



**GO
COUNTRY
105 FM**

2021 MEDIA KIT



WHO WE ARE + FACTS

OUR HISTORY

Mount Wilson FM Broadcasters, Inc. is a family owned and operated station group based in Los Angeles since 1959. In February 2007, Mount Wilson returned the Country Music format to the FM dial with **Go Country 105**. Go Country 105 enjoys one of the best signals in LA—along with an all-star announcer lineup and today's top country artists as guest hosts.

FACTS

Go Country 105 is one of America's most listened to country stations.

Go Country 105 has the fifth strongest signal in the radio market, effectively reaching Los Angeles, Orange, Riverside, San Bernardino, and Ventura counties.

Go Country 105 has a fiercely loyal audience of over 1 million listeners that can't be reached anywhere else.

Go Country 105 has a strong presence online. We have one of the top social media followings in the Los Angeles radio market.

Go Country 105 has a proven track record of direct response success.

OUR REACH



Signal Coverage Map

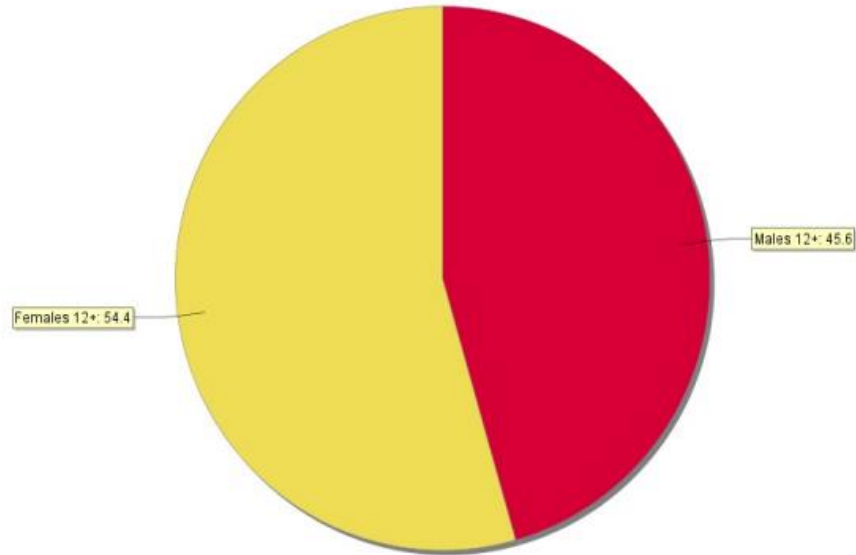


DEMOGRAPHIC PROFILE

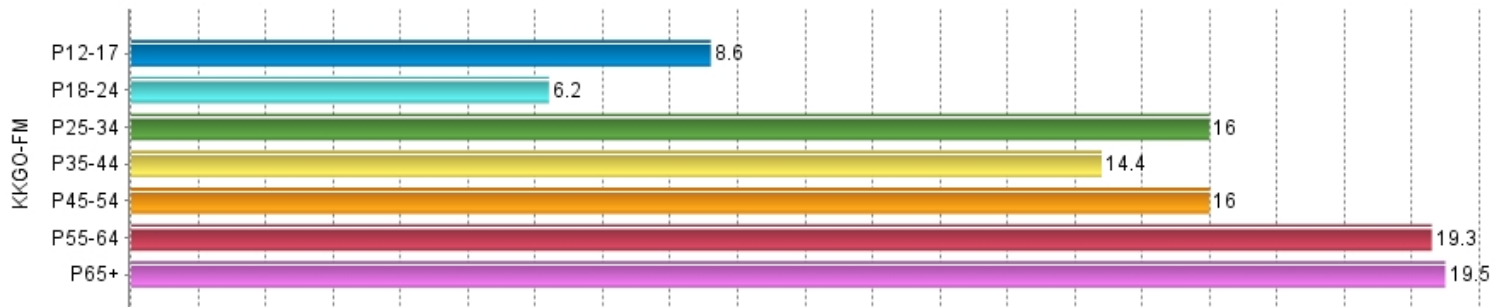
Go Country 105 has a Balanced Male/Female Composition

