



ON AIR  ON LOCATION  ONLINE

KFWR – Fort Worth, Texas



Who We Are

We are *The Sound of Texas*! KFWR 95.9 The Ranch is a one-of-a-kind radio station on a mission to Super-Serve Fort Worth and North Central Texas with a coverage area inclusive of *over 3 Million people* living or traveling through the 20 Counties dubbed The West-O-Plex. The Ranch stays true to it's roots by championing local communities and the Texan way of life to strengthen bonds between the Ranch's Listeners and The Ranch's Partners.

The Sound of Texas is a Genre all its own. Texas/Red Dirt and Americana blended with iconic classic rock and country influencers of Texas Music create a unique format delivered daily by Ranch Personalities, aficionados who know and love Texas Music and craft content in-house. Recognized across the state and around the world as a leader in Texas Music, KFWR 95.9 The Ranch is *The Sound of Texas*.



Our Showcase Studios are located in the heart of Fort Worth on Sundance Square.

Ranch listeners are *Ranch Fans*! The Ranch's Texas Brand format, personalities, and partnerships engage audiences through community interaction, resulting in a *fiercely loyal fan base that listens longer*. *Ranch Fans* are diverse consumers from a broad demographic spectrum. Their commonality is being Texans and Texans support those who support their way of life.

The Ranch makes 500 + appearances a year in support of charities, clubs, schools, causes, and civic organizations, taking an active role in community events, festivals, concerts, fundraisers, and more! From opening day at Rangers stadium to NASCAR at Texas Motor Speedway, the horse races at Lone Star State Park, Main Street Arts Festival, Larry Joe Taylor, Friday Night Football, the Stockyards, TCU football, and Ranch Bash at Panther Island Pavilion, KFWR 95.9 The Ranch connects with community.



Ranch Listener Demographics



The Ranch target audience is 18-49 and engages with the brand on-air, on-line and on-location.

WEST-O-PLEX POPULATION -

3.7 MILLION from Tarrant, Denton, Johnson, Wise, Parker, Hood, Somerville, and the West side of Dallas counties*

AFFLUENCE -

At \$58,993 the West-O-Plex has a median household income 15% HIGHER than the state average of \$50,920*

PROPERTY -

73% are home owners which is 12% HIGHER than the average home ownership rate in Texas*

