

ON-AIR  ON-LOCATION  ON-LINE

92.1 FM

HANK FM

REAL COUNTRY

→ 921HankFM.com



115 West 3rd St., Fort Worth, TX 76102
Office 817.332.0959 | Fax 817.348.8373

 **921HankFM.com**

 **LKCMmedia.com**

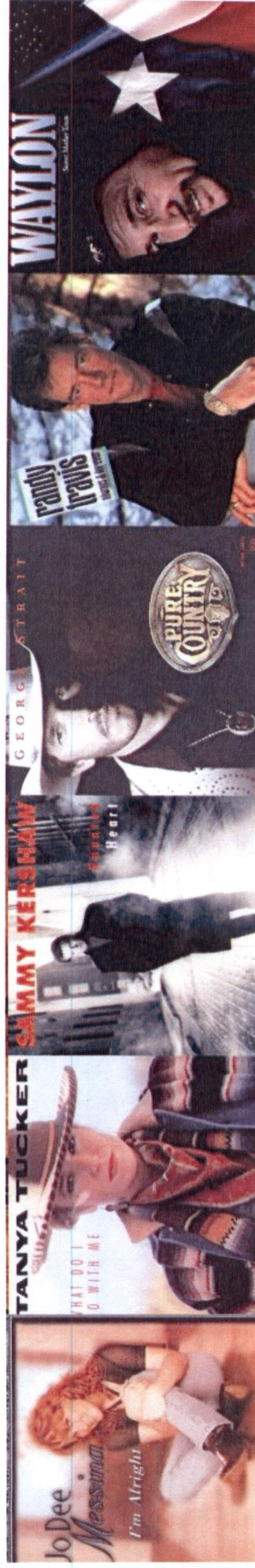
403 Temple Hall Hwy., Granbury, TX
76049 Suite # 8 | Fax 817.579.1248

What is Real Country 92.1 Hank FM?

Hank believes in Country Music and the decades responsible for Country's return to the mainstream by winning hearts, souls, and memory banks around the world, the '80s and '90s.

Following in the footsteps of the great **Country Legends**, Country Music Stars of the '80s and '90s gained the loyalty of Country listeners and grew the fanbase to include every generation and walk of life. The entire genre was redefined and **Real Country** was born.

Real Country 92.1 Hank FM plays the hit makers of: Randy Travis, Brooks and Dunn, Reba McEntyre, Doug Stone, Garth Brooks, Lorrie Morgan, Alabama, Mark Chesnutt, Trisha Yearwood, Toby Keith, Shania Twain, Clint Black, Tanya Tucker, Tracy Byrd, Clay Walker, Tim McGraw, Tracy Lawrence, Willie, Waylon and Merle. Did we leave out the King of the 80's and 90's, George Strait ... NO, you'll hear George Strait EVERY HOUR on Real Country Hank FM!!



Hank FM is the soundtrack of the 80's and 90's, paying tribute to Country Legends who paved the way and Country Stars who reinforced Country Music's Stronghold as the Most Popular Genre of Music in America!

