



Jonesboro



Radio Group[®]

On Air. On Line. On Site.

MEDIA KIT



OUR ON-AIR TALENT



TREY STAFFORD

President / General Manager
Mornings on 104.9 The Fox
50+ Year Market Veteran
25 Years - Top Morning Show



CHRISTIE MATTHEWS

Station Manager / General Sales Manager
Middays on 104.9 The Fox
30+ Year Market Veteran



MITCH MAHAN

Operations Manager
Middays on 100.5 The Eagle
10+ Year Market Veteran



JIM FRIGO

Mornings on 104.9 The Fox
30+ Year Market Veteran
25 Years - Top Morning Show



SKEETER NASH

Afternoons on 104.9 The Fox
20+ Year Market Veteran



PHIL JAMISON

Production Assistant
Afternoons on 100.5 The Eagle
20+ Year Market Veteran



BRETT HALL

Mornings on Mix 106.3
30+ Year Market Veteran



DJ ICE TRE

Ryan Beavers
Evenings on Hot 107.5
15+ Year Market Veteran



KEVIN BOX

Nights on 100.5 The Eagle
Afternoons on Mix 106.3



ELLIE SMITH

Nights on 104.9 The Fox
Middays on Mix 106.3



QUINTON SANDERS

Afternoons on Hot 107.5
Nights on Mix 106.3

OUR SALES TEAM



CHRISTIE MATTHEWS, CRSM

General Sales Manager / Station Manager

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F: (870) 932-2445



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Senior Account Executive

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F: (870) 932-2445



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Account Executive

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Account Executive

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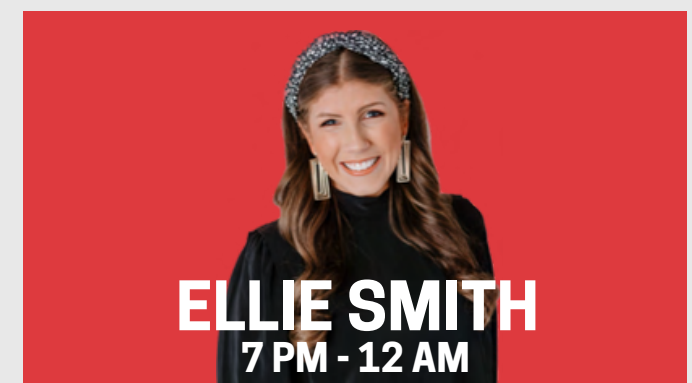
KDXY-FM

COUNTRY



STATION OVERVIEW

104.9 The Fox has been Jonesboro's top rated radio station since 2000. The popular country format has led to the station being named Arkansas Country Music Association Radio Station of the Year and multiple air personalities have been named the ACMA Radio Host of the Year.



DEMOGRAPHICS

44% Men **56%** Women

Average Listener Age:
25-64 Years

Median Household Income:
\$57,668

Top 3 Occupations:
1. Education & Training
2. Health Science
3. Manufacturing



DIGITAL STATS

Newsletter Subscribers **23,537**
Text Club Members **7,825**
Website Visits **10,065**
Streaming Listeners **19,423**

