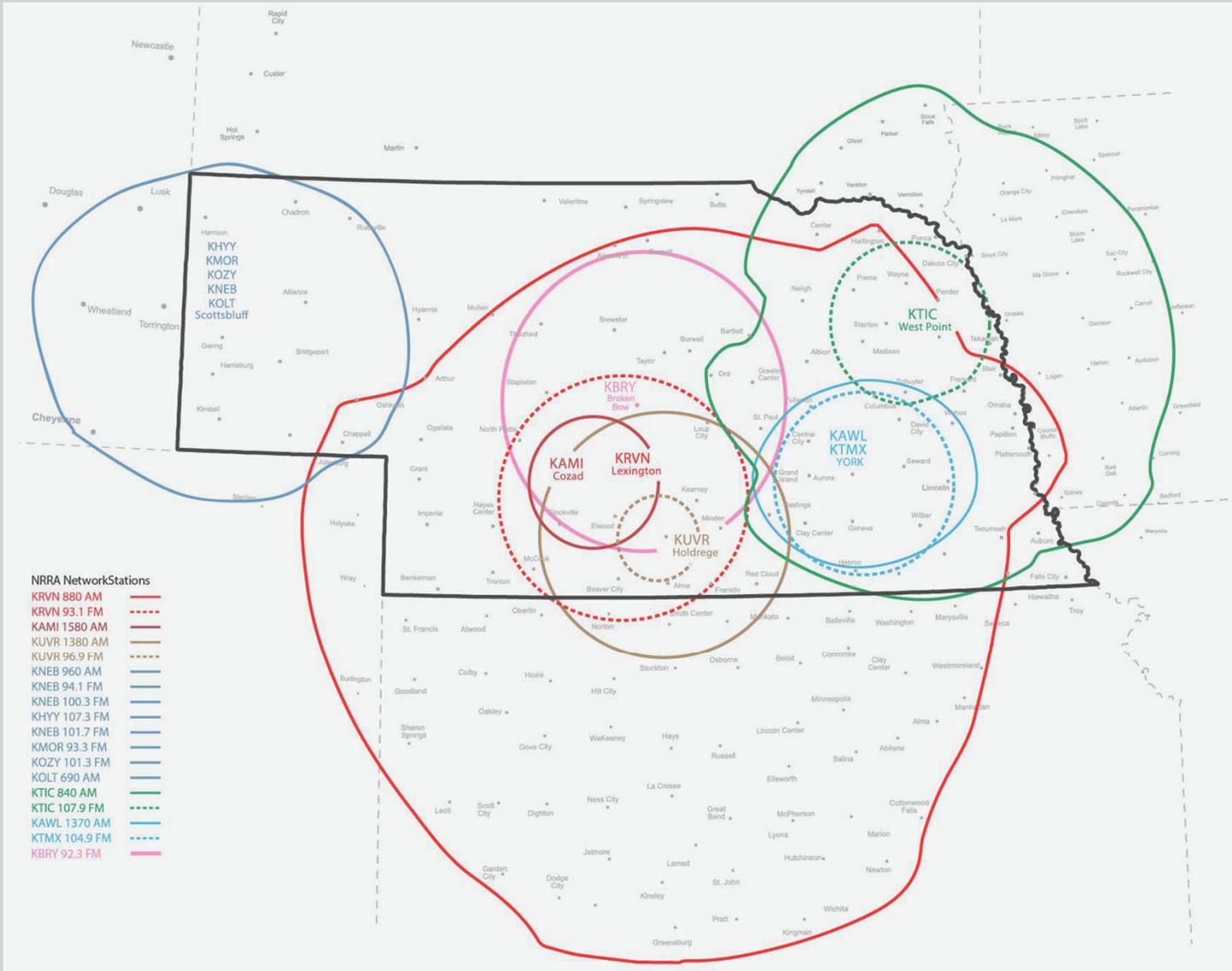


# RRN Media Kit



# Coverage



# KRVN-AM

## Lexington

KRVN: 880AM - 106.9FM - 98.5FM

KRVN AM is the flagship station of the Rural Radio Network and, at 50,000 watts, reaches most of Nebraska and the upper two thirds of Kansas. Focused on agriculture, 880 KRVN delivers livestock and grain markets, expert market analysis, news and ag reports multiple times daily. It boasts Central Nebraska's largest newsroom; keeping listeners abreast of the latest information, sports, weather and classic country music over the air and online. KRVN is also a Husker sports station and can be found at 106.9 and 98.5 FM as well.