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92.1hankfm.com

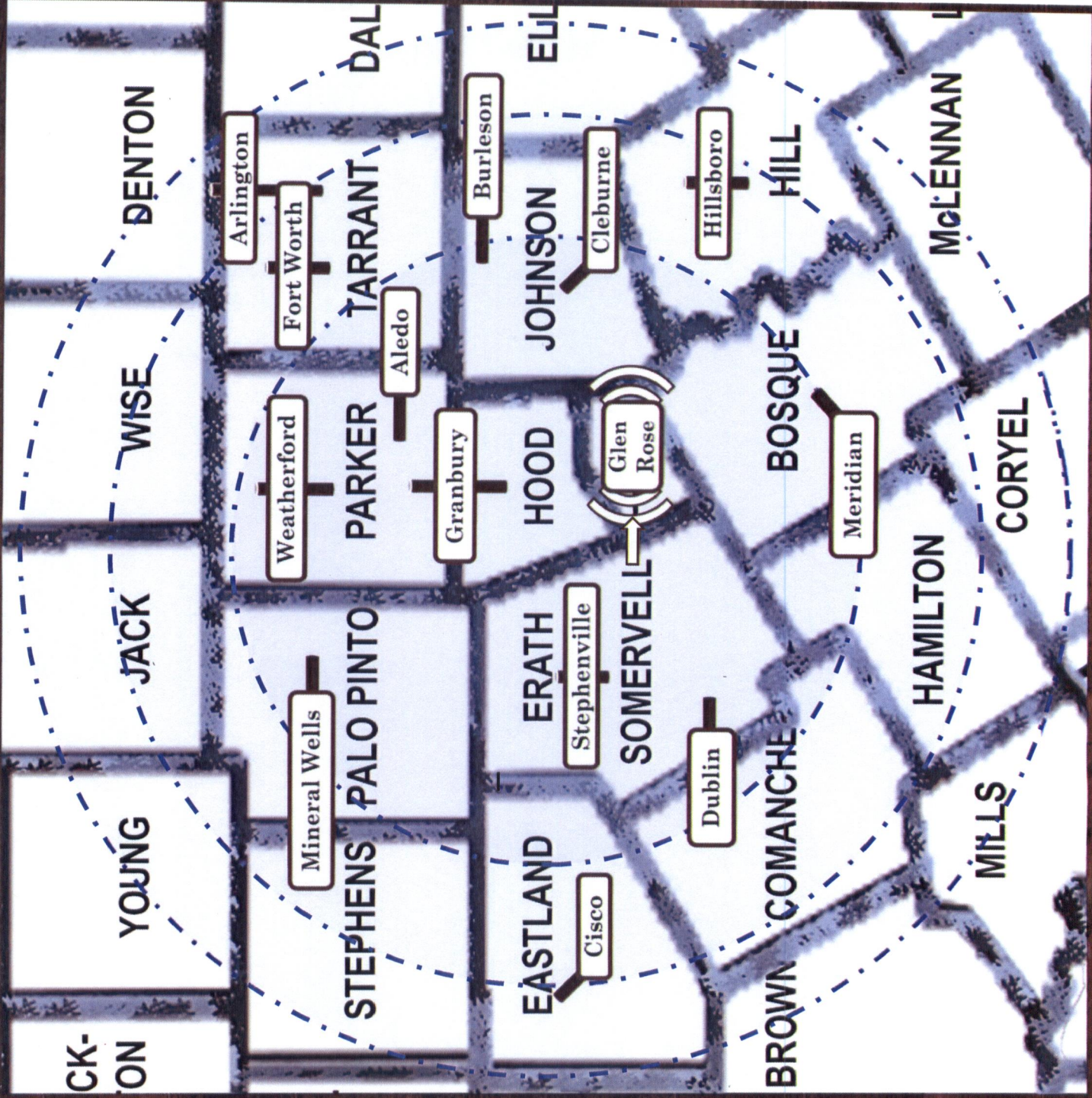
3 MILLION & GROWING!

BOSQUE	18,326
COMANCHE	13,573
EASTLAND	18,411
ELLIS	173,620
ERATH	41,969
HAMILTON	8,422
HILL	35,852
HOOD *	58,273
JACK	8,832
JOHNSON *	167,301
PALO PINTO ...	28,570
PARKER *	133,463
SOMERVELL	8,845
STEPHENS	9,337
TARRANT	2,054,475
WISE *	66,181
YOUNG	17,979

*US Bureau of Census (est. 2017)

