



WHY ADVERTISE ON RADIO?

- 1) B95.1 is the home of the At Work Network. Time spent listening at the work place is phenomenal.
- 2) B95.1 has the buying power of Ventura County... Year after year, the station has dominated in women 25-54 listening to radio. Their buying power is enormous.
- 3) B95.1 Radio is LOCAL RADIO done right!
- 4) B95.1 features LIVE, LOCAL announcements. Morning show hosts Bo Jaxon and Juanita, they are two of the most recognized local on-air personalities in Ventura County.
- 5) B95.1 has been consistent with its format for three decades!
- 6) B95.1 has the second most popular radio format in the Country.
- 7) B95.1 is very active in the community. If there's something happening, chances are B95.1 will be there.
- 8) B95.1 features Live In The Streets Traffic Reports which helps you get to and from work.
- 9) B95.1 is your home for LOCAL news. If something happens locally, you'll know about it.
- 10) B95.1 has done consistent business with long-term national and local advertisers for a number of years. If B95.1 has been the choice for them for that long, don't you think B95.1 should be the choice for you?



- A Better Mix of Music