Age & Gender Breakout of Persons 12+, Monday-Sunday 6a-midnight

KKGO-FM
Weekly Cume Composition



Age Composition



LOS ANGELES; OCT 21; Metro; M-Su 6a-12m; P 12+

Event	Month/Season
Stagecoach: Annual outdoor country musical festival held in Indio, California. It is the highest grossing festival centered on country music in the world.	April
Go Fest: Go Country 105's annual concert held in Irvine, California at the Five Points Amphitheater. Top country acts headline and also support side stage performances.	Summer
Christmas music sponsorship opportunities: Exclusive holiday programming sponsorships including radio, digital, and web promotion.	Monday following Thanksgiving

ON-AIR TALENT



TIM HURLEY

Weekdays 6a-10a

Originally from Rhode Island, Tim was raised on a variety of musical genres, but in college, the songwriting and lyrics in country music won him over. In 2014 Tim was discovered singing Karaoke at a local bar and just two months later was performing onstage for the first time, opening for John Michael Montgomery at Fort Bliss in El Paso, TX. After a tremendous reception, he decided to pursue a career in music.

Tim and his band have performed on the Main Stage at major festivals with artists including Brad Paisley, Old Dominion, Chris Young, LOCASH, Chris Janson, Brett Eldridge, Eli Young Band, Devin Dawson, Ashley McBryde, Jordan Davis, Daryl Worley and several others! Tim joined Go Country in the mornings in 2019 saying, "I could not be more excited, humbled and honored to join the Go Country team! I have been a long time listener and know that I have some big shoes to fill, but I look forward to spending my mornings with the country music family in Southern California!" Tim will continue to perform shows, in addition to his on-air role.



ADAM BOOKBINDER

Weekdays 6a-10a

Sat-Sun 2p-7p

Adam Bookbinder is originally from Southern New Jersey right outside of Philadelphia and made the move out west to Los Angeles in 2002. He got his start in radio in NJ at his college's radio station, WRRG, where he had his own show named "Anything Goes." After an internship at a Philadelphia radio station, he got his first real job at Top 40 station WPST-Trenton, NJ/Philadelphia where he was morning show producer, guy on the street doing funny stunts (like getting shot with paintballs while live on the air) and eventually had his own on-air time slot and would fill in for other personalities, while also being the station's Promotion Manager.

Once in Los Angeles, Adam worked for then CBS Radio for 14 years at 94.7 The WAVE and K-Earth 101, first in promotions then moving into the world of digital and social media. He also worked part-time on-air at KBBY in Ventura for five years. Adam came to Go Country 105 in 2017, where he is also Digital Director, and has never felt more at home. He's done Go Country 105 live broadcasts from Disneyland, Stagecoach, Windy City Smokeout in Chicago, and Staples Center just to name a few. Adam loves to cook, travel and animals just adore him.

**COUNTRY ARTIST
GUEST HOSTS**

Weekdays 10a-2p



Go Country 105 continues to feature a prominent country artist each month during our midday show running Monday through Friday from 10am to 2pm for a four week period.



CHRISTINE MARTINDALE

Weekdays 2p-8p

Christine Martindale has been on the radio waves since the 90's. Working at local stations in Orange County and then syndication at Dial Global Radio Network, her voice caught the ear of Program Directors in Los Angeles in 2000. She's worked for several legendary stations, KBIG 104, KOST 103.5 and now the last Family Owned Radio Station in a Major Market, Go Country 105.

"I can't imagine doing anything else," says Christine. When she's not behind the microphone recording commercial endorsements, inflight programming or radio show's, Christine loves to travel, cook and work in her garden. She's most proud of her family, husband Bryan for over 30 years, three children and 2 grandchildren.