Facebook Likes **61,448**

Instagram Followers **3,079**

Twitter Followers **5,072**



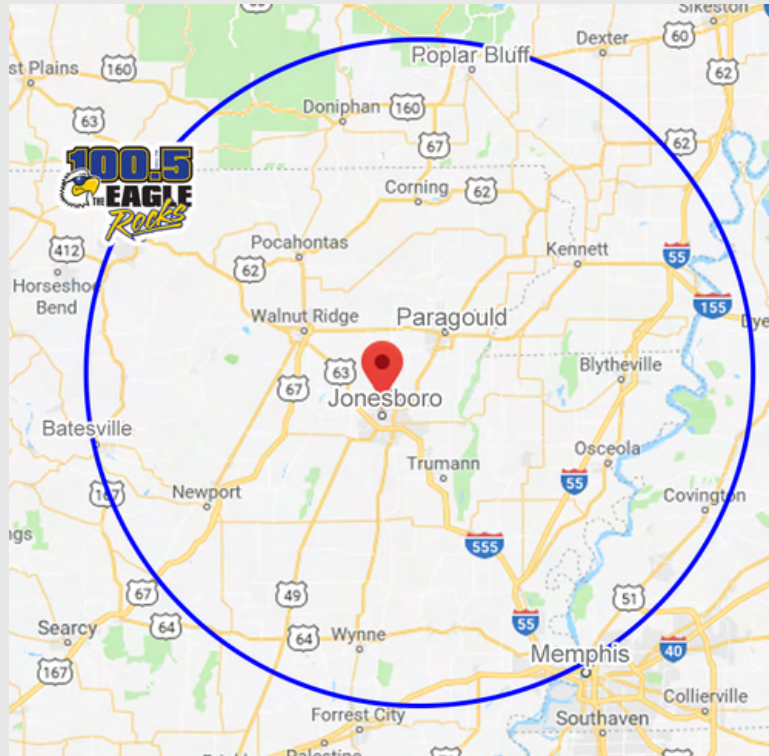
PLAYLIST

Jason Aldean
Carrie Underwood
Luke Combs
Lainey Wilson
Luke Bryan
Morgan Wallen



KEGI-FM

CLASSIC ROCK



STATION OVERVIEW

100.5 The Eagle made history when it signed-on Jonesboro's first classic rock station in 1994. The NAB Marconi Award Winning Bob and Tom Show has anchored mornings on The Eagle since 2005. The Eagle is the Northeast Arkansas flagship station for University of Arkansas football and basketball.



BOB & TOM
6 AM - 10 AM



MITCH MAHAN
9 AM - 2 PM



PHIL JAMISON
2 PM - 7 PM



KEVIN BOX
7 PM - MIDNIGHT



DEMOGRAPHICS

76% Men **24%** Women

Average Listener Age:
25-64

Median Household Income:
\$57,157

Top 3 Occupations:

1. Manufacturing
2. Agriculture, Food & Natural Resources
3. Transportation, Distribution & Logistics



DIGITAL STATS

Newsletter Subscribers	12,165
Text Club Members	2,329
Website Visits	1,519
Streaming Listeners	8,103

Facebook Likes	6,506
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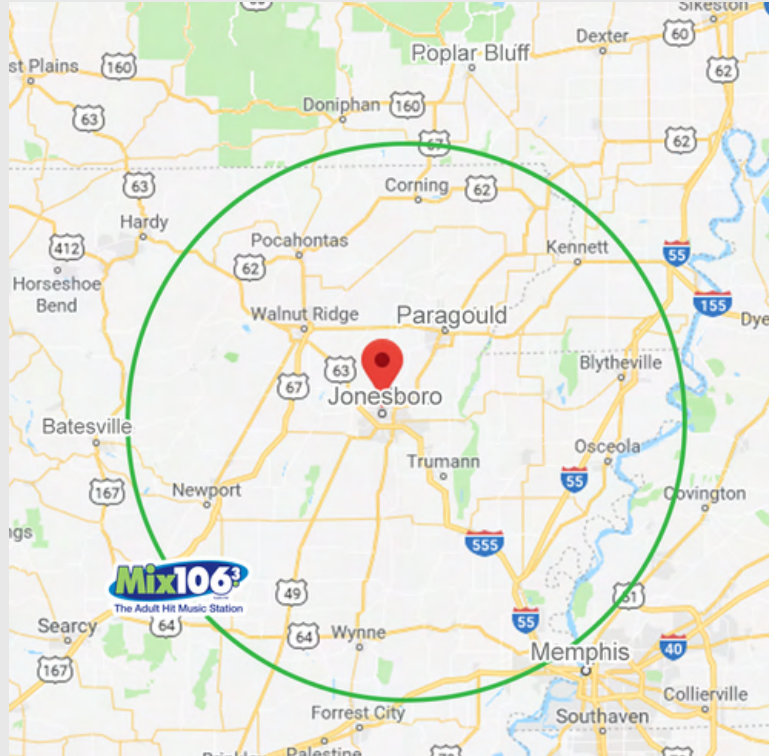
Instagram Followers	663
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Twitter Followers	1,367
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PLAYLIST

Aerosmith
Tom Petty
Steve Miller
Led Zeppelin
Lynyrd Skynyrd
Foreigner



STATION OVERVIEW

Mix 106.3 plays the hottest contemporary music of today stopping just short of some of the objectionable lyrics included in some contemporary songs today. Live, local talent during the day, and KAIT News at 6.



