



ALLHITS 95.5[®]

Real Variety, Less Talk, Every Song A Hit



KZCC – 95.5 FM

Format: Adult Hits – Hot A/C (Adult Contemporary)

MEDIA KIT

2010 Profile

John Ford & “The Breakfast Club”
Weekday Mornings, 6a-10a

www.AllHits955.com

ALLHITS 95.5[®]

Real Variety, Less Talk, Every Song A Hit

Demographic Profile

- **Age/Gender:** ALLHITS 95.5 super serves the North Coast & Humboldt County targeting Adults 18-49 and Adults 25-54 skewing toward the female audience.
- **Education:** ALLHITS 95.5 targets listeners who have attended or are attending either a college or university.
- **Income:** ALLHITS 95.5's targets an audience with an above average annual household income (\$45,000 +).
- **Family:** ALLHITS 95.5 targets households with at least 3 people.
- **Occupation:** ALLHITS 95.5 targets individuals who are employed full-time in a variety of occupations including owners, managers, professionals, clerical, trade, skilled sales, college students and technical.

Lifestyle Profile

- **Home:** ALLHITS 95.5 targets both home-owners and renters alike therefore home improvement and home decorating also play in the mix.
- **Spending:** ALLHITS 95.5 targets listeners with disposable income or residual dollars following monthly bills for home décor, appliances, electronics, fashion, computers, sporting goods, new vehicles, recreational items and entertainment.
- **Investments:** ALLHITS 95.5 targets those who are well invested financially via mutual funds, stock/bonds, retirement programs, savings accounts, etc.
- **Activities:** ALLHITS 95.5 attracts listeners who are very active participating in aerobics, fishing, boating, biking, golfing, hiking and camping. These people rent DVDs, dine out regularly at both sit down and fast food restaurants, go out to movies as well as attend local and regional based sporting events.

ALLHITS 95.5®

Real Variety, Less Talk, Every Song A Hit



Why Radio?

- Americans are big fans of Radio! Despite increasing demands on our time as well as the ever-expanding media choices, an impressive 93% of all Americans age 12 and older tune-in to Radio for information, entertainment or discussion over the course of each and every week!

The ALL HIT makers heard on **ALLHITS 95.5** ...

Real Variety, Less Talk, Every Song A Hit

Nickelback & Rihanna

Taylor Swift & Train

Rob Thomas & The Cure

Kesha & John Mayer

Katy Perry & Pink

Mariah Carey & Lady Gaga

The Fray & Daughtry

The Black Eyed Peas & Pearl Jam

Fleetwood Mac & Shaggy

Kelly Clarkson & R.E.M.



ALLHITS 95.5[®]

Real Variety, Less Talk, Every Song A Hit

John Ford
& The Breakfast Club



Reggae Friday Nights
Friday, 9p-12m

Stairway To Heaven
Sun-Thurs, 10p-2a

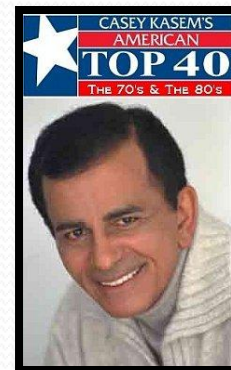


Back In The Day
Saturday, 8p-2a

American Top 40

The 80's Saturday, 8a-12n

The 70's Sunday, 9a-12n



Weekday Mornings, 6a-10a

www.AllHits955.com



ALLHITS 95.5

Real Variety, Less Talk, Every Song A Hit



HOME CONTESTS ON AIR DOUBLE DEALS CONTACT US EVENTS



95.5 All Hits Music

Great music

24 HR SERVICE

HUMBOLDT TOWING

James Brown, U2 and every other musician that had a ...

[Read More >>](#)



Town
153rd Street - Eureka
(707) 443-8893



442-4537
Monday - Friday 8a-5p
By Appointment
Quality Service at a Fair Price
A Full Service Shop



UNITY OF THE REDWOODS

Isn't It Time For Unity?
1619 CALIFORNIA ST., EUREKA & WWW.UNITYOFTHEREDWOODS.ORG



Opie's
Chevrolet
Buick

ALLHITS 95.5

WHO IS ON AIR?



Auto Body Express
497 I Street (707) 822-0803
Arcata, CA

★ Breakfast Club



John Ford and "The Breakfast Club"

Tune in every weekday morning for the all hits morning show. Good stuff! Fine times! Great music! Check out our...

[Read More >>](#)

Web Cam



EVENTS & PHOTOS



North Coast Today News

sponsored by



★ All Hits Deals



From "Double Deals" to "Dining Deals, 95.5 all hits has some of the best online deals that you...

[Read More >>](#)

Banners

Tiles

Contests

Crawls

Half-Off

Humboldt

Sponsorships

etc.



ALLHITS 95.5[®]

Real Variety, Less Talk, Every Song A Hit

ALLHITS 95.5 Coverage Map serving Humboldt County, CA
Real Variety, Less Talk, Every Song A Hit