### Air-times and Shows

#### KRVN-AM

Monday - Friday

Midnight-6am: Various talk programs

6am-10am: Clay Patton hosts a daily talk show.

10am-2pm: Tyler Cavalli hosts a daily talk show including Midday.

2pm-6pm: Paul Perkins hosts a daily show including mixing in music.

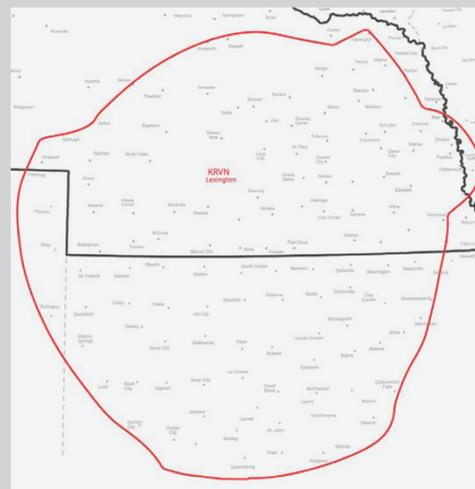
6pm-Midnight: Various talk programs

Saturday:

6am-11am: Russ Holen hosts. The day is followed by various talk shows and music.

Sunday:

6am-11am: Russ Holen hosts. The day is followed by various talk shows and music.



### Coverage

**Central Nebraska  
and Kansas**

**KRVN-AM**

**KRVN**  
880 AM • 106.9/98.5 FM

# KRVN-FM The River

## Lexington

The River: 93.1FM

KRVN-FM broadcasts with a powerful 100,000 watts, playing Mainstream Country complimented with a popular mix from the Red Dirt scene. 93.1 The River engages central Nebraska's largest listening audience with local hosts delivering entertainment and contesting on-air, on-line, and on the River's mobile app. Listeners stay informed with the latest weather, news, sports, and ag information from the Rural Radio Network. The River is the Official Radio Partner of University of Nebraska-Kearney Athletics.

### Air-times and Shows

#### The River

Monday - Friday

6am-10am: The River Morning Show with Lana Greene  
10am-2pm: Jayson Jorgensen  
2pm-7pm: Adam Smith  
7pm-12am: Shawn Parr's Across The Country

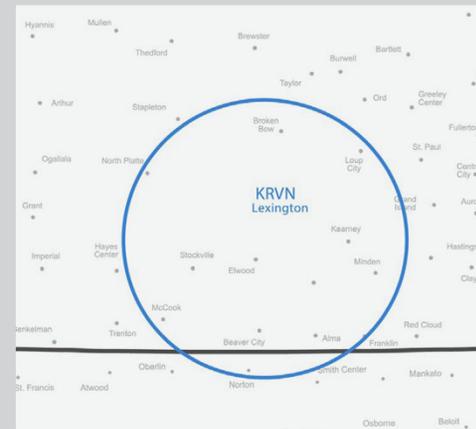
#### The River

Saturday

6am-10am: Lana Greene  
10am-2pm: Tony Dillehay  
2pm-7pm: Dean Erickson  
7pm-12am: The River's Edge with Adam Smith (Texas, Red Dirt, & Independent Country)

Sunday

6am-10am: The Crook & Chase Countdown  
10am-2pm: Tony Dillehay  
2pm-6pm: Tyler Cavalli



### Coverage

**Lexington, and the surrounding area**

**The River**

### Popular Artists

**The River:** Luke Combs, Morgan Wallen, Miranda Lambert, Aaron Watson, Cody Johnson



# KAMI

## Cozad

KAMI: 1580AM - 100.1FM - 92.7FM

KAMI is Classic Country at it's best, iconic artists like George Strait, Alabama and Brooks & Dunn. Always stay up to date with local news, weather and Ag information. It hosts an extensive schedule of high school sports and Husker broadcasts. You can now hear KAMI within a larger broadcast area, on 1580 AM and on FM translators at 100.1 & 92.7 FM.