100 Fastest - Growing US Counties

KTFW COVERAGE AREA: 17+ COUNTIES



50%  **25 - 54**  **50%**

MALE

AGE

FEMALE

Med. Household Income: 31% > \$75,000

Employment: 96%

Homeownership: 74%

1 Vehicle: 96%

2 or More Vehicles: 63%

Average Commute: 26 minutes

College Education: 51%

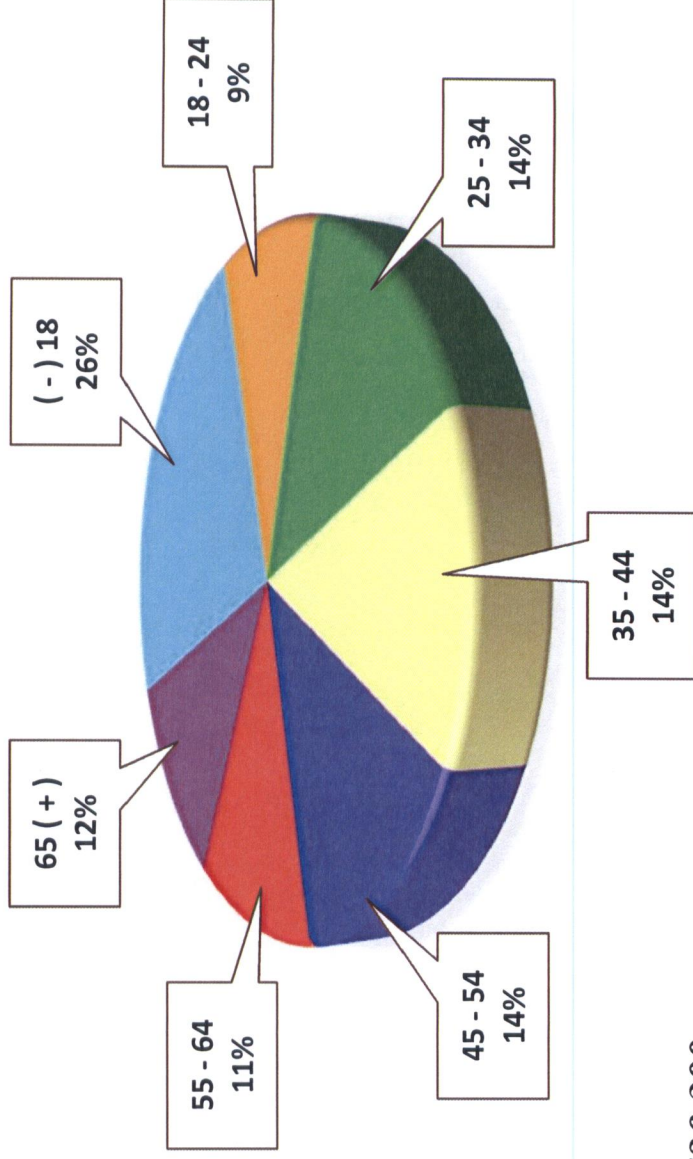
Total Retail Sales: \$48,248,341,032

Annual Crop Sales: \$320,236,000

Annual Livestock Sales: \$741,795,600

Average Home Value: \$116,000

New Residential Construction: \$2,100,736,200

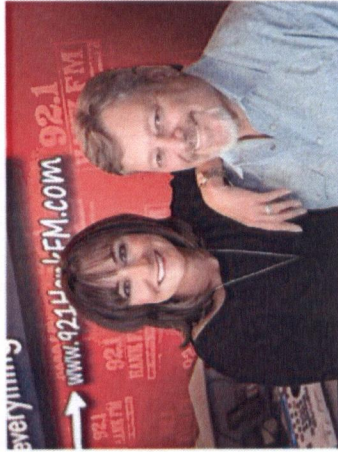




ON-AIR PERSONALITIES

KTFW REAL Country 92.1 Hank FM, fueled by Radio Vets and the Industry's Best!

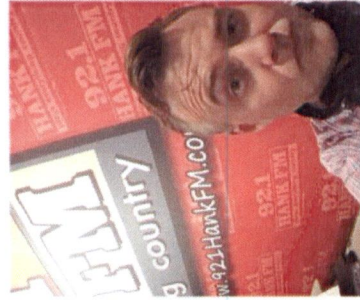
Wake Up West-O-Plex Morning Show with Mike & Marlee Mon-Fri 6A – 10A



Start the day with Country Music, Family-Friendly Fun and Games, and Need-to-Know Info! Mike Crow and long-time friend, colleague, and 7-Year 92.1 Co-Host, Marlee McCormick, are together again like thick and thin on Real Country 92.1 Hank FM's Morning Show! "Waaaaaaake up, West-O-Plex!!!"

