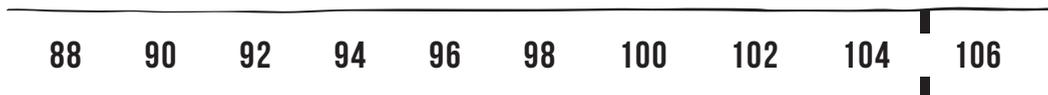
Y-105 plays an eclectic blend of Top 40 and Adult Contemporary music, a favored format among the X and Y Generations of the Lewis-Clark Valley. Loved by both the young and young at heart, Y-105 is a staple, whether they are at home, at work, in the car, on the boat, or on campus at Lewis-Clark State College.



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KRLC-AM, LEWISTON, ID

Hometown Radio 1350 is the most popular classic country station with Gen-Xers, Baby Boomers, and the G.I. Generation. Known for more than 75 years simply as KRLC, the station features classic country music shows, western music and cowboy poetry, call-in opinion programs, and a weekly live-on-air auction. The station embodies the same community, family and patriotic values of the listeners it serves.

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RADIO SERVICES

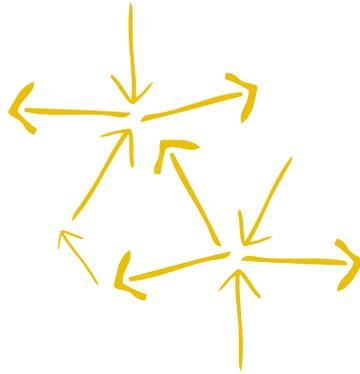
WE'RE HERE FOR YOU

Our local sales departments are driven by two core values: creating success and earning the trust of our clients. Our marketing consultants work one-on-one with individual clients to learn everything about their business in order to take advantage of any and all available marketing opportunities. Our team is here for you to facilitate promotions, cause marketing, and more.

LOCAL SPORTS

INLAND NORTHWEST SPORTS

Inland Northwest Sports is the source for broadcasts of Washington State University Cougar and University of Idaho Vandal football and basketball, Seattle Mariners and Seattle Seahawks, Moscow Bears and Colfax Bulldog games. On-air and online coverage includes play-by-play, national sports news, regional and local high school updates, as well as a Student Athlete of the Week feature. INS also streams local youth, adult and high school sports games online at ListenToTheGame.com.



PRODUCTION

Our family of radio stations houses the region's most advanced production facilities for creating commercials, promotional sound clips and special audio and video projects. Each member of our production team has a degree in Broadcast and Digital Media, which enables them to manage internal production with unmatched attention to quality and detail. Advanced training in copywriting, sound design, imaging and commercial production allows us to maintain the integrity of the personality of each station and its content, programming style and more importantly, sets the highest standard for every commercial for our nine stations.

BIG NEWS

INLAND NORTHWEST NEWS

Inland Northwest News keeps the region of the Palouse and the Lewis-Clark Valley up-to-date with breaking news stories, national and regional reports and in-depth local news coverage. With a full-time news team, accurate and timely releases are the standard of the department; ensuring listeners are informed about the issues that matter most to them.

YOU
+
US

COMMUNITY PARTNERSHIP GRANTS

Through an application and bi-monthly selection process, each of the nine stations award Community Partnership Grants in the form of customized advertising schedules to local non-profit organizations, government agencies and area schools for the promotion of community events. Grants are awarded to at least three non-profit organizations, totaling up to \$18,000 per month. Recipients work one-on-one as a client with marketing consultants and advertising schedules are given to the organization.



LISTEN AND SAVE

Listeners across the Palouse and in the Lewis-Clark Valley are driven to the incredible deals at ListenandSave.com. This service allows 24/7 access to either Bid On or Buy Now a wide selection of products and services provided by local businesses, often at up to 60 percent off every-day retail prices. Items, gift certificates and vouchers are acquired directly from advertisers through cash and trade agreements. Listen and Save affords organizations representing a vast array of industries the opportunity to have an advertising presence on-air and online, while simultaneously rewarding listeners for their patronage and loyalty.



RESEARCH AND DEVELOPMENT

Research and Development is a unique division of our company, which focuses on generating revenue through non-traditional means:

Cause-marketing offers local businesses the opportunity to partner with non-profits for advertising. This mutually beneficial relationship helps the business develop a positive public image while giving the non-profit the valuable marketing power that would otherwise be unavailable to them.

University Relations builds and maintains relationships with the three universities in our two media markets. By offering assistance through radio advertising, a

presence at events, internships and hands-on classroom experiences, a knowledge base for broadcasting is passed on to the next generation and affords our stations a unique opportunity to work closely with a large, important demographic that forms the economic base of the region.

Radio Recruitment offers employers an effective avenue to recruit candidates for position openings. Job announcements on the radio allow employers to reach more diverse and more employable demographics, improving the effectiveness of hiring campaigns. Radio Recruitment is an invaluable opportunity to connect to the community.



PROMOTIONS DEPARTMENT

Promotions and Marketing develops strategies for enhancing advertising schedules, allowing both our clients and our stations to increase their public visibility and community presence. Specialties of the department range from the creation of community events to preparation to the execution of on-air giveaways. Integration with service activities and cause-related marketing also enables the department to help steer local non-profits toward success with advertising.



ENCLOSURE

We invite you to watch the enclosed DVD of success stories from some of our loyal and successful advertisers. We appreciate your desire to do business with our family of radio stations and we look forward to working with you to maximize your advertising potential.

RADIO