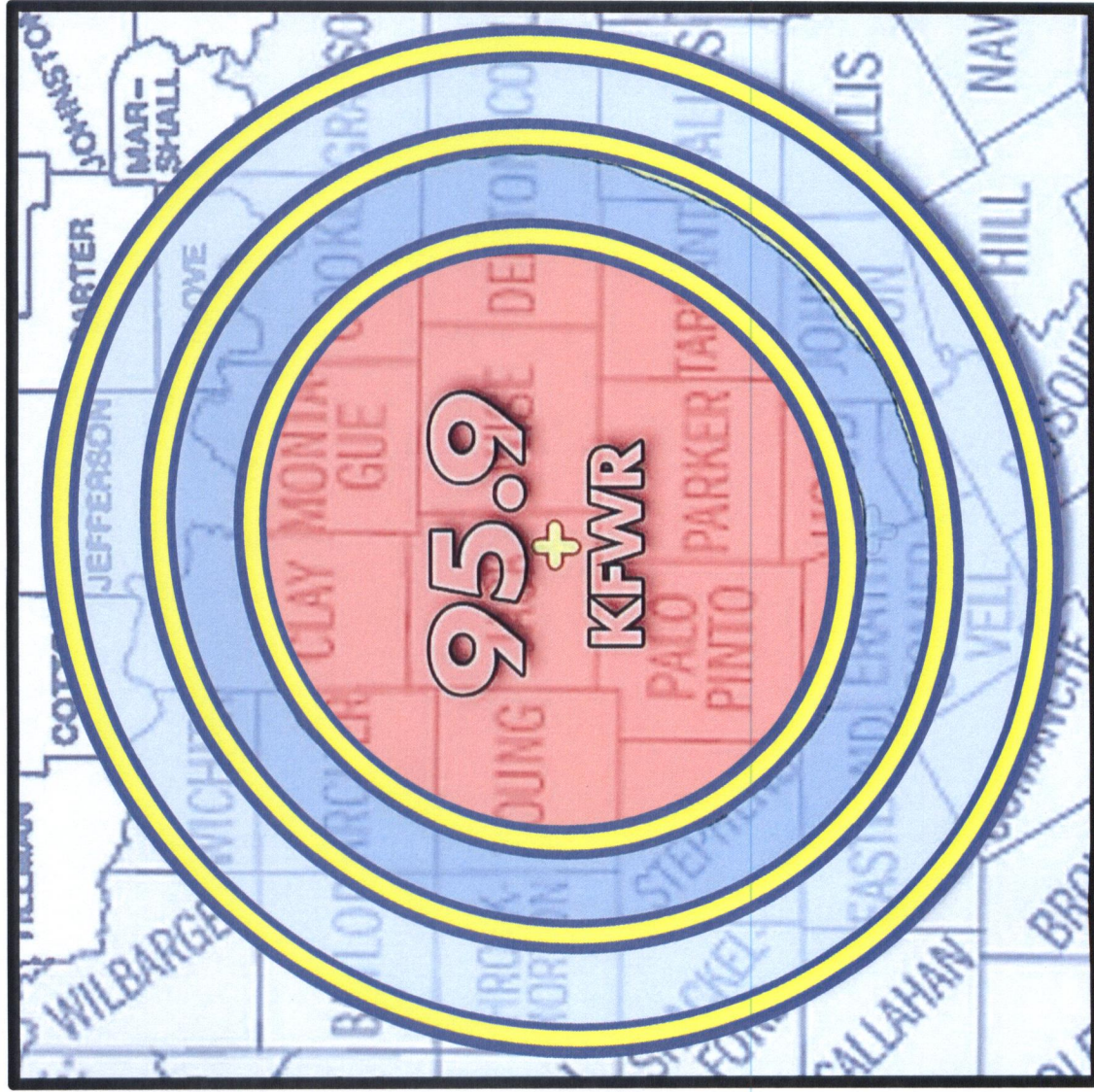
GOING THE DISTANCE -

Residents have an average commute of 28.5 minutes, 15% LONGER than the state average of 24.8 minutes*

*Information obtained from the United States Census Bureau American Community Survey County Data Profiles.

Ranch Coverage

100,000 Watts Reaching 20 Counties!



Archer	Montague
Clay	Palo Pinto
Cooke	Parker
Denton	Somervell
Eastland	Stephens
Erath	Tarrant
Hood	Throckmorton
Jack	Wichita
Jefferson	Wise
Johnson	Young

Texas Motor Speedway Partnership



KFWR 95.9 The Ranch is the
Official Broadcast Partner
of Texas Motor Speedway

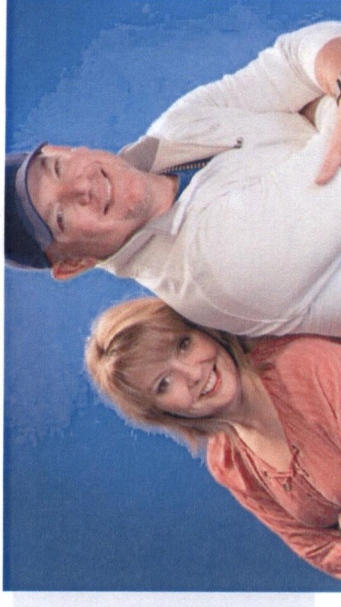
KFWR 95.9 FM The Ranch and other affiliates in the LKCM Radio Group focused in North Central Texas broadcast live, expanded coverage of Texas Motor Speedway's three major motorsports race weekends. The Ranch also will provide various promotions at Texas Motor Speedway and local area retail outlets, live at-track broadcasting during the three race weekends and weekend race traffic conditions. Throughout the year, The Ranch will entertain fans with special programming from NASCAR, The Performance Racing Network and Texas Motor Speedway. These informative programs will air several days a week all year long.





