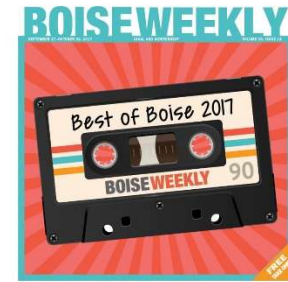


94.9FM
the River

KRVB 94.9 The River

“Music First”



- The River is a great blend of active adults 25-54 with a female focus. Targets well educated, active adults with disposable income and interest in arts and community events
- “Boise’s music lover’s station”; office-friendly, contemporary, adult rock featuring U2, Adele, Death Cab for Cutie, Imagine Dragons, Bob Marley, Fun, REM, and more of music’s greatest artists
- 2015 & 2016 Boise Weekly’s Best Local Radio Station
- 2017 Boise Weekly’s Best DJ: Tim Johnstone
- 2018 FMQB Programmer of the year for Triple A: Tim Johnstone
- Boise most community involved radio station partnering with the Idaho Shakespeare Festival, Idaho Botanical Garden, Concert for Cause, Toys for Tots, ZooBoise, Rake up Boise, Alzheimer's Walk, Paint the Town and other amazing community events

www.riverboise.com

94.9 the River – Community Events



Concert for Cause has raised over \$250,000 in live and silent auctions for local charities

**The Walk to End Alzheimer's
Kleiner Park**



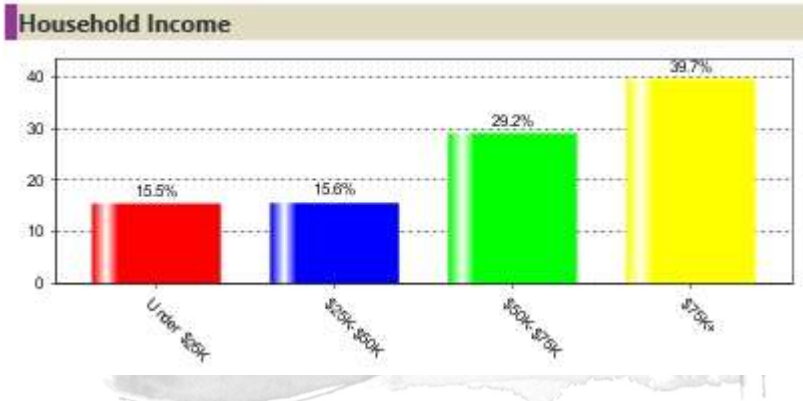
River Listener Lounge – Mondo Cozmo, Matt Kearney, Cold War Kids, LP, Carbon Leaf, Scars on 45, Josh Ritter & more



Partners with Idaho's premier community leaders: Zoo Boise, Idaho Shakespeare Festival, and Rake Up Boise.

Audience Profile

- Homeowners: 85.7%
- High Income \$50K+: 68.9%
- Educated: 89.5% attended college
- \$55+ Million monthly retail spending power in the Treasure Valley
- 2018 Idaho State Broadcaster Association Morning Show of the year: River Moring with Ken and Deb



- #1 with Women 35-64
- #5 with Adults 35-64
- #1 with Women 35-64 making \$75K+

*Source: Nielson Spring 2018/Fall 2017 & Scarborough Spring 2017/Spring 2016