SAM RUBIN

**Entertainment Report
Wednesday 8:42am**

Sam Rubin is the entertainment anchor for the KTLA Morning News, the No. 1 news program in Los Angeles. His insights and exploration of the deeper meaning and impact of the stories within the entertainment industry generate conversation within the business, as well as outside it. Sam is a multiple-E Emmy winner; has received the Golden Mike Award for best entertainment reporter; has received a lifetime achievement award from the Southern California Broadcasters Association; and has been named best entertainment reporter by the Los Angeles Press Club. Sam does a daily entertainment report and is available for endorsement opportunities.



DREW BALDRIDGE

Sat-Sun 9a-2p

Drew Baldrige has been making a name for himself in the Nashville artist and songwriting communities over the past decade. The Patoka, IL native first captured the attention of music executives and fans alike with the breakout single "Dance With Ya" from his debut album DIRT ON US (2016). But his small-town sensibilities really paid off in 2020 with the viral hit "Senior Year." Written by Baldrige alongside Tim Nichols (Hall of Fame songwriter) and Jordan Walker (Luke Combs), "Senior Year's" organic fan discovery landed the song on both Billboard and Mediabase Country charts with no major label support. It became the anthem for students who were missing out on all of the traditions that come with graduating high school due to the Covid pandemic.

Other fan-favorites include recent releases "Middle of Nowhere Kids," "Before You," and "It's Your Loss" but Baldrige is kicking off 2021 with even more new music. "That's You," written by Baldrige alongside Trannie Anderson (Gabby Barrett) and Jason Massey (Kelsea Ballerini) will be released to streaming platforms and digital partners on February 12. The tune, which has gained a massive following on Tiktok, already has over 3 million views prior to official release.

OUR LISTENER PROFILE

CATEGORY	KKGO QUAL. INDEX*
PROFESSIONAL OCCUPATIONS	112
HOUSEHOLD INCOME \$75K+	129
COLLEGE GRADUATE	103
TYPE OF PLANS FOR NEXT 12 MONTHS: ANY HOME IMPROVEMENT	105
AMOUNT TO SPEND FOR NEXT NEW CAR: \$30K-\$34.9K	232
OWNS RESIDENCE	114
AMOUNT SPENT ON INTERNET PURCHASES IN THE PAST 12 MONTHS: \$1k-\$2.5	183

***Index Over 100 is Above Average**

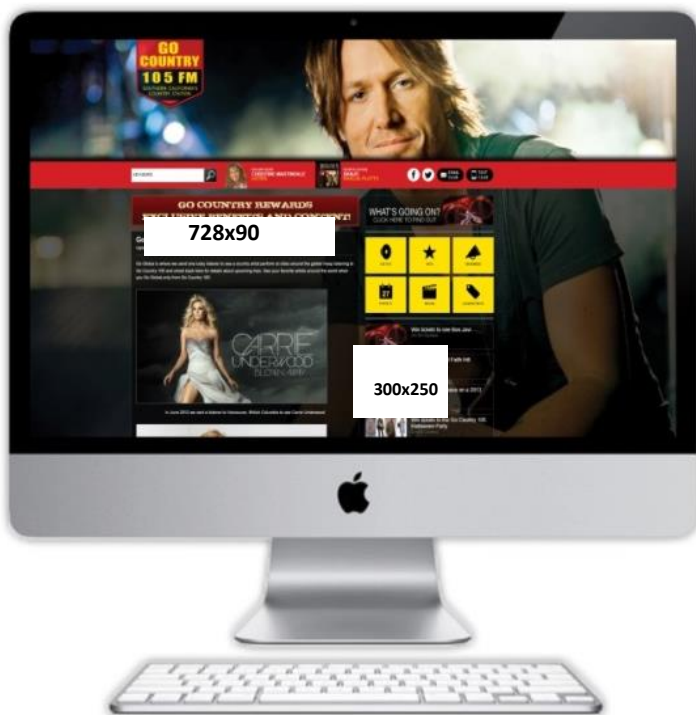
Source: Los Angeles Scarborough Feb 21-Jul 21 Qual. Cume Index