### Air-times and Shows

#### KAMI

Monday-Friday

6am-10am: Adam Smith (Breakfast with the Legends)

10am-2pm: Paul Perkins

2pm-7pm: Lana Greene

Saturday

6am-10am: Country Gold with Terri Clark

10am-3pm: Russ Holen

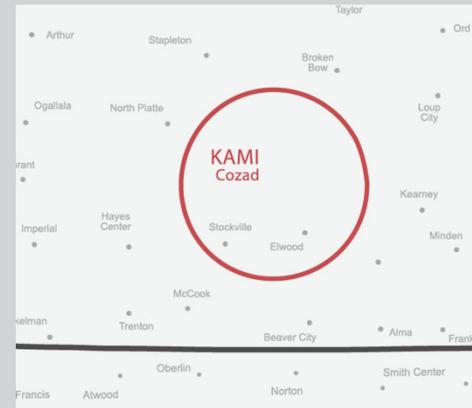
7pm-12am: The Original Country Gold with Rowdy Yates

#### KAMI

Sunday

12pm-3pm: Rick Jackson's Country Classics

3pm-9pm: Russ Holen



### Coverage

**Cozad and the surrounding area**



### Popular Artists

**KAMI:** George Strait, Alan Jackson, Reba, Alabama, Merle Haggard



# KUVR

## Holdrege

KUVR: 1380AM, 96.9FM

On HD at 93.1, Channel 4

KUVR plays the Greatest Hits of the 70's, 80's and more. The station went on the air at 1380AM in October of 1956 and added a translator at 96.9FM in 2017. The station was purchased by the Nebraska Rural Radio Association in 2020. In 2021, KUVR also began broadcasting on HD radios at 93.1 Channel 4.

As the **"live and local voice of Holdrege and Phelps County"**, KUVR features live news, weather and a daily community information segment called "Town Talk". Sports coverage includes Holdrege Duster high school, Nebraska Cornhusker college and Kansas City Chiefs pro football.

### Air-times and Shows

#### KUVR

Monday-Friday

6am-10am: Derek Johnson  
10am-2pm: Steve Albertsen  
2pm-7pm: Jon Schilling  
5pm-7pm: "DJ's 80's Drive Home" with DJ  
7pm: "70's @ 7" with Steve Albertsen

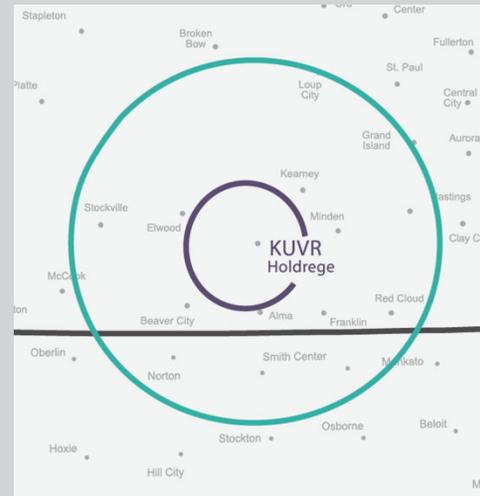
#### KUVR

Saturday

7am-10am: "Casey Kasem American Top 40 Countdown"  
7pm-11pm: "MG Kelly's Classic Hit List"

Sunday

7am-10am: "Sunday Morning Memories"



### Coverage

**Southern Nebraska and parts of Northern Kansas**

 **KUVR FM**

 **KUVR AM**

### Popular Artists

**KUVR:** Billy Joel, Prince, Madonna, Hall & Oates, John Mellencamp, Fleetwood Mac, The Eagles, Bon Jovi, and Journey



# KNEB, KOLT

## Scottsbluff

KNEB: 100.3FM - 960AM

KOLT: 101.7FM - 690AM

As the rural voice of the Panhandle since 1948 KNEB-AM features news, weather, sports and Ag news. Mixed with great national talent like Dave Ramsey, On the House, Bobbie Likis Car Clinic and more. The Huskers and Western Nebraska Pioneers play on KNEB AM.

KOLT has been on the air since the 1930's. A talk radio channel offering programs such as Coast to Coast AM. Fox News Rundown, Brian Kilmeade, as well as Sean Hannity and Ben Shapiro. Programming also includes the Colorado Rockies, Colorado Avalanche, Denver Nuggets and Denver Broncos.

