

KX 96

New Country **FM** HD 1

2024 MEDIA KIT

FOR MORE INFORMATION CALL 905.571.0949



CJKX-FM

Who We Are

**KX96 continues to be the Number One Station
in the Oshawa CMA and in all of Durham Region!**

(Share, All persons 12+)

KX96 broadcasts from a tower in Whitby at **95.9** that serves Durham and eastern Toronto as well as from a supplementary transmitter tower in **downtown Toronto at 95.9**. Additionally, a tower in Sunderland at **89.9** pushes the signal well into cottage country in south-central Ontario.

Now in its **26th** year of broadcasting, KX96 reaches thousands of consumers who are extremely loyal to country music, KX96 and the advertisers who support the format!

These listeners are well educated – over two thirds have post-secondary education. About 27.5% are managers, executives or professionals. And they have money - 45% of listeners live in households of \$100,000 plus incomes!*

The station's strategy has always been to provide local news, weather, traffic and local community information. Add to that hot new country music, engaging on-air personalities and you've got one of the best vehicles in Durham Region to grow local business!

Features on KX96 include news sponsorships, weather and traffic tags as well as the highly successful live on location remote broadcasts.



Visit the station's website at www.kx96.fm. New media opportunities are available on line... email blasts, streaming pre-rolls and banner ads.

*Source: Numeris (Formerly BBM Canada) Fall 2019



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Here's what some KX96 Advertisers are saying...

We've been advertising on KX, fourteen, fifteen years easy. On a regular basis, we hear that we're here because we heard you on the radio. Unlike a lot of advertisers, we continue to advertise all year long because we know the importance of keeping my name and our business as a constant reminder. When something does come up, we're there, you've heard us, we're there on a constant basis, we see the clients walk through the door.

--- Joe Sanders, Jewellery By Sanders

I'm amazed at how many people come up to me during the week that have heard my commercial on the radio. It's incredible. I was a bit of a skeptic when I started or considered radio advertising. I'm not anymore!

--- Dan Plowman, The Dan Plowman Team

I started using radio on a regular basis about three years ago. I got a lot of positive response from customers and staff. This is definitely one of the most consistent in my marketing plan. It helps us deliver a really strong brand message. I find that's probably the biggest advantage for radio.

--- Natalie Sims, Durham Medical

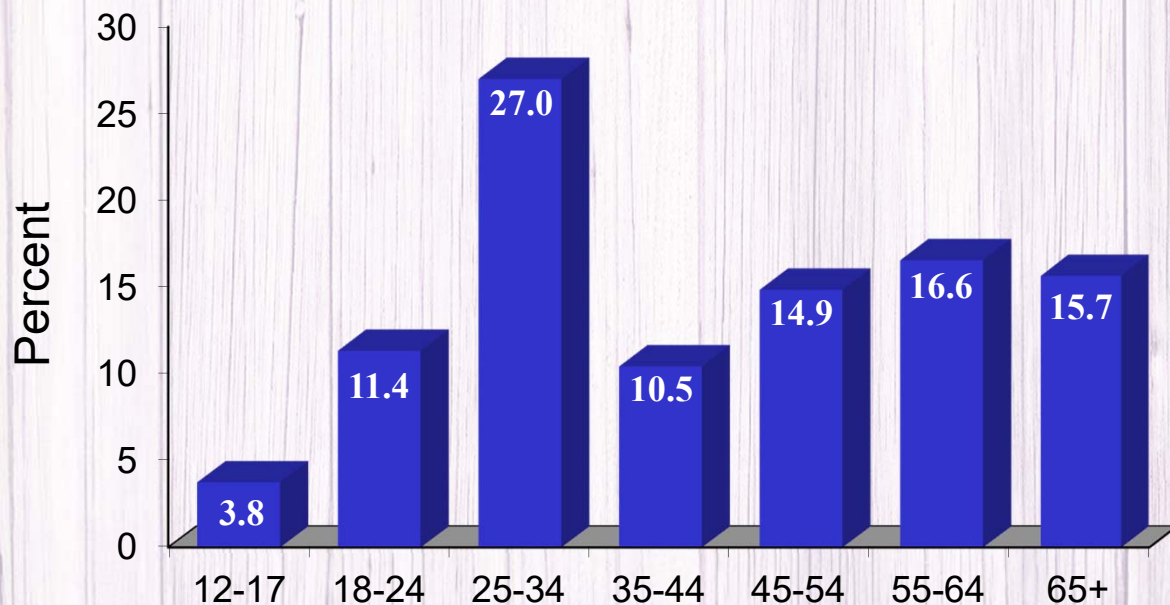
People are constantly coming in to our place of business and saying, I heard you on the radio, I heard you on the radio. We get them from all over Durham. I consider radio to be a very important part of our marketing, advertising strategy.