DEMOGRAPHICS

17% Men **83%** Women

Average Listener Age:
18-54 Years

Median Household Income:
\$57,575

Top 3 Occupations:


1. Human Services
2. Health Science
3. Marketing Sales & Service




DIGITAL STATS

Newsletter Subscribers	11,848
Text Club Members	1,781
Website Visits	1,919
Streaming Listeners	3,515

 Facebook Likes	8,474
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 Instagram Followers	724
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 Twitter Followers	990
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PLAYLIST

Harry Styles
Ed Sheeran
Imagine Dragons
Olivia Rodrigo
Glass Animals
The Kid Laroi



KDXY-HD2

RHYTHMIC



STATION OVERVIEW

Hot 107.5 belongs to the high school, college and young adults. Today's top pop culture artists and the uptempo, danceable, party songs playing in cars, in earbuds, and at parties across the area are playing on Hot 107.5 everyday.



DEMOGRAPHICS

31% Men
69% Women

Average Listener Age:
18-44 Years

Median Household Income:
\$46,420

Top 3 Occupations:


- 1. Human Services
- 2. Education and Training
- 3. Marketing, Sales and Service




DIGITAL STATS

Newsletter Subscribers **6,543**
Text Club Members **638**
Website Visits **330**
Streaming Listeners **1,069**

 Facebook Likes **2,509**

 Instagram Followers **841**

 Twitter Followers **737**



PLAYLIST

Jack Harlow
Doja Cat
The Weeknd
Lil Baby
Megan Thee Stallion
Drake



STATION OVERVIEW

EZ 92.7 is Jonesboro's most unique format playing the lighter rock songs you love from the 70s, 80s and 90s. The songs from when YOU were growing up.



DEMOGRAPHICS



DIGITAL STATS



PLAYLIST

- Elton John
- Billy Joel
- Madonna
- Hall & Oates
- Michael Jackson
- Fleetwood Mac

30% Men **70%** Women

Median Household Income:
\$60,000

Average Listener Age:
35-64 Years

Newsletter Subscribers	682
Text Club Members	N/A
Website Visits	307
Streaming Listeners	1,654

Facebook Likes	1,652
Instagram Followers	13
Twitter Followers	13



KJBX-HD2 | CLASSIC COUNTRY



STATION OVERVIEW

98.5 The Outlaw takes the bro country and modern country sound of today out, and puts the traditional country sound of the 70s, 80s and 90s in. More good classic country music with less talk.



DEMOGRAPHICS



DIGITAL STATS



PLAYLIST

Willie Nelson
Garth Brooks
George Jones
George Strait
Loretta Lynn
Waylon Jennings

63%

Men

37%

Women

Median Household Income:

\$61,250

Average Listener Age:

35-54 Years

Newsletter Subscribers	5,248
Text Club Members	112
Website Visits	167
Streaming Listeners	2,180