### Air-times and Shows

#### KNEB-AM:

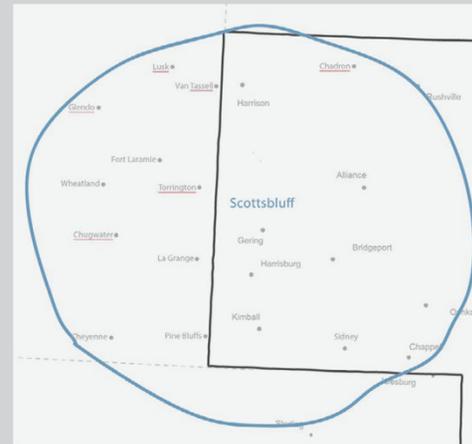
Monday-Friday

6am-9am: Morning Report w/ Dave Strang  
9am-10am: Agri Talk  
10am-1pm: Midday Report w/ Steve Kjos  
(10:30am: O'Reilly Update)  
1pm-4pm: The Ramsey Show  
4pm-5pm: Evening Report w/ Steve Kjos  
5pm-7pm: Sports Nightly  
7pm-8pm: The Ramsey Show

#### KOLT: AM

Monday-Friday

6am-7am: Fox News Rundown  
7am-10am: Brian Kilmeade Show  
10am-1pm: Clay Travis & Buck Sexton Show  
1pm-4pm: Sean Hannity Show  
4pm-6pm: Ben Shapiro Show



### Coverage

**Scotts Bluff County and surrounding counties with coverage in Wyoming and Colorado**

**KNEB**  
**KOLT**

**KNEB** 960 AM  
100.3FM  
YOUR TRUSTED VOICE

**KOLT** 690  
101.7  
NEWS • SPORTS • TALK

# The Brand, The Trail

## Scottsbluff

The Brand: 94.1FM

The Trail: 107.3FM

94.1 The Brand is a 100,000 watt Top 40 Country station. Featuring live and local talent all day. The Brand offers listener contests, hourly local news and sports updates, weather and ag news. The Huskers play on The Brand as well as NASCAR

Launched in July of 2018, The Trail plays 80's and 90's classic country music. Award winning KNEB news and weather, sports and Ag News. The Trail is a 100,000 watt station and the voice of the Scottsbluff Bearcats.

### Air-times and Shows

#### KNEB (The Brand)FM

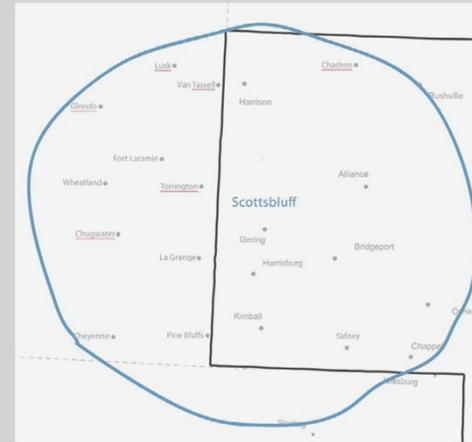
Monday-Friday

6am-10am: A Brand New Morning w/Bill Boyer and Nick Chizek  
10am-2pm: Lana Green  
2pm-7pm: Jim Kennedy

#### KHYY (The Trail)-FM

Monday-Friday

6am-12pm: Dave Strang  
12pm-6pm: Steve Kjos



### Coverage

**Scotts Bluff County and surrounding counties with coverage in Wyoming and Colorado**

-  **The Brand**
-  **The Trail**

### Popular Artists

**KNEB (The Brand)-FM:** Thomas Rhett, Luke Combs, Carrie Underwood, Jason Aldean, Luke Bryan

**KHYY (The Trail)-FM:** Alan Jackson, Brooks & Dunn, Garth Brooks, George Strait, Kenny Chesney



# KOZY, KMOR

## Scottsbluff

KOZY: 101.3FM

KMOR: 93.3FM

KOZY is a 100,000 watt Adult Contemporary music station. Programming includes local talent, local news and sports updates and weather. Ryan Seacrest and Hollywood Hamilton. KOZY is the voice of the WNCC Cougars.

