



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





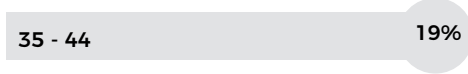
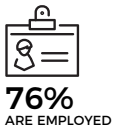
KTPZ

MUSIC MONSTER 92.7 FM

Top 40

The Music Monster is the Magic Valley's #1 music-intensive, listener-driven, mass-appeal, pop culture radio station. It's also home to the region's #1 morning show, Joey & Lauren. Target audience is Adults 18-49 and 25-54, with a strong listenership Adults 18-34. Enjoy Southern Idaho's most popular DJs and today's most popular artists.

Quick Facts



38,645

People 12+ listen every week for an average of **7 hours***

WEEKDAY LINEUP

**JOEY & LAUREN
IN THE MORNING**

6am - 10am

HEATHER MAACK

10am - 3pm

JOEY BRAVO

3pm - 7pm

ktpz927.com

fb.com/musicmonster927

Source: GFK MRI Doublebase - 2020 - Weighted to Population (000); No audit was generated for this report; Projections relatively unstable. Radio Advertising Bureau / www.rab.com. *Eastlan Burley-Twin Falls Survey, Jun. - Nov. 2023. Persons 12+ Monday through Sunday 6am to 6am

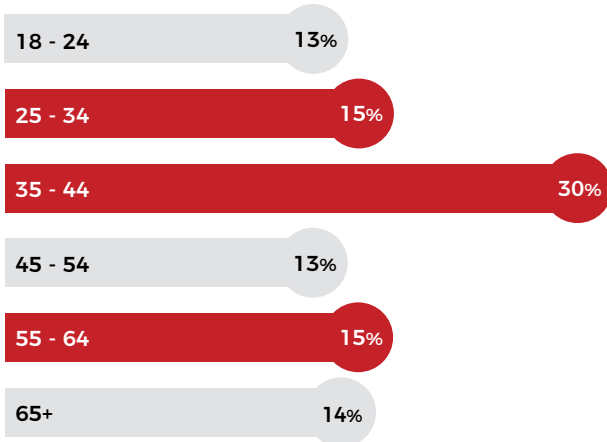
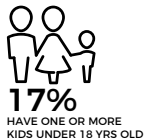
**104.7
BOB FM**

KIKX

104.7 BOB FM
Adult Variety

104.7 Bob FM is the Magic Valley & Wood River Valley's favorite at-work station that really does play anything! Target audience is Adults 25-54, with a secondary core Adults 18-49 that makes up the region's #1 adult variety station. Hear your favorite songs from the '80s, '90s, and 2000s surrounded with wit and humor that only Bob can deliver.

Quick Facts



19,597

People 12+ listen every week
for an average of
5 hours*

FEATURES

CORE ARTISTS

- The Eagles
- Journey
- Green Day
- Bon Jovi
- Guns & Roses
- Def Leppard

1047bobfm.com

fb.com/1047BobFM

Source: GFK MRI Doublebase - 2020 - Weighted to Population (000); No audit was generated for this report; Projections relatively unstable. Radio Advertising Bureau / www.rab.com. *Eastlan Burley-Twin Falls Survey, Jun. - Nov. 2023, Persons 12+ Monday through Sunday 6am to 6am

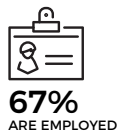
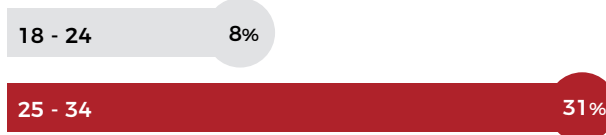


KYUN

102.1 FM THE BULL
Country

With the best country from the '80s, '90s, and today, The Bull plays the music country fans want to hear. It's also home to popular morning team Rick & Carly. Target audience is Adults 25-54 with a strong listenership Adults 35-64. Featuring greats like George Strait, Garth Brooks, Tim McGraw, Kenny Chesney, Blake Shelton, Jon Pardi, and more.