Facebook Likes **1,265**

Instagram Followers **N/A**

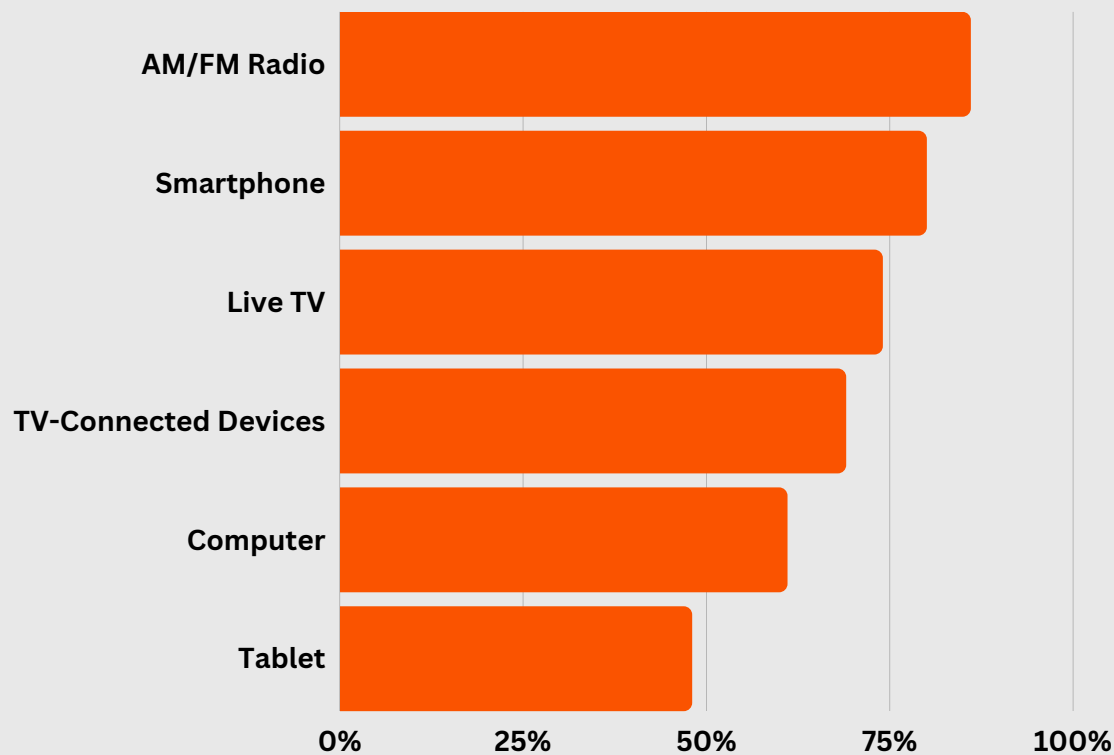
Twitter Followers **N/A**

IS RADIO STILL RELEVANT?

