RRN Media Kit

Nebraska Rural Radio Assn. Est. 1948

KNEB 960 AM 100.3FM
YOUR TRUSTED VOICE

KOLT 690 101.7
NEWS • SPORTS • TALK

BETTER COUNTRY KNEB The Brand

107.3 The TRAIL

KOZY 101.3 FM

Rock of the Bluffs KMOR 93.3 FM

KTMX-FM 104.9 MAX COUNTRY

KOOL Radio 103.5 FM • 95.9 FM • 1370 AM

KRVN
880 AM • 106.9/98.5 FM

GOOD LIFE. GREAT COUNTRY. 93.1 THE RIVER KRVN FM

100.1 FM • 92.7 FM KAMI 1580 AM

KBEAR 92-3

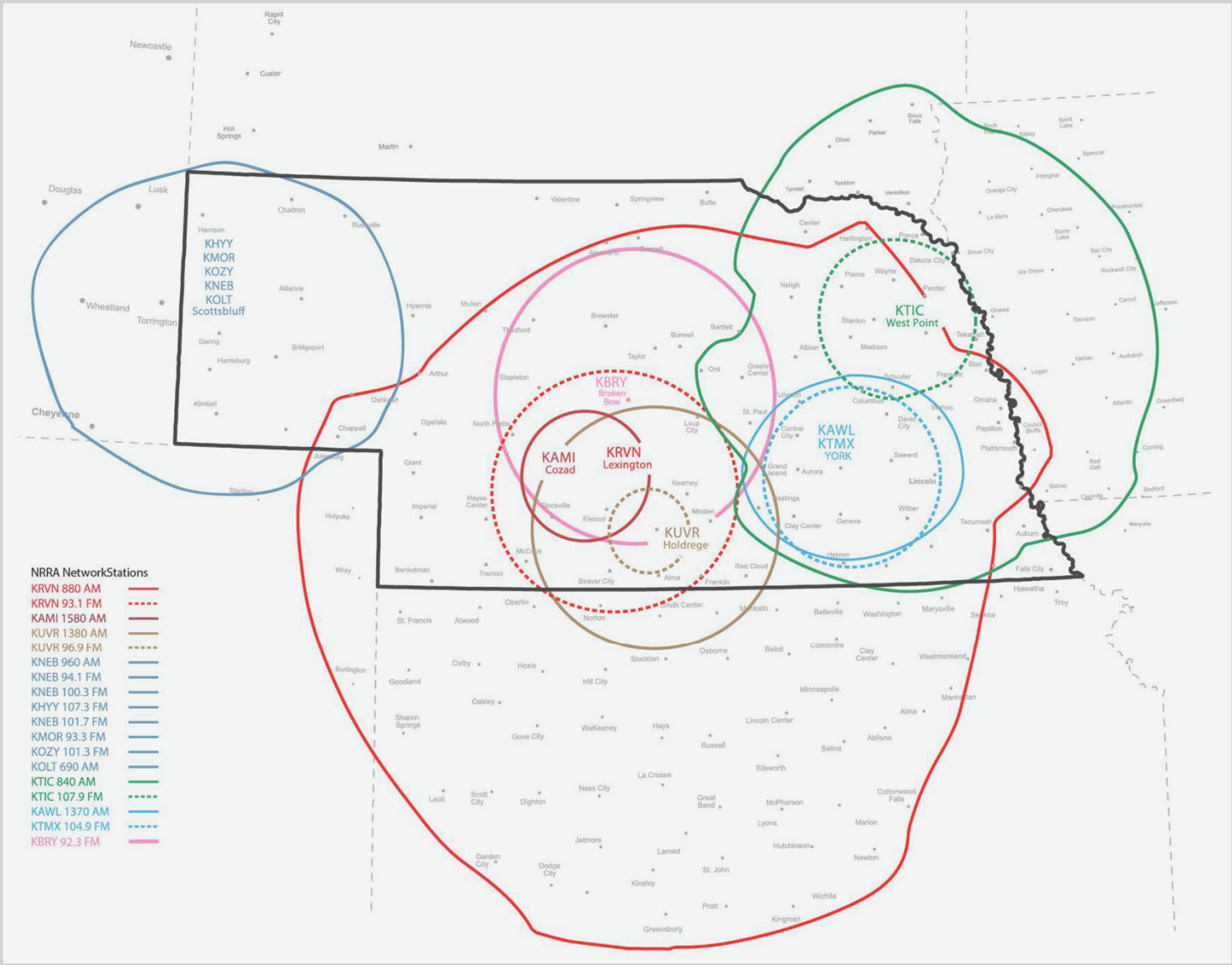
KTIC
840AM /98.3FM /98.7FM

107.9 BULL KTIC FM

KUVR 1380 AM 96.9 FM

Rural Radio Network

Coverage

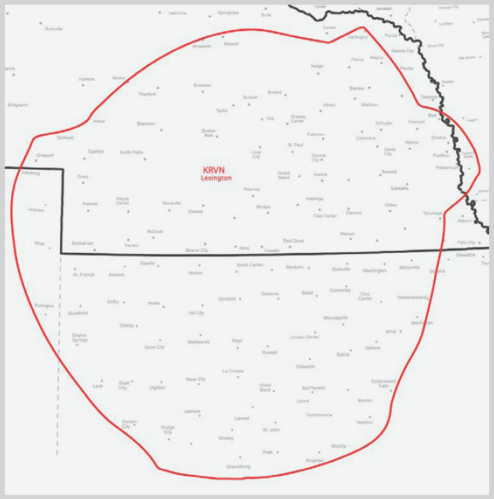

KHYY
KMOR
KOZY
KNEB
KOLT
Scottsbluff
KTIC
West Point
KBRY
Broken Bow
KAMI
Cozad
KRVN
Lexington
KUVR
Holdrege
KAWL
KTMX
YORK
NRRA NetworkStations
KRVN 880 AM
KRVN 93.1 FM
KAMI 1580 AM
KUVR 1380 AM
