



Six reasons that make it so easy to buy.

It's human nature – some might even say common sense – to want to have good reasons for buying the things you buy. After all, why buy things that won't suit your needs or that you'll regret? Same holds true for radio advertising. Not all media groups are alike. You need to find a partner who has your back, so you don't waste your money on marketing that doesn't work.

Plus Iliad Media Group's smart, fun, and caring team will always treat you like our favorite, making every step of the process simple and easy. *Guaranteed.*

We're #1 in ratings, 8 years running.

We consistently deliver good local radio. Choose from any of our top stations in Boise or Twin Falls to advertise your product or service. You get the biggest bang for your buck, hands down.

We're locally owned and operated.

Yes, you heard right, we are an 100% employee-owned company and our programming is created by people from here who live here. We can do more for you and our listeners than any other group—why wouldn't we, we own the place.

We advertise our stations.

\$100K+ investment each year guarantees we're always top of mind, attracting new listeners. You get the largest audiences in town, eagerly tuning in to hear our music, our live local talent, and your message.

We cross-promote our stations.

If a listener has four presets on their car radio, we strive to be on at least three of them. You get to connect with a whole lot of folks that cross-listen to Iliad stations exclusively.

We run the shortest commercial breaks.

Never more than 10 minutes an hour, usually closer to 8 minutes, fewer ads keep our listeners engaged for longer periods of time. You get more prominent exposure for your advertisements.

We're everywhere people are listening.

Our listeners are streaming our stations from their desktops, smartphones, and smart devices, plus enjoying podcasts on our Listen Boise app. You get reach beyond the car dashboard for no extra cost.

Let's Talk

sales@iliadmg.com · 208-465-9966 · iliadmediagroup.com





KQBL

101.9 FM THE BULL
Country

101.9 The Bull is Boise's #1 country music radio station! We have more listeners because we play the music more country fans want to hear. Our live, local on-air team loves to get involved in the community and find ways to give back. This connection to our community creates brand loyalty and listeners who tune in all day long. 101.9 The Bull brings value to advertisers by presenting your message to a super-sized fan base that trusts this station above all others.

79,900

Adults 18+ listen every week for an average of **5½ hours** (exclusive cume 13,200)

+46,920 streaming sessions per month

WEEKDAY LINEUP

MEE IN THE MORNING

(Kevin & Brenda Mee)
6am - 10am

MONA'S MIDDAY BULL RIDE

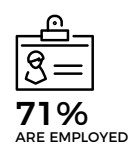
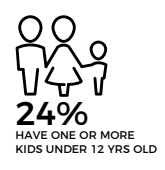
10am - 2pm

AFTERNOON BULL RIDE

(Rick Dunn)
2pm - 7pm

boisebull.com

Quick Facts



Source: Nielsen Boise Metro FA23 SP23 Qualitative, Audience Size Adults 18+ DMA, Streaming Monthly Average (September - November 2023).



KSRV

96.1 BOB FM

Adult Hits from the '80s, '90s and 2000s

96.1 Bob FM is Boise's favorite at-work station that really does play *anything!* Listeners love Bob's huge playlist, his witty sense of humor, and his commitment to the local community. Live, local morning team Rick & Carly are deeply involved with local charities, and every dollar advertisers spend on 96.1 Bob FM stays right here in the Treasure Valley. We give away cash and prizes to local listeners, who in turn spend their money at your store or business.

66,600

Adults 18+ listen every week for an average of **6½ hours** (exclusive cume 8,600)