WEEKLY US REACH

PERCENT OF POPULATION - ADULTS 18+

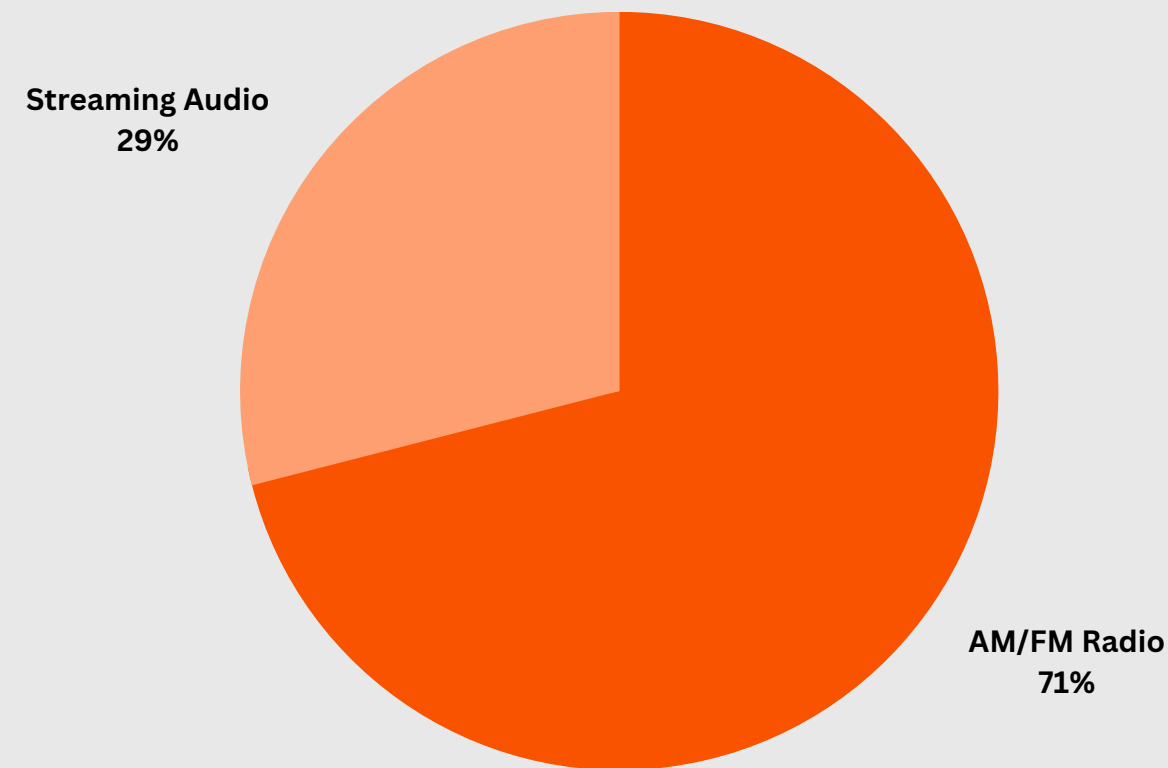
Source: Radio Advertising Bureau



SHARE OF AUDIO TIME SPENT

PERCENT OF POPULATION - ADULTS 18+

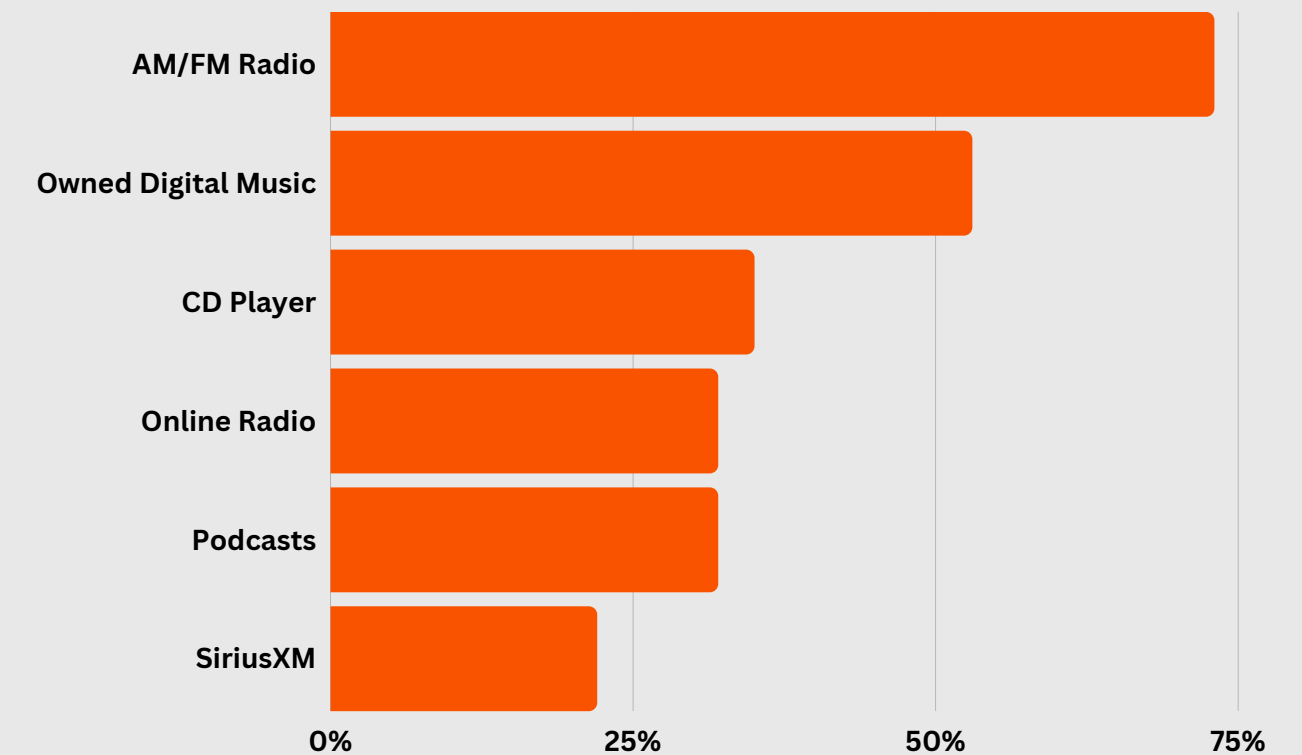
Source: Edison Research



AUDIO SOURCES USED IN CARS

PERCENT OF POPULATION - ADULTS 18+ - THAT HAVE DRIVEN/RIDDEN IN CAR IN LAST MONTH

Source: Edison Research

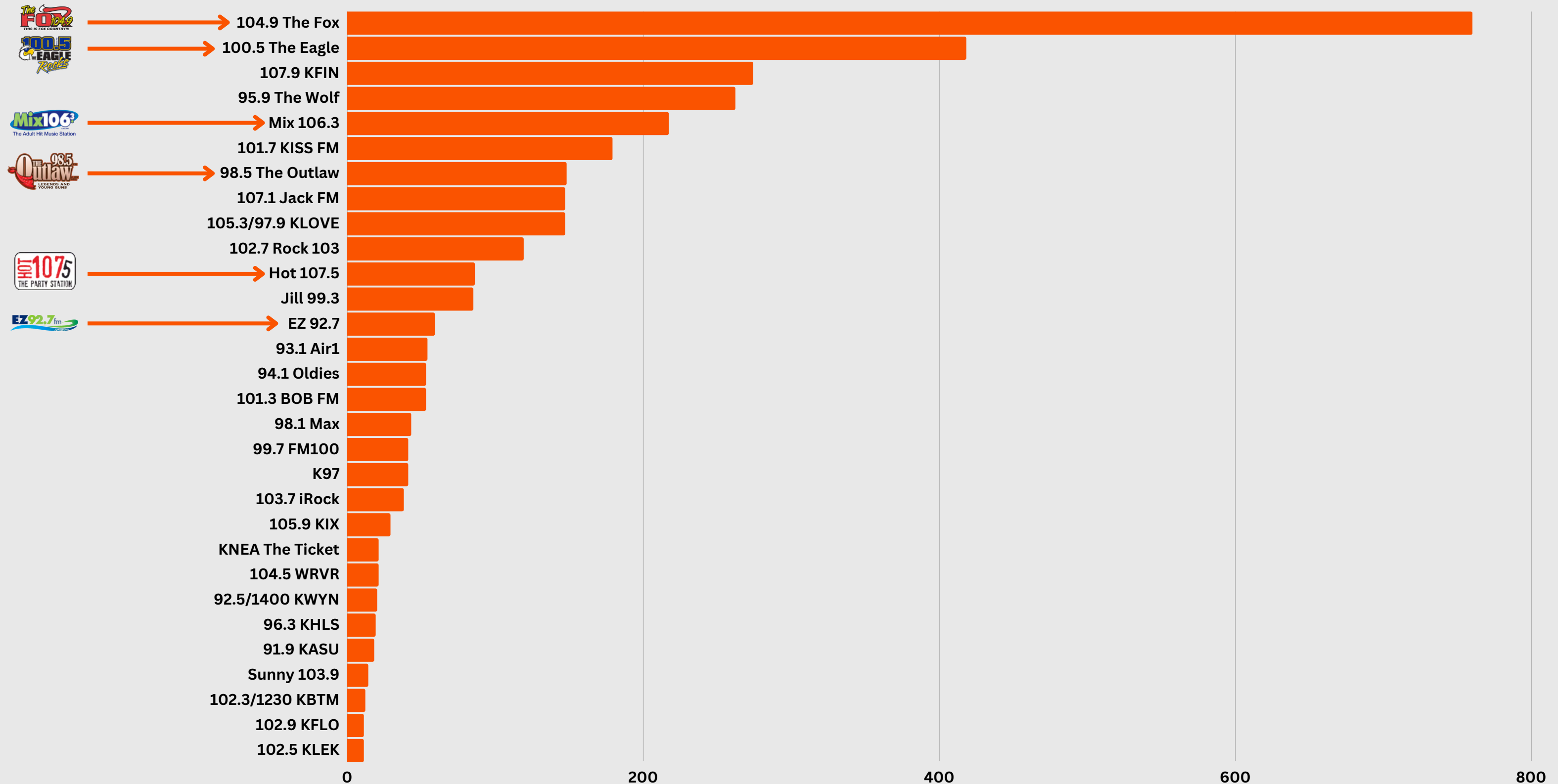


"92 million people in the US ages 25-54 connect with local Radio on a daily basis — more than twice the number who visit Facebook or use Google Search."

Source: Edison Research

WE'RE KIND OF A BIG DEAL

Respondents to the 2023 JRG Listener Survey were asked which local radio stations they listened to the most. Each respondent was able to select multiple stations.



WE GO BIG ON CONTESTS, EVENTS & FUNDRAISERS!



2023 Have-A-Heart Wish-A-Thon
Over \$430,000 raised for Make-A-Wish Midsouth.



Roof Raiders Roof Rescue
Over 3K entries - We awarded a new roof from Roof Raiders.



United Way Stuff the Bus
38,183 School Supply Items & Over \$6,500 Raised



Weekly At Work Perk Giveaways
On 104.9 The Fox, 100.5 The Eagle, and Mix 106.3