KUVR 96.9 FM
KNEB 960 AM
KNEB 94.1 FM
KNEB 100.3 FM
KHYY 107.3 FM
KNEB 101.7 FM
KMOR 93.3 FM
KOZY 101.3 FM
KOLT 690 AM
KTIC 840 AM
KTIC 107.9 FM
KAWL 1370 AM
KTMX 104.9 FM
KBRY 92.3 FM

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.



Coverage

Central Nebraska and Kansas

KRVN-AM

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.

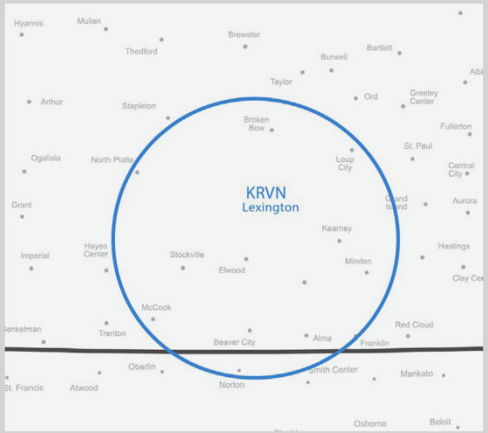
KRVN
880 AM • 106.9/98.5 FM

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.



Coverage

Lexington, and the surrounding area

The River

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

Popular Artists

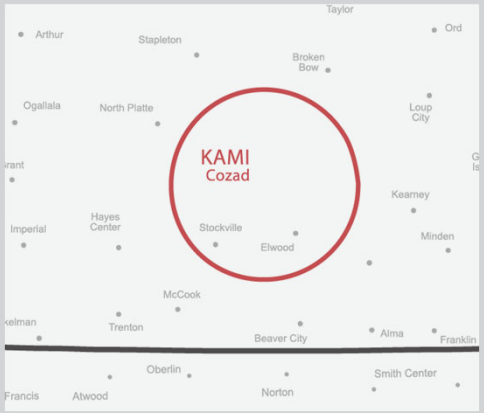
The River: Luke Combs, Morgan Wallen, Miranda Lambert, Aaron Watson, Cody Johnson

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.