+ 73,155 streaming sessions per month

WEEKDAY LINEUP

RICK & CARLY IN THE MORNING

6am - 10am

CORE ARTISTS

Journey

Def Leppard

Bon Jovi

Prince

961bobfm.com

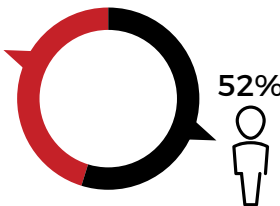
Quick Facts



58%
EARN 75k+



48%



22%
HAVE ONE OR MORE
KIDS UNDER 12 YRS OLD

18 - 24 15%

25 - 34 16%

35 - 44 19%

45 - 54 22%

55 - 64 23%

65+ 5%



77%
ARE EMPLOYED



82%
SOME OR
MORE COLLEGE

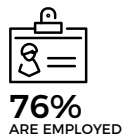
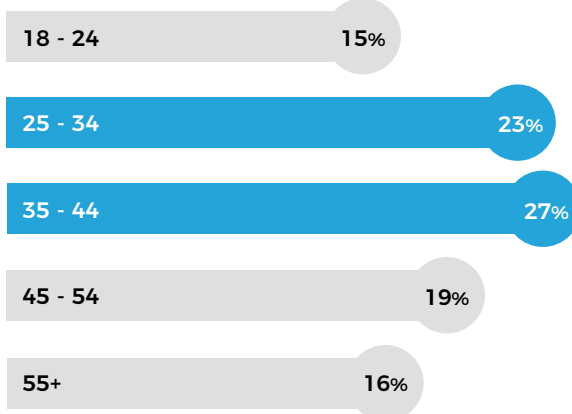
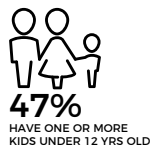
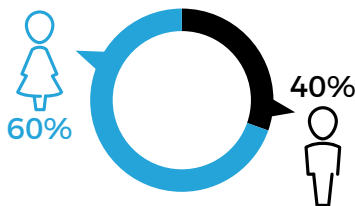


KZMG

MY 102.7
Hot Adult Contemporary

My 102.7 is the Treasure Valley's radio station for fun, feel good music the whole family enjoys! It's also home to Boise's favorite morning show, Joey & Lauren. Authentic and real personalities. Your favorite music. The best contests and prizes with only local winners. My 102.7 is the station listeners turn on in the morning and leave on all day. Advertisers can feel confident they'll get the results they are looking for - and always be treated like a friend.

Quick Facts



60,500

Adults 18+ listen every week
for an average of
3¼ hours
(exclusive cume 11,700)

+ 59,000 streaming sessions per month

WEEKDAY LINEUP

JOEY & LAUREN IN THE MORNING

6am - 10am

MEREDITH

10am - 3pm

MELLISA PAUL

4pm - 7pm

JOEY & LAUREN'S HAPPIER HOUR

3pm - 4pm

FEEL GOOD FRIDAY NIGHT W/ LAUREN

7pm - 9pm

my1027fm.com



KWYD

WILD 101.1 FM
Rhythmic CHR

Wild 101 is the Treasure Valley's hottest music station! People have more access to music than ever before, and we are on top of what's trending. If it's cool or something that everyone is talking about, so is Wild 101. From Boise State football games, to the downtown nightlife, and of course the local music scene, that's where you'll find our on-air team hanging out. Wild 101 brings trending styles and high energy to your advertising.

41,300

Adults 18+ listen every week
for an average of
2¾ hours
(exclusive cume 1,900)

+17,227 streaming sessions per month

Quick Facts



45%
EARN 75k+



40%
HAVE ONE OR MORE
KIDS UNDER 12 YRS OLD



83%
ARE EMPLOYED



65%
SOME OR
MORE COLLEGE



WEEKLY LINEUP

HEY MORTON!

6am - 10am

NATHAN

10am - 3pm

TWITTY

3pm - 7pm

SARAH

7pm - 12am

wild101fm.com

101.5 KOOL FM

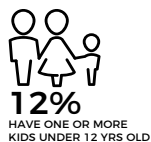
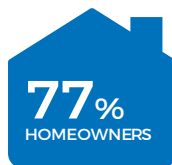
Pop, Soul, Rock & Roll

KKOO

101.5 KOOL FM / 1260 AM
Pop, Soul, and Rock & Roll

101.5 Kool FM plays the greatest music ever recorded! Our "Pop, Soul, and Rock & Roll" philosophy spans the biggest hits of the '60s, '70s and early '80s. Songs that bring back special memories of growing up, listening with your friends or parents as you rode around in a car, brought to you by beloved local personalities KJ Mac and Bryan Gregory. With disposable income to spend, 101.5 Kool FM listeners are prime for what you're selling.