House Payment Holiday
We Gave Away 2 Full Mos of Mortgage Payments!



Best of Northeast Arkansas
Meet & Greet Event Where We Awarded our 2023 Winners



Ford Bronco Sweepstakes
We gave away a Ford Bronco valued at over \$40K



Freedom Fest
22 Years of Hosting a Fireworks Display in NEA!

DIGITAL ADVERTISING



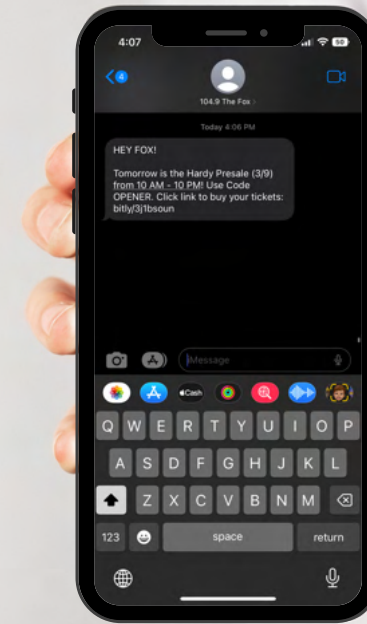
TARGETED DISPLAY

Display ads, or banner ads, are like billboards on websites and mobile apps, triggered by the behavior of your potential customers. As your potential customer spends time online, the idea is to get your message in front of them as frequently as possible and later drive a search when they are ready to learn more!



GEOFENCING

Addressable Geo-Fencing brings to advertisers a powerful, efficient, and accurate way to target specific households, neighborhoods, businesses, and areas with digital advertising. By itself, it's a great addition to a digital marketing campaign or to improve the results of any other marketing efforts that target specific households.



TEXT BLASTS

Team up with us to send direct SMS messages to our local listeners and market your next big event, sale, or special! A 160-character message (this includes the mandatory opt-out option) will be sent to your selection of stations or to our entire database.

TEXT CLUBS

JRG can find a suitable keyword, set-up a custom text club for client, and manage the text club on an ongoing basis. The client may send up to one (1) 160-character message to the members of a client's text club each week. Text Club Front Load Option is also available to help you bolster your numbers.



EMAIL BLASTS

Team up with us to send an email promoting your business to our database of almost 60,000 subscribers. The email is completely customizable and can include any specific information about a product, a sale, or event that your business is promoting.

EMAIL CLUBS

E-Mail Databases are a great way to interact with your audience! Whether you have built your own or you have started a database through one of our contests, we can help you manage your outgoing messages.

96%
of visitors to your website
aren't ready to buy just yet.
-Google

**One of the biggest
beneficiaries is.. it allows
marketers to take their efforts
to a new, localized level.**
-Sales Force