On-Air Lineup

The Ranch Morning Show with Justin and Malone – 6am – 10am – Justin and Malone host the Ranch Morning show weekdays with fun and interesting content, contests, and tons of Texas Music! Justin Frazell calls himself “A fan lucky enough to have a microphone”. He is a passionate ambassador for Texas Music and was the perfect addition to the Ranch Family when he joined the team back in 2009. Malone worked in various major markets including, Phoenix, San Diego, Dallas before joining The Ranch Fam. She is thrilled to be in the West-O-Plex alongside her trusty steed, Chuko, the Ranch horse. The stable is tappin’ with the Sound of Texas and your boots will do the same!



Andy Meadows – 10am – 3pm – Andy grew up in the Texas Hill Country with country music running through his veins! As Program Director for The Ranch, his goal is for The Sound of Texas to pump through your veins, too, by connecting fans with the Texas Music they love! Off-air, he can be found writing music and strumming along to his guitar!

Shayne Hollinger– 3pm – 7pm – Shayne made his radio debut at the tender age of 15. His passion for the discovery of independent, honest music has grown to bigger than life proportions after 25 years in the industry. Working at The Ranch is Shayne’s “dream job” and fuels his unending passion and support for the best in Red Dirt and Texas Music!



Ben Ryan – 7pm – Midnight – A Southern Arkansas native, Ben always dreamed of a career in radio. Working with The Ranch solidified his strong-hold in the Red Dirt and Texas Country industry, allowing Ben to put a megaphone behind the artists he has worked a lifetime to support through show production, and tour management!





On-Air Rates

DAY	Daypart	:60	:30	:15
MON-FRI	6A-10A, Morning Drive	\$110	\$89	\$56
	10A-3P, Mid-Day	\$90	\$73	\$48
	3P-7P, Afternoon Drive	\$100	\$81	\$53
	7P-MID, Evening	\$35	\$29	\$20
SATURDAY	12A-6A, Overnight	\$10	\$9	\$8
	6A-10A, Morning	\$45	\$37	\$25
	10A-3P, Mid-Day	\$85	\$69	\$45
	3P-7P, Afternoon	\$65	\$53	\$35
SUNDAY	7P-MID, Evening	\$25	\$21	\$15
	12A-6A, Overnight	\$10	\$9	\$8
	6A-10A, Morning	\$30	\$25	\$18
	10A-3P, Mid-Day	\$45	\$37	\$25
	3P-7P, Afternoon	\$80	\$65	\$43
	7P-MID, Evening	\$20	\$17	\$13
	12A-6A, Overnight	\$10	\$11	\$8

All commercial production in our state-of-the-art digital studio is included!



On-Air commercial schedules are MATCHED with a streaming commercial schedule online on 959theranch.com!

Digital and Social Media Statistics

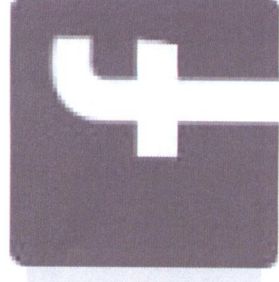
The Ranch has some of the BEST Social and Digital statics in the nation, and with good reason. Ranch fans are passionate, loyal, and like to take their Texas Music to go! Our In App Ad, Online Streaming on laptop and desktop computers, and our Facebook, Instagram and Twitter platforms keep Ranch Fans up to date with all things Texas.

Online Streaming – 959theranch.com averages **OVER 200,000** streaming sessions per month! Online listeners tune in on average for over an hour per session, ensuring streaming commercials are heard during the commercial campaign.

Website Statistics– 959theranch.com tracks **nearly 1 million annual page views!** Ranch fans visit our Events Page, Concert Calendar, website articles and more. Our partners can reach these visitors through featured web articles and website banners.