--- Ron Hooper, Hooper's Jewellers

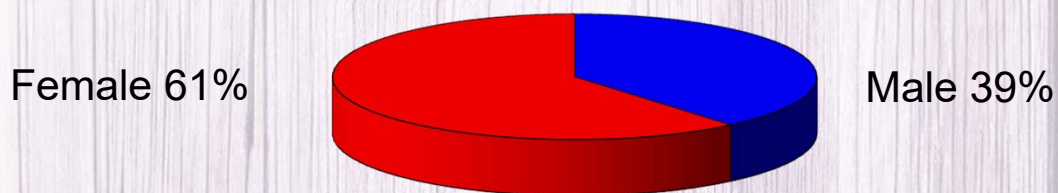
Audience Profile

184,800 listeners tune in weekly!

Age



Gender



KX 96

New Country FM

Coverage Map

CJKX-FM

Dial Positions: 95.9 FM & 89.9 FM





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Weekday News Sponsorship

People rely on radio all day long for their news. The Durham Radio News team delivers more current, up-to-date local news than any other Durham news source.

Sponsorship of KX96 News, Monday to Friday, offers a credible, prestigious environment to enhance your business image. Your message is presented as the exclusive sponsor.

Sponsorship includes:

- 1 opening name credit daily
- 1 x :30 second commercial daily in the newscast

Commercials rotate throughout 11 newscasts daily outlined as follows:

6:00 a.m. – 8:30 a.m. (on the half hour)
12:00 noon
3:00 p.m. – 6:00 p.m. (top of the hour)

Call us for a quote today!



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Weekday Weather Sponsorship

Everyone loves to talk about the weather! KX96 covers the weather in Durham and the surrounding areas where the weather can vary from that of neighboring Toronto.

Local residents want local weather and KX96 delivers!
Sponsored weekday weather reports air Monday to Friday from 9:40 a.m. to 5:50 p.m. Your message is presented as the exclusive sponsor.

Sponsorship includes:

- 1 opening name credit
- 1 x :15 second commercial

Call us for a quote today!



CJKX-FM

Traffic Report Sponsorship

Durham commuters want local, up-to-date traffic conditions to get them around and that's what KX96 delivers! This is your opportunity to reach commuters in their cars where commercial recall is 50% greater than in their home or office.

Traffic report tags rotate throughout the entire day, 5:30 a.m. to 7 p.m. Your message is presented as the exclusive sponsor.

Sponsorship includes:

1 opening name credit

1 x :10 second **LIVE** selling message

Call us for a quote today!

3 Hour Remote Package

KX96 will be live on location for 3 hours, providing live 60 second commercials every hour to help promote your big event!

Here's what you get:

- 3 x 60 second live "cut-ins" per hour for a total of 9
- 30 x 30 second commercials during the week of your event
- 5 x 15 second promotional announcements per day for 3 days prior to your event, total of 15
- on-air talent on location for 3 hours
- Exposure on the KX96 website
- Plus lots of prizes and giveaways!

Call for a quote today!