20/20 North Texas News | Daily Opinion Poll | Country Classic Flashback

Ken Buckner's Road Home Mon-Fri 3P – 7P



Having a friend tag along on the Afternoon Ride home makes any day a better day! Good, bad, or in between, Hank fans can count on having Ken by their side spinnin' Real Country tunes and a tale or two!

5:10 Freebie

4:40 Flashback

Nights w/ Johnny Wayne Mon-Fri 7P – 11P



Night Owls unite with Johnny Wayne at the wheel! Stay up late and keep the Real Country rollin'! Tun in to Hank FM and revel in the greatest Country Music Ever Made!

Wilde Workdays with Erin Wilde Mon-Fri 10A – 3P



Pick up the pace and make the clock race! Tune in to Erin Wilde and turn your Wilde Workdays around with the best era of Country Music and the tender-hearted voice of positivity Hank fans love... Never Mild, Always Wilde!

All Request Hot & Wilde Lunch Hour!

Win With Wilde:

Word of The Day

Hourly Weather Reports Mon-Fri 6A-7P | SAT 7A-8A Billy Kinder's Outdoors takes you fishing and Hunting in Texas every Saturday
Sunday 6A-7A Red Steagall's Cowboy Corner is all things Western with Country Legend Red Steagall | **Sunday 7A-9A Power Source** is positive and uplifting Country Music to start your day | **Sunday 5P-8P Joe Bielinski's Country Café** songs and interviews with the Legends of Country Music | **Saturday 7P-10P Tracy Lawrence "Honky-Tonkin"** music and interviews with '80s & '90s! Country Stars!



FEATURES

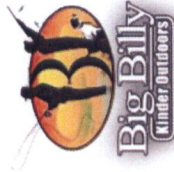


WEDNESDAY 9:30A

Mike & Marlee speak LIVE with the North Texas Humane Society every Wednesday to get and share details on the featured pet of the week in need of a new home.



Honkeytonk Texas



Hunting with Hank



SUNDAYS 6A - 7A

Hosted by one of Fort Worth's own Country Legends, Red Stegall. Red blends Classic Cowboy songs with Cowboy Poetry and gives Hank listeners a look back into our American Western Heritage.



SUNDAYS 7A - 9A

The latest country gospel mixed with some old standards.

SATURDAYS 7P - MIDNIGHT

The Crowman gets out on the rugged edge of Country Music, with Classic Country, Texas Country and Nashville Rebels.

SATURDAYS 7A-8A

92.1 HANK FM is proud to present "Big Billy Kinder Outdoors," a one hour outdoor talk radio show by Bill Kinder, 37 year radio veteran. Big Billy Kinder Outdoors features outdoor education, celebrity guests, charity, FUN & MORE!

Radio is the only Marketing Medium to enhance reach with Digital Platforms!



27,514 **7,630**
AVG MONTHLY STREAMS AVG MONTHLY UNIQUE USERS

STREAMING

Real Country is just a click away when you go mobile! Bolster your advertising with a :30 second streaming schedule! A visual banner will grab the consumer's attention when your spot "streams" in Hank FM's SmartPhone App! Feel free to take full advantage of the power of mobility with a 15 second Gateway Video. Gateway Videos greet listeners when they open the Hank App! Once the video rolls through to completion, the online audio stream takes over. No stopping or skipping, to ensure your message is heard....er...uh.... Seen? Both ads are clickable, with a link to the advertiser's website or preferred social media page. The average online listener tunes in for an hour minimum!



877,406 **232,535**
WEBSITE YEARLY PAGE VIEWS WEBSITE YEARLY UNIQUE VISITORS

WEBSITE

If high traffic is what you want, look no further than 92.1HankFM.com! Homepage/Post/ & Rotating Locked Footer Banners give a variety of options to choose from! Individual Features also available! Chat Wall, Recently Played Reel, Pet of the Week, Concert & Event Calendar, Website Takeover, and MORE!



