

MEDIA KIT!

95.5
The Bay
90's 2K and Today

KBAE 95.5 FM
428 C STREET
SUITE K
EUREKA, CA 95501
(707) 442-9551
955THEBAY.COM



SWIFT



LANSING



DNCE



BAY



ADELE



TARGET

FAMILIARITY

95.5 The Bay plays songs that 25-54 year olds know and want to hear!

VARIETY

95.5 The Bay covers four decades of music and mixes up your favorites to bring you the best variety day after day!

WORKPLACE CHOICE

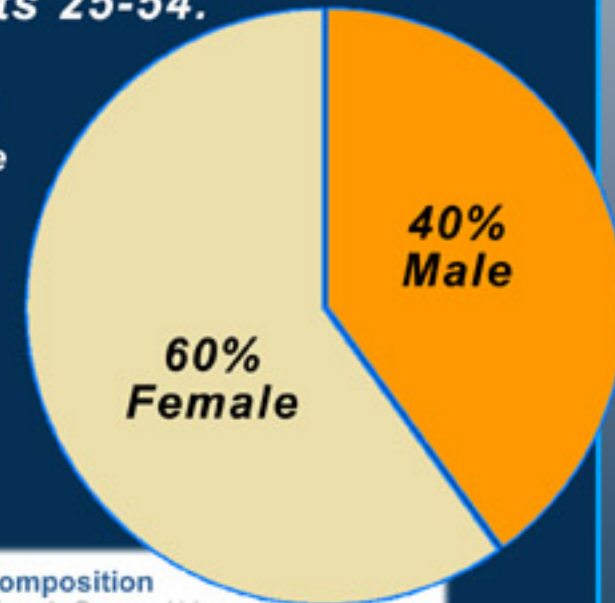
95.5 The Bay is perfect for any work environment, whether at your desk or in your PA system! Playing non-offensive, not too hard, not too soft...just right!



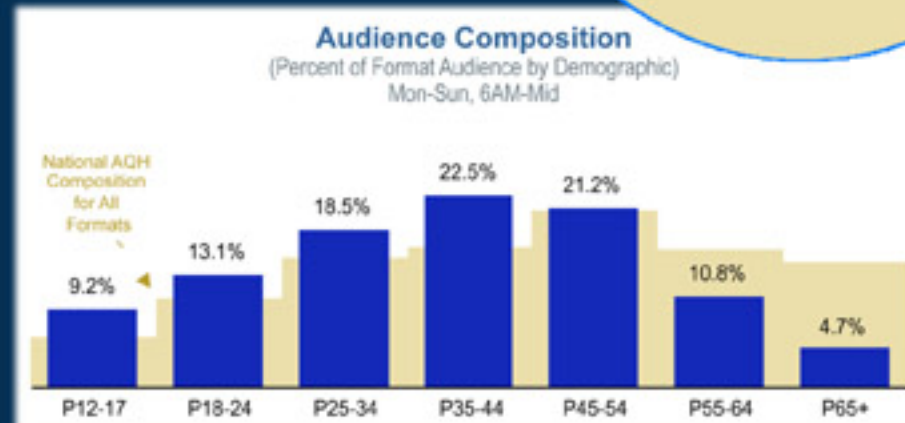
FOCUS

95.5 The Bay is a "Hot Adult Contemporary" radio station for Humboldt County and focuses on Adults 25-54.

Percentage of Male vs. Female Listeners



"Hot AC" National audience percentages by age groups



Stats from Arbitron "Radio Today 2013"



MUSIC

THE 90'S

*Janet Jackson, Madonna, Prince,
Jon Bon Jovi, Mariah Carey, Vanilla Ice,
Boyz II Men, Red Hot Chili Peppers*

2K

*No Doubt, John Mayer, Kelly Clarkson,
Phil Collins, Sheryl Crow, James Blunt,
Justin Timberlake, Sara Bareilles*

TODAY

*Taylor Swift, One Republic, Katy Perry,
Adele, Pharrell Williams, John Legend,
Sam Smith, Lady Gaga, Ed Sheeran*



STREAMING

tunein
RADIO



*On your smartphone via
the Tune-in Radio App!
Available for Android and iPhone*

Click the flashing button above!



**Streaming
LIVE Online**
955thebay.com

*Our listeners can tune in on
their computer at work, on
their laptop or smartphone
anywhere in the world!*

95.5 The Bay

90's 2K and Today

UNIQUE PROGRAMMING

Totally New!

**95.5
The Bay**

90's 2K and Today

**NON-STOP
'90s
AT FIVE**

It's like a 90's party in your car on the drive home from work!

Helping local pets in need of adoption.

PET OF THE WEEK

MEET ATHENA! A cute dog looking for its forever home. Available for adoption at the Sequoia Humane Society!

SPONSORED BY:

FIN-N-FEATHER

SEQUOIA HUMANE SOCIETY



95.5 The Bay

EVERY FRIDAY AT

FLASHBACK FRIDAY!



Bringing you the best hits from the 80's, 90's and early 2K every Friday from 9 to 5!

CONTESTS

Movie Clip Mondays

95.5 THE BAY
MOVIE CLIP TRIVIA!
IDENTIFY OUR MOVIE CLIP AT 9AM AND WIN!
3 MOVIE TICKETS TO COMING ATTRACTION THEATRE & A GIFT CARD TO DINERS!



95.5 THE BAY'S
FLASHBACK LUNCH

**WEEKDAYS FROM NOON TO ONE
PLAYING YOUR FAVORITE HITS
FROM THE 80'S & 90'S!**

PLAY THE BAY'S FB TRIVIA TO WIN LUNCH ON THE BAY!
WE POST FLASHBACK TRIVIA ON MONDAY MORNING
3 STEPS TO ENTER: LIKE, SHARE AND PM YOUR ANSWER
A LUCKY, RANDOM WINNER DECIDED EVERY WEDNESDAY AT NOON!

95.5 *The Bay*

90's 2K and Today

COVERAGE



95.5 The Bay transmits to the most populated areas of Humboldt County!