Also a 100,000 watt station and part of the Panhandle since the 80's, The Rock of the Bluffs offers classic rock offering local talent and Nights with Alice Cooper. Gering Bulldog sports can be found on KMOR.

### Air-times and Shows

#### KOZY-FM

Monday-Friday

6am-10am: Mornings with C Mack

10am-2pm: TJ Albright

2pm-7pm: Jackson Blue

#### KMOR FM

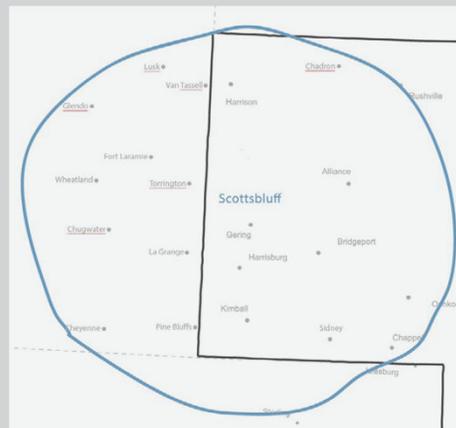
Monday-Friday

6am-10am: Morning Mayhem with Chris Cottrell

10am-2pm: Joe Skare

2pm-7pm: C Mack

7pm-Mid: Nights with Alice Cooper



### Coverage

**Scotts Bluff County and surrounding counties with coverage in Wyoming and Colorado**

 **KMOR**

 **KOZY**

### Popular Artists

**KOZY-FM:** Ed Sheeran, Dua Lipa, Olivia Rodrigo, The Weekend, Post Malone

**KMOR-FM:** AC/DC, Aerosmith, Def Leppard, Led Zeppelin, Guns 'N Roses



# KTMX, KAWL

## York Area

KTMX: 104.9FM

KAWL: 1370 AM, Translators: 103.5FM - 95.9FM - 104.9FM

In May of 2015 radio stations KAWL & KTMX York were purchased by The Nebraska Rural Radio Association. The Nebraska Rural Radio Association went on the air in 1951 with a simple mission; to serve agriculture and rural Nebraska. Thanks to the vision of The Nebraska Cooperative Council, Nebraska Farm Bureau, Nebraska Farmers Union and the Nebraska State Grange, the Nebraska Rural Radio Association became the only farmer and rancher owned radio organization in the country.

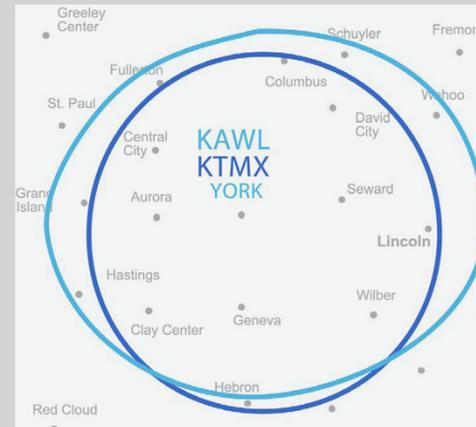
### Air-times and Shows

#### KTMX:

6am-12pm: Gene Curtis  
12pm-6pm: Kevin Cooper

#### KAWL:

6am-10am: Doug Becker and Frank Green  
10am-3pm: Parker Cyza  
2pm-6pm: Steve Albertson



### Coverage

**York County and surrounding counties**

- **Standard Coverage**
- **Extended Coverage**

### Popular Artists

**KTMX-FM:** Garth Brooks, Brooks & Dunn, Reba McEntire, Tim McGraw, Kenny Chesney

**KAWL-FM:** Elton John, Billy Joel, Fleetwood Mac, Eagles, Beatles



# Classic Country KTIC The Bull FM

## West Point

KTIC-AM: 840AM, Translators: 98.3FM,  
West Point - 98.7FM, Norfolk  
KTIC (The Bull) FM: 107.9