Coverage

Cozad and the surrounding area

KAMI

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

Popular Artists

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

100.1 FM · 92.7 FM
KAMI
1580 AM

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

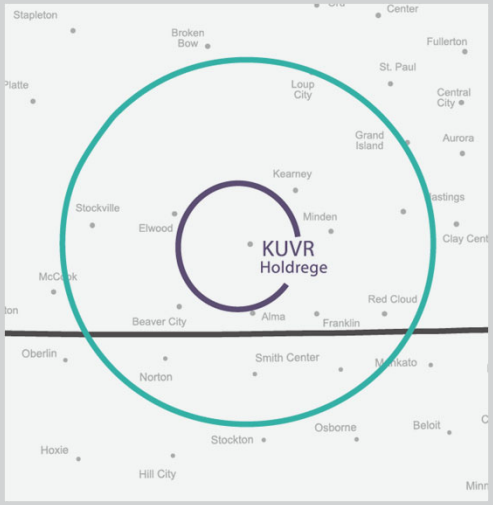
KUVR

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 plat 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:

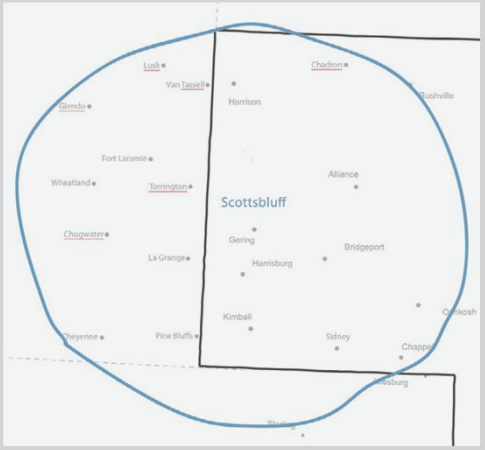
Monday-Friday

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

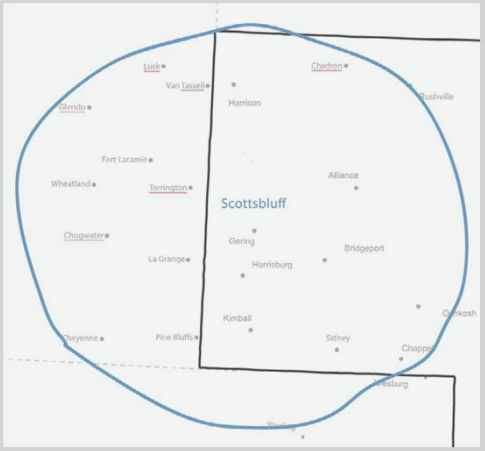
The Brand, The Trail

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.



Coverage

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

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

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

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

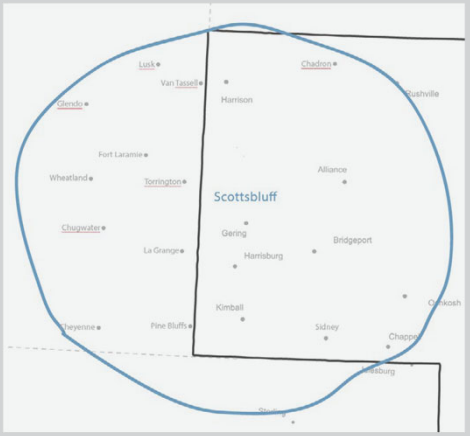
KOZY, KMOR

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.



Coverage

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

- **KMOR**
- **KOZY**

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

Popular Artists

KOZY-FM: Ed Sheeran, Dua Lipa, Olivia Rodrigo, The Weekend, Postmalone

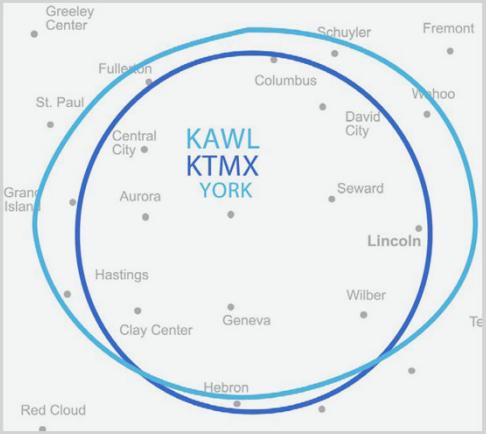
KMOR-FM: AC/DC, Aerosmith, Def Leppard, Led Zeppelin, Guns 'N Roses

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.