**GO
COUNTRY
105 FM**

GO COUNTRY 105 WEBSITE

**GO COUNTRY 105
WEBSITE**

Website receives 30,000 average impressions per week



**728 x 90 Locked Banner
on Go Country 105 homepage
* Price: \$650 per week**

**300 x 250 Locked Banner
on Go Country 105 homepage
* Price: \$500 per week**

***Takeover Ad Sponsorship
on Go Country 105 website***

- * Takeover Banner Ad 800 x 450 (24 hrs)**
- * 300 x 250 locked Banner for a week**
- * 728 x 90 Locked Banner for a week**

*** Combo Price: \$1,500**

**Mount Wilson FM
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www.gocountry105.com**

GO COUNTRY 105 EMAIL BLAST

EMAIL

- Go Country 105 email blast reaches over 82,000 members

GO COUNTRY 105 FM

Facebook, Twitter, YouTube, Instagram, Pinterest

DOUBLE DOUBLE WEEKEND
It's a Double Double Weekend brought to you by In-N-Out! Starting at 6pm on Friday and going through Sunday, January 4 at 7pm, it's a Double Double weekend where we play two in a row from all your favorite artists all weekend long.

IN-N-OUT BURGER

CONCERT CALENDAR
1/6 - Willie Nelson & Family
1/7 - People's Choice Awards
1/18 - Randy Rogers Band @ HOB Sunset
1/23 - Eric Church @ STAPLES Center

MORE CONCERTS →

BONUS POINTS
Click here and enter **KEYBOARD** to earn 1000 bonus points

TELL - A - FRIEND
Do you have friends and family who love country music? Here's where you come in, with just a few keystrokes and clicks of the mouse you can help spread the word!

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1500 Cotner Ave
Los Angeles, CA 90025

Weekly E-mail blast inclusion
105 words or less and logo link

* Price: \$1,000 per email blast

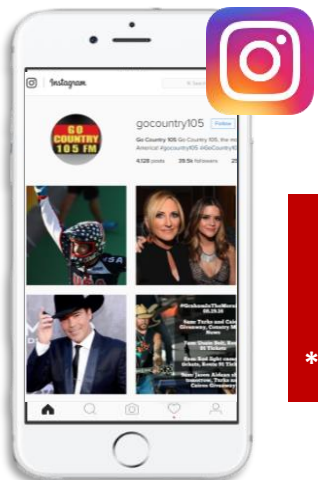
Exclusive E-mail Blast

* Price: \$1,500 per e-mail blast

GO COUNTRY 105 SOCIAL POSTS

SOCIAL MEDIA

- 124,000+ followers on the Go Country 105 FB page
- 20,100+ Twitter followers
- 60,400+ Instagram followers



Instagram Post
(Post must be related to an offer or country event)

* Price: \$500 per post. Limit 1 per week



Twitter Post
(includes 280 characters or less and must be related to an offer or country event)

* Price: \$500 per post. Limit 1 per week



Facebook Post
(includes 140 characters or less and must be related to an offer or country event)

* Price: \$500 per post. Limit 1 per week

SUMMARY

- 728 x 90 locked display per week \$ 650
- 300x250 locked display per week \$ 500
- Homepage Takeover Display Sponsorship \$1,500
 - 800 x 450 takeover display for 24 hours
 - 300 x 250 rotating display for 1 week
 - 728 x 900 locked display for 1 week
- E-Blast inclusion to over 82,000 recipients \$1,000
- E-Blast exclusive to over 82,000 recipients \$1,500
- Social Posts – limit 1 per week
 - Facebook - per post \$ 500
 - Instagram – per post \$ 500
 - Twitter – per post \$ 500