



# Visit Mendocino County

## Audacy Marketing Tactics

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# Who Are We?

One Home.  
A Universe  
of Content.

## PODCASTS

Top podcast company  
Network of 40,000+ micro-influencer podcasts  
Targeted Audience Capabilities  
Premium Branded Podcast Production

Cadence13  
An Audacy Company



PINEAPPLE STREET STUDIOS  
An Audacy Company

podcorn.  
An Audacy Company

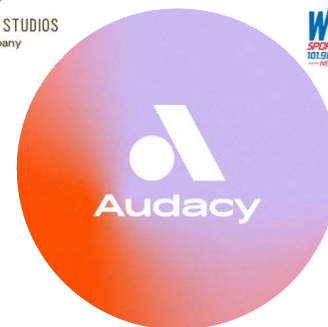


#1 fastest growing audio app + site in the U.S.  
App: 750+ streaming stations  
Email: Prospective deployment among 225M  
Streaming TV on multiple platforms and devices

## STREAMING & EMAIL

## BROADCAST

#2 broadcaster in the U.S.  
170M monthly listeners  
230+ stations in 47 markets nationwide  
90% coverage of top 50 markets



Live Podcast events  
National programming  
Live Concerts

## EXPERIENTIAL



Who we are  
**Bringing  
 People Together  
 Around What  
 Moves Them**

Across all devices  
 And all platforms

## Cross-Platform National Audio Destination

**170M**  
 Monthly Listeners  
 Across 230+ Stations

**68M**  
 Digital Monthly  
 Listeners<sup>1</sup>

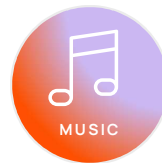
**1,100+**  
 Streaming  
 Stations

**40,000+**  
 Podcasts

**Fastest  
 Growing**  
 Digital Audio  
 App in the U.S.

A complete digital audio platform  
 with the best collection of original,  
 live and on-demand content across:

Audacy.com is accessible  
 Anytime Anywhere



MUSIC



NEWS



SPORTS



PODCASTS



## Distributed by all major platforms

Apple, Google Home, Waze, Sonos, Alexa, Apple TV, Logitech, Google Play, Apple HomePod, and more

Source: comScore

SAN FRANCISCO

# Market Overview

## SPORTS



## MUSIC



## NEWS



## Powerful Reach

**2.4M**

Weekly Listeners

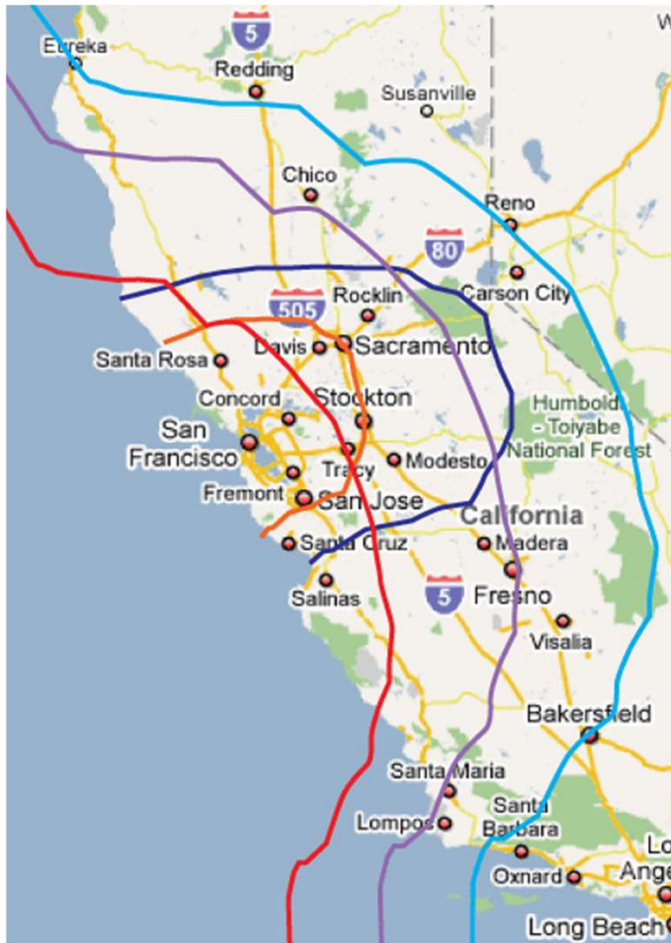
**605,900**

Social Followers

**55,920**

Newsletter Subscribers





## KCBS Reaches All Nine Bay Area Counties And Beyond!

- Alameda
- Contra Costa
- Marin
- Napa
- San Francisco
- San Mateo
- Santa Clara
- Solano
- Sonoma

**Power:** 50,000 watts

**Frequency:** 740 AM

■ Local ■ Distant ■ Fringe

**Power:** 80,000 watts

**Frequency:** 106.9 FM

■ Local ■ Distant





# Q1 2022 KCBS Schedule

Flight Dates: 01/10/2022 - 04/03/2022

Demo: P 25+

Radio Market: SAN FRANCISCO

Survey: SEP21 / AUG21 / JUL21

Geography: Metro

ScheduleDescription:

Q1 2022

|  | Daypart     | Spots      | Length | Unit Rate       | Total Cost         | Average Rating | CPP             | GRPs         | % Reach      | Net Reach        | Frequency  | Gls              | CPM           |
|--|-------------|------------|--------|-----------------|--------------------|----------------|-----------------|--------------|--------------|------------------|------------|------------------|---------------|
| <b>Radio Total</b>   |             | <b>273</b> |        | <b>\$91.54</b>  | <b>\$24,990.00</b> | <b>0.4%</b>    | <b>\$247.92</b> | <b>100.8</b> | <b>18.7%</b> | <b>1,046,100</b> | <b>5.4</b> | <b>5,679,800</b> | <b>\$4.40</b> |
| <b>KCBS-AM</b>   |             | <b>273</b> |        | <b>\$91.54</b>  | <b>\$24,990.00</b> | <b>0.4%</b>    | <b>\$247.92</b> | <b>100.8</b> | <b>18.7%</b> | <b>1,046,100</b> | <b>5.4</b> | <b>5,679,800</b> | <b>\$4.40</b> |
| Flight A :30s - 7 wks (01/10, 01/24, 02/07, 02/21, 03/07, 03/21, 03/28)  |             |            |        |                 |                    |                |                 |              |              |                  |            |                  |               |
|  |             | 147        |        | \$107.38        | \$15,785.00        | 0.4%           | \$278.40        | 56.7         | 16.3%        | 909,700          | 3.4        | 3,108,000        | \$5.09        |
| <b>One Week Total</b>  |             | <b>21</b>  |        | <b>\$107.38</b> | <b>\$2,255.00</b>  | <b>0.4%</b>    | <b>\$278.40</b> | <b>8.1</b>   | <b>4.9%</b>  | <b>273,800</b>   | <b>1.6</b> | <b>444,000</b>   | <b>\$5.09</b> |
|  | M-F 6A-7P   | 5          | 30     | \$325.00        | \$1,625.00         | 0.5%           | \$650.00        | 2.5          | 1.9%         | 107,500          | 1.2        | 126,000          | \$12.90       |
|  | M-F 5A-10P  | 8          | 30     | \$50.00         | \$400.00           | 0.4%           | \$125.00        | 3.2          | 2.5%         | 138,200          | 1.3        | 172,800          | \$2.31        |
|  | M-Su 5A-12M | 4          | 30     | \$30.00         | \$120.00           | 0.3%           | \$100.00        | 1.2          | 1.2%         | 68,000           | 1.1        | 73,600           | \$1.63        |
|  | Sa-Su 8A-6P | 2          | 30     | \$55.00         | \$110.00           | 0.3%           | \$183.33        | 0.6          | 0.6%         | 34,200           | 1.1        | 36,200           | \$3.04        |
|  | M-Su 5A-1A  | 2          | 30     | \$0.00          | \$0.00             | 0.3%           | \$0.00          | 0.6          | 0.6%         | 34,500           | 1.0        | 35,400           | \$0.00        |
| Flight B - 15s - 7 wks (01/10, 01/24, 02/07, 02/21, 03/07, 03/21, 03/28) |             |            |        |                 |                    |                |                 |              |              |                  |            |                  |               |
|  |             | 126        |        | \$73.06         | \$9,205.00         | 0.4%           | \$208.73        | 44.1         | 15.3%        | 855,400          | 3.0        | 2,571,800        | \$3.58        |
| <b>One Week Total</b>  |             | <b>18</b>  |        | <b>\$73.06</b>  | <b>\$1,315.00</b>  | <b>0.4%</b>    | <b>\$208.73</b> | <b>6.3</b>   | <b>4.4%</b>  | <b>243,200</b>   | <b>1.5</b> | <b>367,400</b>   | <b>\$3.58</b> |
|  | M-F 6A-8P   | 4          | 15     | \$235.00        | \$940.00           | 0.4%           | \$587.50        | 1.6          | 1.5%         | 86,000           | 1.1        | 96,400           | \$9.75        |
|  | M-F 5A-10P  | 5          | 15     | \$33.00         | \$165.00           | 0.4%           | \$82.50         | 2.0          | 1.7%         | 94,500           | 1.1        | 108,000          | \$1.53        |
|  | M-Su 5A-12M | 7          | 15     | \$20.00         | \$140.00           | 0.3%           | \$66.67         | 2.1          | 2.0%         | 110,700          | 1.2        | 128,800          | \$1.09        |
|  | Sa-Su 6A-8P | 2          | 15     | \$35.00         | \$70.00            | 0.3%           | \$116.67        | 0.6          | 0.6%         | 32,600           | 1.0        | 34,200           | \$2.05        |



## Q1 2022 Campaign Summary

✓ **RADIO** - Visit Mendocino County receives 189x Commercial Messages on KCBS delivering 5.6 million A25+ Ad Impressions, during your campaign to promote your most important Visit Mendocino County initiatives. Spots run every other week and schedule is designed to maximize frequency and generate interest, excitement, site traffic and visits. **\$24,990 Gross Investment**

**\$24,990 Gross Investment Over Three Months**

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**Visit Mendocino County Approval**

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**Date**



Thank you!