Quick Facts



25,626

People 12+ listen every week
for an average of
5.7 hours*

WEEKDAY LINEUP

**RICK & CARLY
IN THE MORNING**

6am - 10am

HOWARD "MAYHEM"

10am - 3pm

**MONA'S AFTERNOON
DRIVE**

3pm - 7pm

bull1021.com

fb.com/Bull1021

Source: GFK MRI Doublebase - 2020 - Weighted to Population (000); No audit was generated for this report; Projections relatively unstable. Radio Advertising Bureau / www.rab.com. *Eastlan Burley-Twin Falls Survey, Jun. - Nov. 2023, Persons 12+ Monday through Sunday 6am to 6am



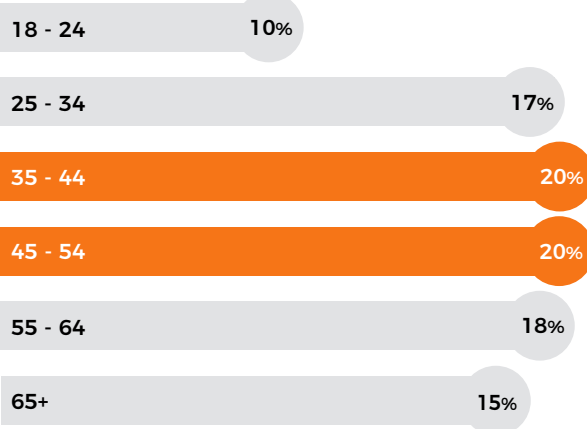
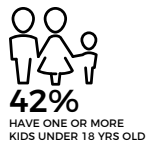
KIRQ

SUNNY 106.7 FM

Adult Contemporary

When you want to feel good, you turn on Sunny 106.7, the Magic and Wood River Valley's favorite for feel-good music from the 80's to today. Target audience is Women 25-54, with secondary core Adults 25-54. Hear your favorite songs by artists like Michael Jackson, Bruno Mars, Madonna, and more. Advertisers can feel confident in this station the whole family can enjoy.

Quick Facts



11,557

People 12+ listen every week
for an average of
4.5 hours*

WEEKDAY LINEUP

MURPHY SAM & JODI

6am - 9am

LENA

2pm - 6pm

sunnytwinfalls.com

fb.com/sunny106.7

Source: GFK MRI Doublebase - 2020 - Weighted to Population (000); No audit was generated for this report; Projections relatively unstable. Radio Advertising Bureau / www.rab.com. *Eastlan Burley-Twin Falls Survey, Jun. - Nov. 2023, Persons 12+ Monday through Sunday 6am to 6am

MAGIC 95.1

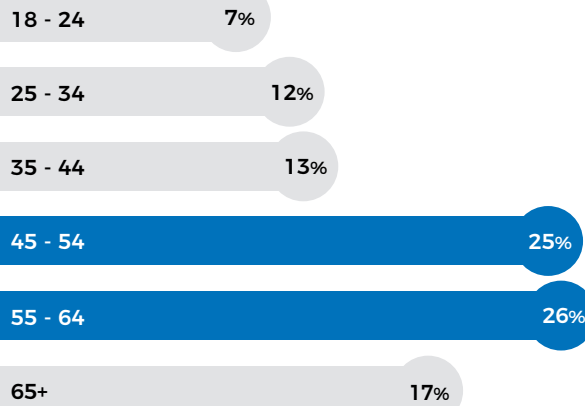
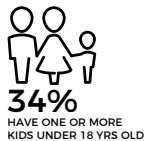
Pop, Soul, Rock & Roll

KYUN-HD3

MAGIC 95.1 FM
Oldies

Magic 95.1 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. Target audience is Adults 35-64. Our playlist spans the biggest hits that bring back special memories of growing up, listening with friends as you rode around in a car.

Quick Facts



5,829

People 12+ listen every week
for an average of
6 hours*

FEATURES

CORE ARTISTS

Fleetwood Mac

Stevie Wonder

Beatles

Elton John

Eagles

magictwinfalls.com

fb.com/magic951

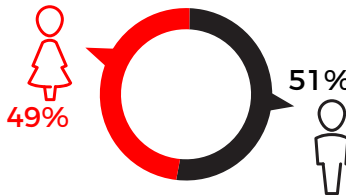


KYUN-HD2

I-ROCK 105.1 FM
Active Rock

I-Rock 105.1 FM is the Magic Valley's pure rock station, playing active rock hits from the '90s to today. Target audience is Men 25-54, with a strong listenership Adults 18-49. We play familiar bands with large followings. No jocks to talk about anything. Just all rock all the time, giving advertisers high impact at a rockin' great price.

Quick Facts



9,020

People 12+ listen every week
for an average of
5.1 hours*

FEATURES

CORE ARTISTS

Disturbed

Tool

Korn

Metallica

Foo Fighters

irock1051.com

fb.com/irock1051

Source: GFK MRI Doublebase - 2020 - Weighted to Population (000); No audit was generated for this report; Projections relatively unstable. Radio Advertising Bureau / www.rab.com. *Eastlan Burley-Twin Falls Survey, Jun. - Nov. 2023, Persons 12+ Monday through Sunday 6am to 6am