

**Humboldt County's Variety
from the 80's 90's & NOW**

95.5
The Bay



MEDIA KIT 2012

**KBAE 95.5 FM
428 C Street Suite K
Eureka, CA 95501**

(707)442-9551



TARGET

95.5 The Bay is a "Hot Adult Contemporary" radio station serving Humboldt County and targeting Adults 25-54.



"Hot AC" national audience percentages by age group

Percentage of Male Vs. Female Listeners

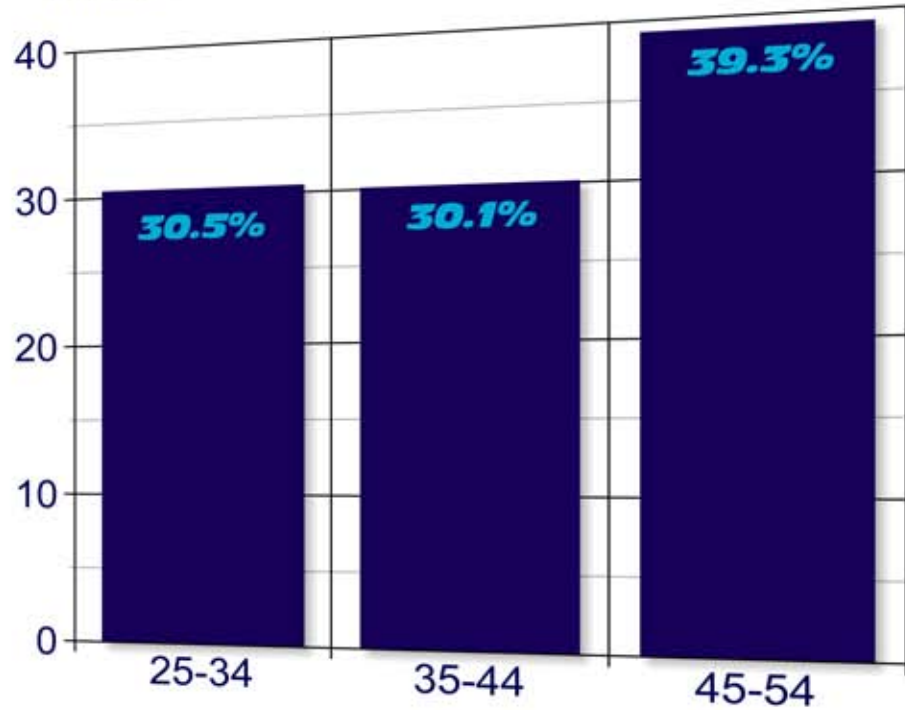


From Arbitron "Radio Today 2010"



TARGET

Humboldt County Population by Age Groups



US Census Bureau

**95.5 The Bay focuses on
35-54 YEAR OLDS!
69.4% of the total
25-54 Population
in Humboldt County**



TARGET

Familiarity

95.5 The Bay plays songs that 35-54 year olds know and like!

Variety

95.5 The Bay doesn't play the same 20 songs over and over!

Workplace Friendly

95.5 The Bay is perfect for any work environment! It's non-offensive, not too hard and not too sleepy! Everyone can agree on it!



MUSIC

80's

Depeche Mode Erasure The Cure
U2 Bon Jovi Guns 'N Roses
Talking Heads Human League

90's

Sarah McLachlan Sheryl Crow
Goo Goo Dolls Dave Matthews
Matchbox 20 No Doubt Alanis

Now

Adele Green Day Coldplay Fray
Maroon 5 Katy Perry Nickelback
3 Doors Down One Republic
Colbie Caillat Kelly Clarkson
Train Lifehouse Jason Mraz
Gavin Degraw Avril Lavigne



Sample Hour

Hot Chelle Rae

Adele

Maroon 5

John Mellancamp

commercials

Train

Alanis Morissette

One Republic

Kelly Clarkson

INXS

Colbie Caillat

commercials

Jason Mraz

The Band Perry

Coldplay

Sheryl Crow

Tonight Tonight

Someone Like You

Sunday Morning

Hurts So Good

Driveby

You Learn

Good Life

Walk Away

Need You Tonight

Brighter Than The Sun

I Won't Give Up

If I Die Young

Speed Of Sound

All I Wanna Do

95.5 The Bay

PERSONALITIES



E.J. Tyler Mornings 6-9am
Mornings and Program Director
23 years of experience
successfully programmed
stations in Santa Rosa
and Bakersfield, CA.



Taylor Barclay 9am-1pm
Humboldt Grown and currently
attending the College of the
Redwoods. He loves music and
writes his own music in his
free time!



Shannon Dickinson 1-6pm
Humboldt Grown and the mother
of 4 great children. She's
outspoken, fun and very
relatable to our target audience
and Moms! She loves coupons!



Melissa Etheridge 6-11pm
You know her and her music.
She's a mom and an activist.
Melissa shares her life
experiences and invites
listeners to share their
lives and stories on
the radio every weeknight!



Programs & Features

The Hollywood Lowdown Report
Weekday Mornings @ 6:15, 7:15 & 8:15
Sponsor :05 billboard

"Turn Back Time" Contest
Weekday Mornings @ 7:30
Sponsor :05 Billboard/Giveaways

The "Top 5 at 5" Countdown
Weekday Afternoons @ 5
Sponsor :05 Billboard

The Melissa Etheridge Radio Show
Weekday Evenings 6 to 11pm
Sponsor :05 Billboard every hour

The Bay "Workday Bribe"
Weekdays 9am to 5pm
Recorded Promos & Live Jock Liners
Sponsor Mention & Giveaways

Live Reads OR Live Remote Broadcasts
Mornings, Middays & Afternoons

95.5 The Bay

STREAMING

**On Smartphones
via Shoutcast App**

**Wherever our listeners
take their phones they
can listen on Android
and I Phones.**



**Online via
thebay955.com**

**Our listeners can
listen on their
computer at work
or on their laptop on
the other side of
the planet!**



SOCIAL NETWORKING

**We offer exclusive
information and
news to our listeners
that "like" our fanpage
on Facebook!**



95.5 The Bay

COVERAGE

