

A black and white photograph of a woman with long, wavy hair, wearing a striped tank top and large headphones. She is smiling and has her hands on the sides of her head, appearing to be listening to music. The background is a light-colored brick wall.

**SUMMIT**  
MEDIA

**SummitMedia**  
**Springfield**

# SummitMedia Radio Stations



| Call Letters   | KTTS  | KSPW   | KSGF   | KRVI   |
|----------------|---|--|--|--|
| Format         | Country   | Top 40   | News Talk  | Adult Hits/Variety   |
| Frequency      | 94.7 FM   | 96.5 FM  | 104.1 FM/1260 AM   | 106.7 FM   |
| Station        | Country Best 94.7 KTTS  | Power 96.5   | Springfield's Talk 104.1   | 106.7 The River  |
| DJs            | <b>5:30a-10a</b><br>Nancy & Rick<br><b>10a-3p</b><br>Chelsea<br><b>3p-7p</b><br>Commander Tom<br><b>7p-12a</b><br>B-Dub<br><b>Weekends</b><br>Steve Smith | <b>6a-10a</b><br>Fotsch & Friends<br><b>10a-3p</b><br>Julian<br><b>Old School Lunch Hour/</b><br><b>3p-6p</b><br>The Ginge<br><b>7p-11p</b><br>Tino Cochino<br><b>Weekends</b><br>Katie<br>Chelsea | <b>6a-9a</b><br>Nick Reed<br>Sarah Myers<br><b>Syndicated Line Up:</b><br>Glenn Beck<br>Dana Loesch<br>Sean Hannity<br>Mark Levin<br>Ben Shapiro | <b>6a-10a (Mon-Fri)/10a-1p (Saturday)</b><br>Ace & TJ<br><b>6a-10a (Saturday)/8p-12a (Sunday)</b><br>Casey Kasem<br><b>9a-12p (Sunday)</b><br>Nina Blackwood (Absolutely 80's) |
| Website        | ktts.com  | power965.com   | ksgf.com   | 1067theriver.com   |
| Core Listeners | A 25-49   | W 18-34  | M 35-64  | A 25-44  |
| Core Artists   | Tim McGraw, Luke Combs, Miranda Lambert, Garth Brooks, Carrie Underwood, Blake Shelton, Jason Aldean, Luke Bryan  | Post Malone, Taylor Swift, Justin Bieber, Shawn Mendes, Camilla Cabello, Maroon 5  | News Talk  | Madonna, Aerosmith, Michael Jackson, Bon Jovi, Def Leppard, Linkin Park, Phil Collins, Cyndi Lauper, Imagine Dragons, John Mellencamp, 3 Doors Down                            |





SummitMedia Springfield stations are heritage brands in the market with well-known local talent!



springfieldadvertisingworks.com



(417) 865-6614

## 216,000 Adults 18+ listen to SummitMedia Springfield stations for an average of 6 1/4 hours each week.

Invite our quality listeners into your business!

**65%**

Some college+

**59%**

Earn \$50,000+

**72%**

Homeowner

**44%**

White collar

**56%**

Married

**36%**

One+ children (<18)

**53%**

Employed full-time

**31%**

Planning any home improvements in the next year

**16%**

Plan to buy furniture or a mattress in the next year

**23%**

Plan to buy any vehicle in the next year

Over

**\$2 Billion**

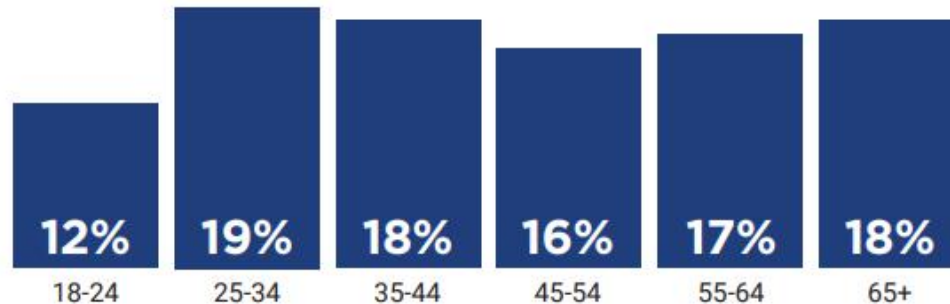
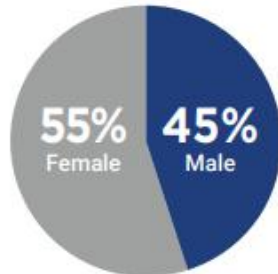
Potential Annual Spending Power



Age breakout:

**41**

MEDIAN AGE



#1 cluster in the market with Weekly Cume Persons AND AQH Rating.

We reach

**33%**

of A18+ in the market.

**24,600** A18+ can only be reached by our stations.

**51%** of Midwest Family Broadcasting Springfield listeners and

**50%** of iHeartMEDIA Springfield listeners are reached by SummitMedia Springfield.



INSIGHTS BY FuturiTopLine.com

SPRINGFIELD, MO, Nielsen Radio, SP21, TSA, A18+, KRW-FM or KSGF-FM or KSPW-FM or KTTS-FM vs. KGBX-FM or KSWF-FM or KGMV-AM or KQUS-FM or KTOZ-FM vs. KKLH-FM or KDMG-FM or KQSP-FM or KQRA-FM, M-Su 6a-12m; Weekly Cume Persons, Weekly Cume Comp., Weekly Cume Rating, Weekly TSL, Exclusive Listeners, AQH Rating, IP12+, Median Age, Metro, Retail Spending Power, SCS, MID-TERR, FA20/SP21, TSA, A18+, KRW-FM or KSGF-FM or KSPW-FM or KTTS-FM, M-Su 6a-12m; cume, % of Target. Copyright © 2021 Futuri Media. All Rights Reserved.