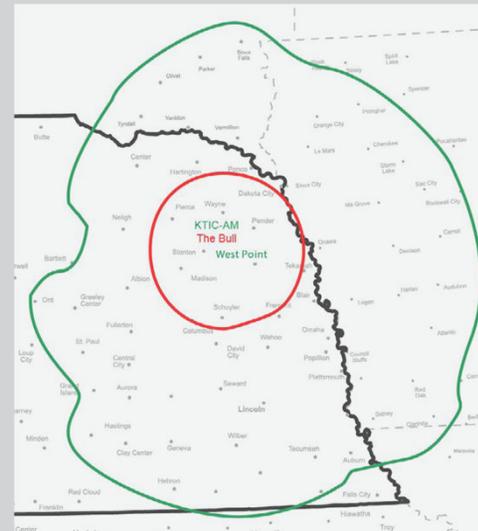
Classic Country KTIC provides award-winning Ag, Weather, News, Markets, Sports, and other vital information to six states daily. When not in an information segment, hear Country's Greatest Hits from the 70's through the early 2000's. Enjoy Classic Country Saturday Mornings and special shows on Sundays too including Bill Gaither's Homecoming Radio, It's Polka Time, and Cowboy Corner.

107.9 The Bull brings a great mix of today's hot new country and the legends for Northeast Nebraska. The Bull provides our local area Agricultural Producers timely information concerning their operation with a schedule of Farm Markets and Ag News 12 times a day.

### Air-times and Shows

**KTIC-AM – Monday-Friday**  
6am-9am: Kevin Cooper  
9am-11am: Joel Janeczek  
11am-2pm: JD Gibbs  
2p-5p: Doug Anderson

**KTIC (The Bull)-FM – Monday-Friday**  
6am-10am: Doug Anderson  
10am-2pm: Joel Janeczek  
2pm-6pm: JD Gibbs



### Coverage

**Northeast Nebraska and  
parts of Iowa and South  
Dakota**

 **KTIC-AM**

 **The Bull**

### Popular Artists

**KTIC-AM:** George Strait, Garth Brooks,  
Merle Haggard, Ronnie Milsap, Dolly  
Parton, Toby Keith, Alan Jackson, Martina  
McBride

**KTIC (The Bull)-FM:** Garth Brooks, Kenny  
Chesney, Miranda Lambert, Blake Shelton  
Jason Aldean, Luke Combs, Alan Jackson,  
Faith Hill

**KTIC**  
840AM / 98.3FM / 98.7FM





# 3rd Party Digital

## 3rd Party Digital

Very competitive pricing

### Cost Breakdown:

Display :

\$10 Net, \$12 Gross CPM

Video :

\$21 Net, \$25 Gross CPM

Geofencing :

\$11 Net, \$13 Gross CPM

Video Geofencing :

\$22 Net, \$26 Gross CPM

OTT/CTV :

\$32 Net, \$38 Gross CPM

### Example of Banner Ad Package:



Assets include targeted display ads, pre-roll and streaming video, retargeting, geofencing, over-the-top (OTT) and more!

## Digital Campaigns

Like radio advertising, **targeted digital advertising** goes where we go, and the average adult is said to spend a minimum of **3 hours and 23 minutes** on their **phone every day**. By partnering digital advertising with your current radio ads, you can **reinforce your campaign in the minds of consumers** continually. 81% of adults in America use the internet on a daily basis, with 48% of Americans age 18-29 saying they are **"constantly"** on the internet.



RRN are now offering digital advertising to help you **constantly be in front of your consumers**. Our digital ads are placed by strategically creating a specialized demographic and geographic targeted area. Your digital display ads are served on popular news, weather, sports and recreational, and other targeted interest sites to **capture your audience right at the tip of their fingers**.

## Package Details:

- Targeted geographic and demographics
- Nine display ad sizes linking directly to your website of Facebook page professionally designed at no extra charge.

## Recent Results



# Streaming

NRRR Digital Monthly		
	Monthly Web Pageviews	Monthly Streaming
<b>Lexington</b>		
93.1 The River	997,289	18,352
880 KRVN		19,084
KAMI		5,679
<b>Scottsbluff</b>		
KNEB AM	1,311,692	6,241
The Brand		7,611
The Trail		3,236
KOZY		2,508
KMOR		1,691
KOLT		1,289
<b>York</b>		
Max Country	55,488	39,749
KOOL Radio		6,157
<b>Holdrege</b>		
KUVR	N/A	1,045
<b>West Point</b>		
The Bull	400,434	13,039
840 KTIC		7,488
<b>Network</b>	30,643	N/A