

Everyone is making the move to 99.7 NOW!

[NOW!]
99.7 FM
ALL THE HITS



99.7 NOW | KMQ-FM | CBS Radio

865 Battery Street | SF | CA | 94111



overview

997 NOW is the San Francisco Bay Area's home for the hits. 997 NOW is an upbeat mix of today's contemporary music by today's biggest artists like, Lady Gaga, Black Eyed Peas, Rihanna, and many more. Broad in appeal, 997 NOW aims squarely at keeping moms and their daughters dancing and entertained with both its hit music playlist and its reflection of what is hot in pop culture.

Market:	San Francisco
Call Letters:	KMVQ
Format:	CHR
Digital Position:	99.7 FM
Signal:	40,000 Watts Full 9-County Bay Area Coverage
Audience Composition:	Female: 58.2% Male: 41.8%
Audience Delivery:	Adults and Women 25-49
Ethnic Composition:	Other: 59.4% Hispanic: 36.9% Black: 3.7%
Featured Artists:	Katy Perry, Ke\$ha, Pitbull, Black Eyed Peas, Lady Gaga, Rihanna, Justin Bieber and many more

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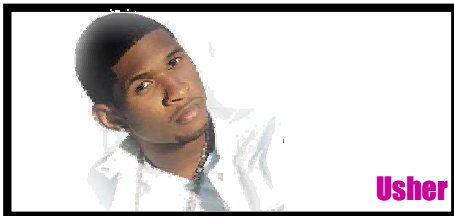


artists

Rihanna
Katy Perry
Ke\$ha
Black Eyed Peas
Britney Spears
Pitbull
Cee-Lo
Enrique Iglesias

Justin Bieber
Far East Movement
Mike Posner
Bruno Mars
Lady Gaga
Jay Sean
50 Cent
LMFAO

Kanye West
Nicki Minaj
Lil Wayne
Pink
Avril Lavigne
Taio Cruz
Chris Brown
Usher



Usher



Katy Perry



Lady Gaga



Britney Spears



Black Eyed Peas



Ke\$ha



listeners

WHO IS THE 997 NOW LISTENER?

- Active
- Upscale
- Educated
- Disposable Income



EDUCATION:

35% College Grad+
31% Some College
25% High School Grad



WHERE DO THEY LIVE?

26% Santa Clara County
23% Alameda County
14% San Mateo County
11% San Francisco County
10% Contra Costa County
9% Solano County
4% Napa County
2% Marin County
1% Sonoma County



OCCUPATION:

55% White Collar
19% Blue Collar
13% Management



HH INCOME:

40% \$100,000 +
18% \$75,000 - \$99,999
11% \$50,000 - \$74,999



HOME OWNERSHIP:

57% Own
38% Rent

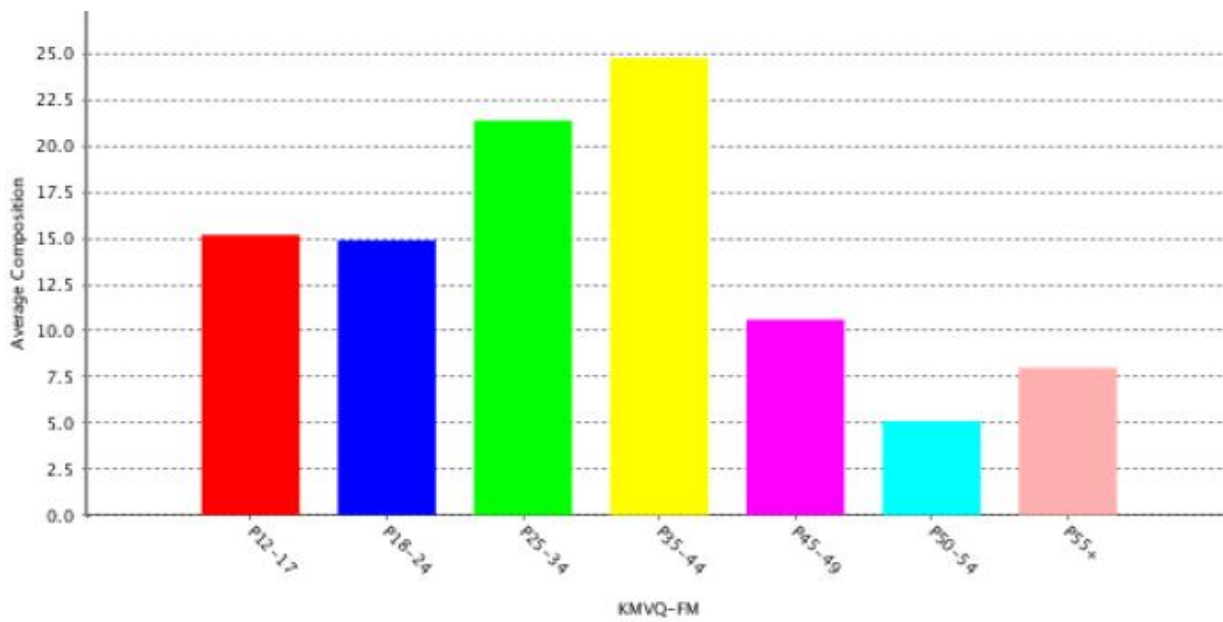


CHILDREN:

54% of our listeners have at least one child under 18 in the household.



listeners



Female: 58.2%

Male: 41.8%

Avg Age: 34

Other: 59.4%

Hispanic: 36.9%

Black: 3.7%

KMVQ reaches 1,254,700 persons (weekly cume)



on-air



Fernando and Greg (M-F 6:00A-10:00A)

Fernando and Greg have made the move to 99.7 NOW! One of San Francisco's Favorite Morning Shows is now located on KMQV.



Letty B (M-F 10:00A-2:00P)

Letty B completes the line-up, joining 99.7 NOW as the midday Personality from 10a-2pm.



St. John (M-F 2:00P-7:00P)

Bay Area radio icon St. John can be heard bringing fun and excitement to the drive home every afternoon.



Strawberry (M-F 7:00P-12:00A)

Bay Area radio veteran Strawberry has the personality to keep listeners 99.7 NOW all night long.

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cannon's countdown



Cannon's Countdown is the newest and most relevant countdown show that will be available for both **Top 40** and **Urban** stations featuring a mix of music and celebrity interviews. Along with the launch of **Cannon's Countdown** the show, there is also the new website

CannonsCountDown.com which will be your next pop culture destination for everything you need to know about the show and of course, the music. Nick says, *"CBS RADIO has been an incredible partner. I am thrilled to now have the opportunity to reach radio listeners nationwide with my new 'Cannon's Countdown' show."*

While there are a handful of other countdowns available, Cannon's Countdown will prove to be the leader of the pack with its timeliness, relatability, as well as the fun-factor. On top of hosting **Rollin' With Nick Cannon**, Nick is also the host of the hit NBC television show, **America's Got Talent**. Cannon, who is the chairman of **TeenNick**, is known for his starring roles in such films as *Drumline*, *Garfield: The Movie*, *Shall We Dance*, *Roll Bounce*, *Bobby* and *Underclassman*, which he also executive produced.



coverage

997 NOW MAXIMUM COVERAGE

With 40,000 watts, 997 NOW reaches into the homes of the nine Bay Area counties with one of the Bay Area's strongest signals!





digital elements

997 NOW and CBS Radio has taken great strides to enhance the user experience on our website by increasing content and adding blogging as a constant feature on all pages.

Each month 997now.com receives an average of:

- Over 119,000 Unique Users (unique IP addresses) on 997now.com*
- Over 800,000 page views on 997now.com*

*Google Analytics-October-2010

Our **Digital Assets** includes the following elements...

Email Blast

Sent to 37,000+ 997 NOW VIP's!

Web Banners



Streaming Commercials and Pre-Roll Video



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radio.com



radio.com

Radio.com and CBS bring mainstream streaming online radio to all smart phones. With a simple-to-use interface, Radio.com powered by CBS, is a streaming radio tuner for your smart phone. When the user downloads the FREE application to their phone, the smart phone uses GPS to determine a user's location and offers the nearest local CBS radio stations from a nationwide footprint. As an ADDED VALUE, we're providing our pioneering clientele with streaming commercials on the smart phone.

- 36.7% of KMOV listeners own a smart phone
KMOV listeners are 51% more likely than the average adult to own a smart phone
- 25.9% of KMOV SMART PHONE owners use online to listen to the radio
KMOV Smartphone owners are 44% more likely than the average Adult to use the internet to listen to the radio

Source: SAN FRANCISCO Release 2 2011 Aug10-Jul11 Scarborough



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advertisers