881,550
APP USERS

MOBILE

The Real Country SmartPhone App guarantees the Sound of Texas ANYWHERE & EVERYWHERE, any day, any time! Enjoy Hank's audio stream, interactive chat with Hank Personalities, a Concert and Event Calendar at the tip of your fingertips, and a Weather Bug... just in case. First Impression, In App, & Smart Phone Push available!



94,986
FACEBOOK

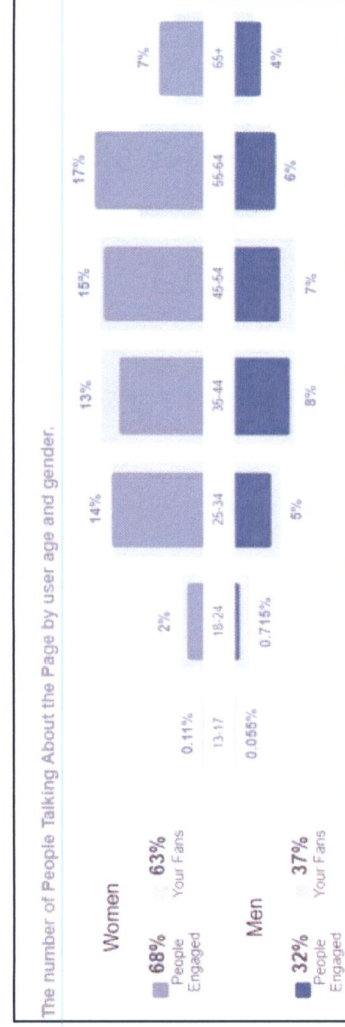


35,967
TWITTER

SOCIAL

Activate more listeners than ever before through Social Media Promotions with 92.1 Hank FM on Facebook or Twitter! Facebook is the most visited site on the web and we've already laid the groundwork by connecting with our listeners on all available platforms. Focused interaction keeps Hank fans engaged! All that's missing is you!

Hank FM has nearly 100,000 fans on Facebook! Engaged Fanbase:



Adults 18 - 24 3% Adults 45 - 54 22%
Adults 25 - 34 19% Adults 55 - 64 23%
Adults 35 - 44 21% Adults 65 + 11%

68% Men / 32% Women



ONLINE AD:

Length: 30
Dimensions: 300x250
Time: M-F 8A-6P

VIDEO GATEWAY:

Length: 15
Dimensions: 300x250
Format: FLV, MPEG, AVI, MP4, MOV, WMV

LOCKED FOOTER BANNER:

Dimensions: 728x90
Rotation: 25%
Format: JPEG, TIFF

POST BANNER:

Dimensions: 350x400
Rotation: 25%
Format: JPEG, TIFF

FIRST IMPRESSION

Characters: 135-140
Dimensions: 72x72

IN APP AD:

Characters: 135-140
Dimensions: 72x72

SMART PHONE PUSH MESSAGE:

Characters: 135 or less



FORT WORTH STOCK SHOW

- Dates: Jan - Feb
- Attendees: 1,000,000+
- Description: Three weeks of heart-pounding rodeo, world class livestock, kid-friendly exhibits, live music, cowboy cuisine, and four acres of incredible shopping. 92.1 HANK FM wouldn't miss it especially because we are the official grounds music & voice of the Stock Show
- SPONSORSHIP OPPORTUNITY



CRUISE NIGHT

- Dates: April - Aug
- Attendees: 200 to 300 per wk for 13wks
- Description: HANK loves cars, motorcycles, & barbecue. Join 92.1 HANK FM every Thursday at seven o'clock for the legendary "Cruise Night" and great weekly prizes!
- SPONSORSHIP OPPORTUNITY



TEXAS MOTOR SPEEDWAY

- Dates: April, July, Nov
- Attendees: 200,000+
- Description: Texas Motor Speedway and LKCM Radio Group have partnered for this race season by offering an exclusive on-site opportunity. Join us at Texas Motor Speedway.