Quick Facts



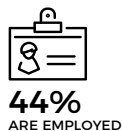
Under 34 14%

35 - 44 7%

45 - 54 10%

55 - 64 27%

65+ 42%



31,800

Adults 18+ listen every week
for an average of

5¾ hours

(exclusive cume 5,000)

+29,062 streaming sessions per month

WEEKDAY LINEUP

KJ MAC

6am - 10am

BRYAN GREGORY

3pm - 7pm

CORE ARTISTS

Elton John

The Supremes

The Rolling Stones

Billy Joel

koolboise.com

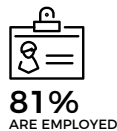
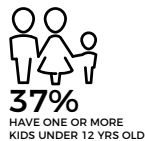


KQBL-HD3

96.5 THE ALTERNATIVE
Alternative Rock

96.5 The Alternative is the favorite station you didn't know you needed! We play today's modern rock and indie music, coupled with a perfect balance of classic '90s and early 2000s alternative hits. There's nothing quite like it in Boise, or anywhere else - and listeners love it. 96.5 The Alternative excels at reinforcing established brands. It's also a fantastic place to introduce new products and up-and-coming events around town.

Quick Facts



20,300

Adults 18+ listen every week
for an average of
2½ hours
(exclusive cume 2,900)

+6,975 streaming session per month

FEATURES

CORE ARTISTS

Muse

Cage the Elephant

Red Hot Chili Peppers

Green Day

The Killers

altboise.com

I-Rock
99.1 FM
 Idaho's Pure Rock

KQBL-HD2

99.1 I-ROCK
 Active Rock

99.1 I-Rock is the Treasure Valley's pure rock station, playing active rock hits from the '90s to today! We play familiar music from bands with large followings. No jocks to talk about anything. Just all rock all the time. Plus free concert tickets and swag for our growing Boise listenership. A local favorite with event promoters and concert venues looking to sell a lot of tickets, 99.1 I-Rock delivers high impact at a rockin' great price.

21,300

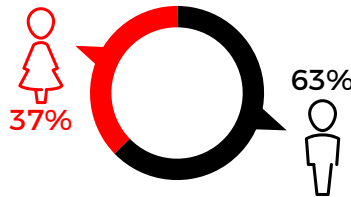
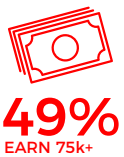
Adults 18+ listen every week
 for an average of

3½ hours

(exclusive cume 1,200)

+9,941 streaming sessions per month

Quick Facts



18 - 24 5%

25 - 34 15%

35 - 44 40%

45 - 54 25%

55+ 15%



FEATURES

CORE ARTISTS

- Tool
- Breaking Benjamin
- Metallica
- Stone Temple Pilots
- Three Days Grace
- Disturbed

rockboise.com



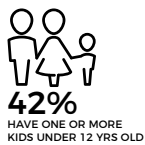
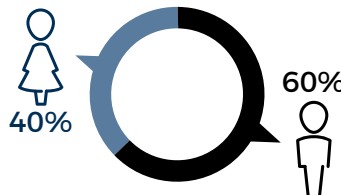
**99.9FM
BOISE**

KSRV-HD2

99.9 FOX SPORTS BOISE
Sports Talk

99.9 Fox Sports Boise is the newest sports station in the Treasure Valley with the best sports coverage anywhere! We broadcast the industry leading programming of Fox Sports Radio, providing our local listeners access to national sports talk favorites Dan Patrick, Colin Cowherd, Doug Gottlieb and more. Great followings. Great potential. Great value. Tap into new customers and grow your business by joining the conversations on 99.9 Fox Sports Boise.

Quick Facts



5,400

Adults 18+ listen every week
for an average of
8½ hours

+6,331 streaming sessions per month

WEEKDAY LINEUP

THE DAN PATRICK SHOW

7am - 10am

**THE HERD W/ COLIN
COWHERD**

10am - 1pm

**THE DOUG GOTTLIEB
SHOW**

1pm - 4pm

foxsportsboise999.com