Ranch App – Through a partnership with an industry leading App Company, 95.9 The Ranch has created an engaging app that includes the station audio stream, an interactive chat with the DJs and fans, song titles and more. The Ranch App has been downloaded to **OVER 880,000** digital devices. Our partners can reach this audience through in-app ads that include a click-through link to your website.

facebook– 95.9 The Ranch activates more listeners through facebook than any other station in DFW. It also has the highest per capita Facebook stats for any station in the U.S.! Since more than half of all Americans are on Facebook and it's the most visited site on the web, we've made interacting with our Facebook fans one of our biggest priorities. Ranch's Facebook fans are **52% Female, 48% Male and 75% are 25-54 years old.**



Digital Rates



PLATFORM	PRODUCT	AD	CPM
STREAMING	Online Ad	\$10/ad	\$10
	Video Gateway	\$400/wk	\$40
WEBSITE	Locked Footer Banner	\$500/mo	N/A
	Post Banner	\$250/mo	N/A
MOBILE	First Impression Ad	\$1,000/mo	N/A
	In App Ad	N/A	\$10
SOCIAL	Facebook Promotion	\$125/post	N/A
	Twitter Promotion	\$50/post	N/A

Top 10 Streaming Cities

All Regions

1. Dallas, Texas
2. Houston, Texas
3. Fort Worth, Texas
4. Austin, Texas
5. Chicago, Illinois
6. Arlington, Texas
7. Weatherford, Texas
8. Atlanta, Georgia
9. San Antonio, Texas
10. Denver, Colorado

Top 10 Streaming Cities,

Inside DFW

1. Dallas
2. Fort Worth
3. Arlington
4. Weatherford
5. Irving
6. Keller
7. Granbury
8. Denton
9. North Richland Hills
10. Plano

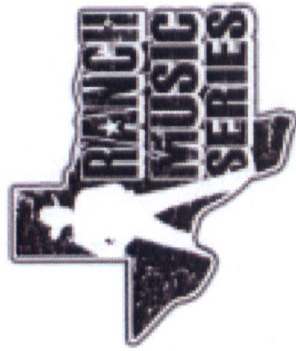
Top 10 Streaming Cities,

TX Outside DFW

1. Houston
2. Austin
3. Odessa
4. Midland
5. Victoria
6. Abilene
7. Andrews
8. Port Lavaca
9. Wichita Falls
10. Sweetwater

Increase marketing reach and catch Mobile Consumers through digital advertising on 959theranch.com! Digital Marketing gives consumers what they want with the power to buy at their literal fingertips. Smartphone, smart pad, laptop, and desktop consumers are engaged. Reach consumers where they sit with a multi-faceted marketing campaign or use Digital Marketing as a stand-alone to spread the word about your business.

Key Station and Partner Events



The Ranch Music Series runs for 21 weeks from March – August.
Attendees: Average 1,500/week. The Ranch Music Series features contemporary and legendary Texas Musicians, held every Wednesday night at Lola's Trailer Park! The Ranch Music Series is the longest running & most successful music series in Fort Worth since it's inception in 2003!



Ranch Bash is the 3rd Saturday of October!
Attendees: 10,000+ on the banks of the Trinity River at Panther Island Pavilion. The Ranch's annual birthday bash is the Largest Single-Day Texas/Red Dirt Music Festival in Texas!



The Fort Worth Stock Show and Rodeo runs for 3 weeks in Jan-Feb.
Attendees: 1,000,000+. Three weeks of heart-pounding rodeo, livestock, kid-friendly exhibits, live music, and four acres of incredible shopping! The Ranch has a "Big Red Barn" in the main exhibit hall with shared space for partners.



Friday Night Lights - Aug-Dec
Attendees: 10,000+ for 13 weeks
Team up with The Ranch find the High School with the most Spirit. One lucky senior will win a \$1000 Scholarship!



TCU Frog Alley - Aug-Dec
Attendees: 120,000+
Market your Business with The Ranch at TCU's Pre-Game Football Party in Frog Alley!



Burleson Hot Sounds of Summer May-June
Attendees: 4,500
Music lover UNITE! Bring a lawn chair and enjoy concerts under the stars in Old Town Burleson for five solid weeks!



Mayfest- End of April, beginning of May
Attendees: 200,000+
7 Stages of entertainment, 5 special attraction shows, 3 stages dedicated to Music! Local and Regional Talent sure to please all in attendance!



June-Aug
Attendees: 1,500 per event – 9 events
Beat the Texas Heat while floating the Trinity at Panther Island Pavilion! Free Summer Series!



Fort Worth's Fourth – July 4th
Attendees: 50,000+
The biggest Independence Day Celebration in Fort Worth! 5 Hours of Free Activities for the entire family to enjoy as we celebrate US Independence!