Coverage

York County and surrounding counties

Standard Coverage

Extended Coverage

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

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

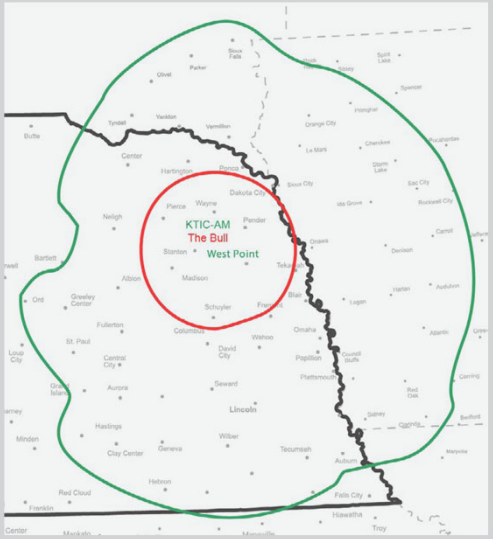
Classic Country KTIC provides award-winning Ag, Weather, News, Markets, Sports, and other vital information to six states daily. When not in an information segment, hear Country's Greatest Hits from the 70's through the early 2000's. Enjoy Classic Country Saturday Mornings and special shows on Sundays 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
5am-7am: Gordon Deal
7am-9am: Connie Green
11am-2pm: Joel Janecek
2p-5p: Doug Anderson

KTIC (The Bull)-FM – Monday-Friday
6am-10am: Doug Anderson
10am-2pm: Joel Janecek
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
107.9 BULL
KTIC FM

KBEAR 92.3 Wild Country

Broken Bow

KBRY: 92.3 FM

KBEAR 92.3, "Wild Country" is a 100,000-watt FM station blanketing the heart of Nebraska. KBEAR plays a nineties-to-now country music format with a touch of Red Dirt Country. Listeners also enjoy coverage of local high school sports, award winning local news, and agricultural information from the Rural Radio Network.

Air-times and Shows

KBRY

Monday-Friday

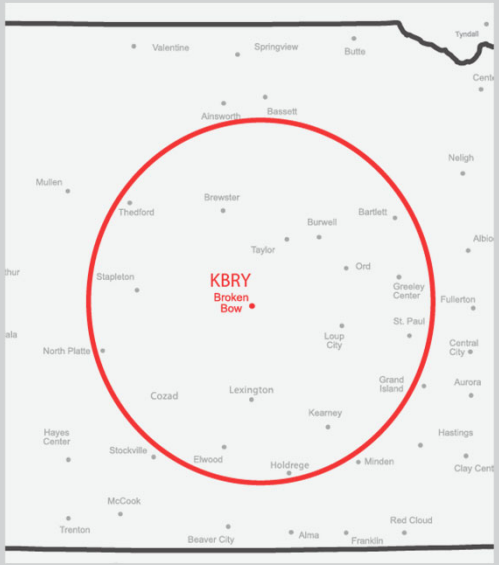
6am-10am: KBEAR Morning Show with Adam Smith (90s @ 9, 9-10 am)
10am-2pm: Jacqui
2pm - 6pm: Jeremy Keezer

Saturday

6am-10am: Jeremy Keezer
10am-2pm: Jacqui
7pm-9pm: The Red Dirt Road with Andrew Lacy

Sunday

7am-10am: Rick Jackson's Country Classics
10am-2pm: Andrew Lacy



Coverage

Central Nebraska Area

KBRY

Popular Artists

KBRY FM: George Strait, Garth Brooks, Luke Combs, Miranda Lambert, Cody Johnson, Brooks & Dunn

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



Results vary based on targeted audience

Streaming

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