# 106.7 THE RIVER

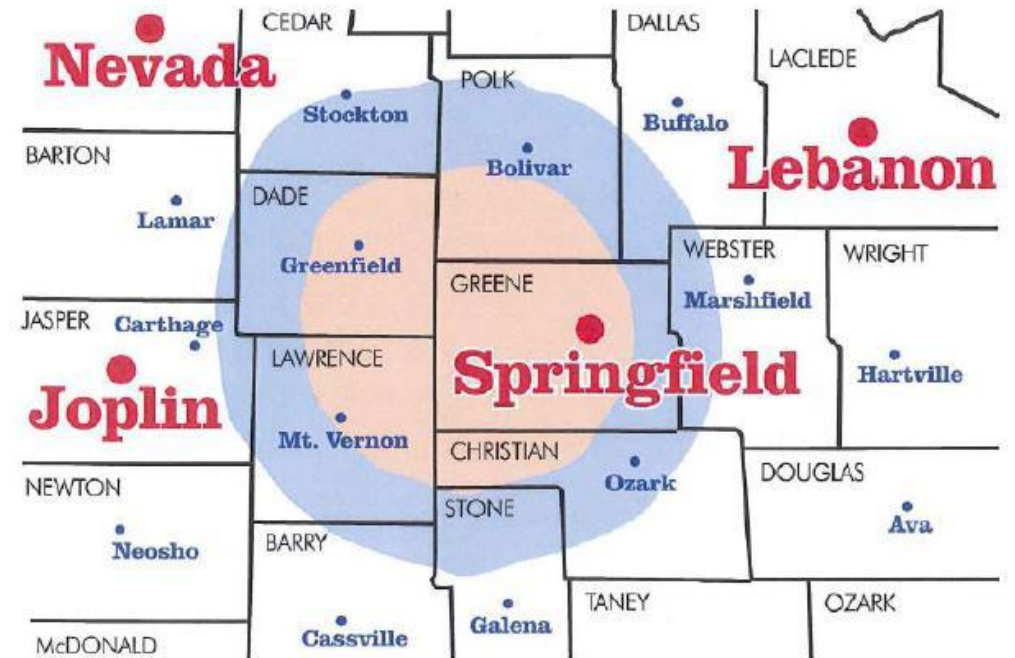


## Format

106.7 The River is Springfield's variety station. It's fun, surprising, upbeat, interactive, and LOCAL. It's all about the music! A random selection of all the best hits of the past four decades. With the largest library, we have Ozarks listeners wondering... what will they play next?

Listeners enjoy the largest music library – thousands of titles – from the 80's, 90's, and beyond – 106.7 The River plays all the biggest mainstream pop and rock hits of all time! The station is always an always changing, fresh presentation that could include back-to-back performances by artists like Bon Jovi, Michael Jackson, U2, Green Day, Imagine Dragons, John Mellencamp, and 3 Doors Down

## COVERAGE MAP



Based on calculations by Data World. Shaded area subject to man-made interference.

**19,000 WATTS - FM**



## 13,500 Adults 18+ listen to 106.7 The River for an average of 2 ½ hours each week.

Our listeners are in the age of upgrades.



**54%** Employed full-time

**44%** Planning any home improvements in the next year

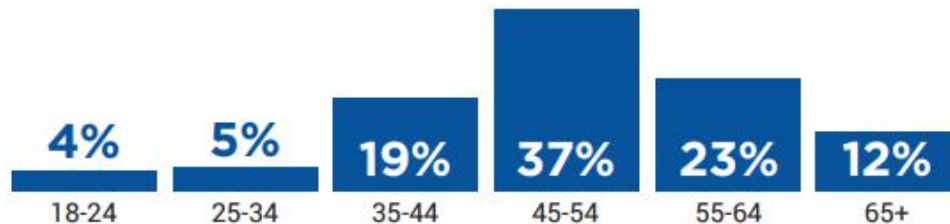
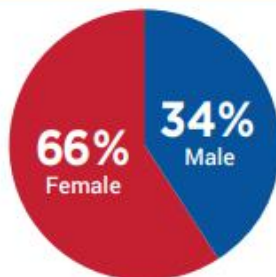
**20%** Planning to buy furniture or a mattress in the next year

**35%** Plan to buy any vehicle in the next year

Nearly **\$244 Million** Potential Annual Spending Power

**61%** are between ages 25-54.

**51** MEDIAN AGE



**106.7 The River** plays the songs that engage our audience and make them feel good!



Mon-Fri 6a-10a  
Mornings with The Ace & TJ Show

What WILL We Play Next?

Local Community Focused

# 106.7 THE RIVER



## Ace & TJ

Weekdays 6a-10a  
Saturdays 10a-1p

Enamored with radio since high school, Ace is one of the few people you'll meet who is doing what he has always wanted to do. A 20+ year radio veteran, Ace has worked multiple positions before settling into his now 22-year partnership with TJ. Ace recently married his wife in 2021 and is a father of two (Payton (deceased) and Cade). He loves Louisiana State University and all LSU sports teams. In addition to his work with the show and show's charity, he has spent the last 20 years as the lead singer of Charity Case, a the rock band that started as a radio bit but now exists for the sole purpose of raising money for Grin Kids.

TJ is married with two children (Lanie and Aiden). Prior to radio, he was a purchasing agency for a lumber company. TJ enjoys crime documentaries & laying in the sun slathered in baby oil... just don't ask him about raw onions, bad grammar, or to talk about himself.



Ace & TJ are joined on The Ace & TJ show by Riggins, Rob, and Alexis.