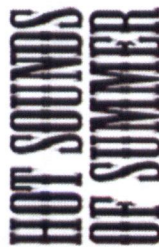
MAYFEST

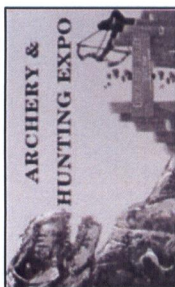
- Dates: May
- Attendees: 200,000+
- Description: 7 STAGES OF ENTERTAINMENT! 5 SPECIAL ATTRACTION SHOWS! 3 Dedicated MUSIC STAGES! Showcasing a vast array of local and regional talent sure to please every taste.
- SPONSORSHIP OPPORTUNITY



HOT SOUNDS OF SUMMER

- Dates: May - June
- Attendees: 4,500
- Description: Music lovers UNITE! Bring your lawn chairs and sit under the stars with us cause we're rolling out plenty of music to fill the night. City of Burleson & 92.1 HANK FM are proud to present the Hot Sounds of Summer- a five week Summer concert series in Burleson Old Town.
- SPONSORSHIP OPPORTUNITY





ARCHERY & HUNTING EXPO

- Dates: 4th Saturday of September
- Attendees: 2,000+
- Description: Join Hank at Dinosaur Valley State Park in Glen Rose, Texas for Hank's Archery & Hunting Expo! Support 4H Shooting Sports and LDL Educational Resources Foundation on the 4th Saturday in September for a NASP tournament and vendors representing all things hunting at this one day event! Admission is free!
- SPONSORSHIP OPPORTUNITY

GRANBURY FOURTH

- Dates: July
- Attendees: 50,000+
- Description: HANK is proud to join Granbury's Independence Day festivities. The firework's show is ranked in the Top 10 for the Southwestern United States & Top 50 in the nation. The annual celebration was named on of the top Texas 4th of July Celebrations by Texas Highways.
- SPONSORSHIP OPPORTUNITY



FORT WORTH'S FOURTH

- Dates: July
- Attendees: 65,000+
- Description: The biggest Independence Day Celebration in Fort Worth. Festivities include 5 hours of FREE activities for the whole family and the largest fireworks display in Fort Worth!
- SPONSORSHIP OPPORTUNITY



FROG ALLEY

- Dates: Aug - Dec
- Attendees: 120,000+
- Description: TCU's Pre-Game Football Party in Frog Alley is the place to market your product this football season. The TCU fan is active, intelligent, affluent, and tremendously loyal to their alma mater. 92.1 HANK FM is the home of The Gary Patterson Show hosted by TCU's head coach Gary Patterson & sports announcer Brian Estridge.
- SPONSORSHIP OPPORTUNITY





ON-AIR RATES

DAY	TIME	DAYPART	:60	:30	:15
MON-FRI	6A-10A	Morning Drive	\$80	\$65	\$38
	10A-3P	Mid-Day	\$70	\$57	\$33
	3P-7P	Afternoon Drive	\$75	\$61	\$40
	7P-MID	Evening	\$40	\$32	\$20
	12A-6A	Overnight	\$10	\$9	\$8
SATURDAY	6A-10A	Morning	\$35	\$29	\$20
	10A-3P	Mid-Day	\$65	\$53	\$35
	3P-7P	Afternoon	\$45	\$37	\$25
	7P-MID	Evening	\$20	\$17	\$13
	12A-6A	Overnight	\$10	\$9	\$8
SUNDAY	8A-5P	Morning/Mid-Day	\$40	\$32	\$20
	5P-8P	Country Café – Joe Bielinski	\$50	\$40	NA
	7P-MID	Evening	\$10	\$4	\$3
	12A-6A	Overnight	\$5	\$4	\$3

Terms & Conditions: Access to station inventory is based on availability and applicable terms and conditions. Average rates require equal distribution among applicable dayparts and days. Customer must be in good standing with our credit office. Payment terms are net 15 days with approved credit. Copy is due at least 3-business days prior to date of broadcast. A two-week written cancellation notice is required.



DIGITAL RATES

A little Mobility goes a Looooooooong way!



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

Increase marketing reach and catch Mobile Consumers without breaking the budget! 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!