

MEDIA KIT

# LOCAL RADIO, NATIONAL RESULTS

Driving Marketing Success On Air  
& Online, in the Midwest & Beyond

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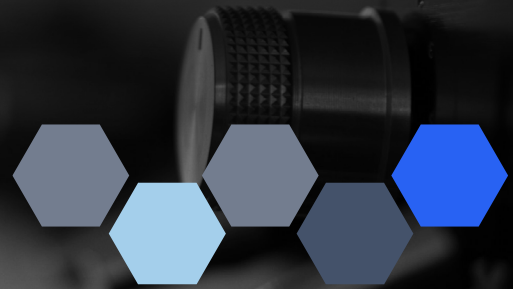


 **NRG MEDIA**



If you're looking to increase your bottom line, get more leads, get more business, NRG Media will do just that. I highly recommend NRG Media and their team — you'll definitely get results."

**Tyler Bebout, Owner**  
MODERN REAL ESTATE

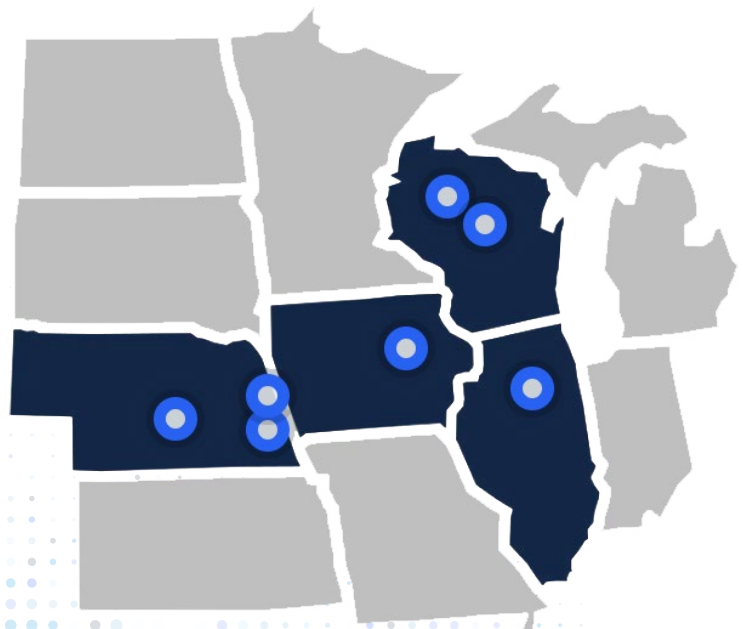


## WHO WE ARE

# AMPLIFY YOUR REACH IN THE MIDWEST.

**E**stablished in 2005, NRG Media operates 32 radio stations across the Midwest, in addition to digital marketing services nationwide. Headquartered in Cedar Rapids, Iowa, we aim to deliver high-quality content and build strong connections with audiences. We're dedicated to creating opportunities for growth and success for team members and enriching the communities we serve.

At NRG Media, we're more than just radio; we're the soundtrack to your day, the news you rely on, and the local voice you trust. Across our stations, we bring you the best in music, sports, talk, and entertainment—delivering powerful, engaging content that reflects the pulse of our communities.



**NEBRASKA:**

Omaha  
Lincoln  
Central Nebraska

**ILLINOIS:**

Ottawa

**WISCONSIN:**

Wausau  
Northwoods

**IOWA:**

Cedar Rapids/  
Waterloo

## OUR MARKETS

# OMAHA, NEBRASKA

Omaha is a vibrant city on the Missouri River known for its rich history and lively attractions. Home to the world-class Henry Doorly Zoo and the bustling Old Market district, Omaha has also hosted the College World Series since 1950. As the largest city in Nebraska, Omaha's booming economy includes Fortune 500 giants like Berkshire Hathaway and Union Pacific. With a growing tech scene and a mix of modern amenities and Midwestern charm, Omaha stands out as a hub for innovation and opportunity.



**SWEET 98.5**

KQKQ FM

**Format:** Hot AC

**Listener demographics:**

Women 18-49

67% female / 33% male



**1620**  
the **zone**

KOZN AM

**Format:** Sports

**Listener demographics:**

Men 18-54

20% female / 80% male



**OMAHA'S**  
**POWER**  
**106.9**

KOPW FM

**Format:** Rhythmic CHR

**Listener demographics:**

Adults 18-49

53% female / 47% male



KOOO FM

**Format:** Adult Hits

**Listener demographics:**

Adults 35-54

48% female / 52% male



**1180**  
the **zone**

KZOT AM

**Format:** Sports

**Listener demographics:**

Men 25-64

20% female / 80% male




KOIL AM

**Format:** News/Talk

**Listener demographics:**

Men 55+

37% female / 63% male



**Address:**  
5011 Capitol Ave.  
Omaha, NE 68132

**Phone:** 402-342-2000  
**Fax:** 402-342-6146

**Address:**  
4343 O Street  
Lincoln, NE 68510

**Phone:** 402-475-4567  
**Fax:** 402-479-1411



## OUR MARKETS

# LINCOLN, NEBRASKA

Lincoln is the capital city of Nebraska and is home to the University of Nebraska. With a vibrant downtown that includes the Pinnacle Bank Arena/Railyard area, Lincoln is rich in research, new business startups (named Silicon Prairie), manufacturing and government industry. Lincoln is a growing metro, with many choosing to begin their careers there due to the array of opportunities and the quality of life.



KBBK-FM  
**Format:** Adult Contemporary  
**Listener demographics:**  
Women 25-54  
64% female / 36% male



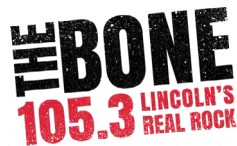
KBBK-HD2  
**Format:** Contemporary Hits  
**Listener demographics:**  
Adults 18-34  
64% female / 36% male



KFGE-FM  
**Format:** Country  
**Listener demographics:**  
Adults 18-49  
59% female / 41% male



KLIN AM  
**Format:** News/Talk  
**Listener demographics:**  
34% female / 66% male



KLNC FM  
**Format:** Classic Hits  
**Listener demographics:**  
49% female / 51% male



## OUR MARKETS

# CENTRAL NEBRASKA

Central Nebraska is home to the Tri-Cities: Grand Island, Kearney and Hastings. More than 140,000 people live in the three-county area, and more than 300,000 visitors attend the Nebraska State Fair in Grand Island each year. Husker Harvest Days is one of the world's biggest farm shows, with over 100,000 attending annually. The agriculture, health care and manufacturing industries are the area's biggest employers.



KGFW-AM/FM  
**Format:** News/Talk  
**Listener demographics:**  
Adults 35-64  
39% female / 61% male



KQKY-FM  
**Format:** Contemporary Hits  
**Listener demographics:**  
Adults 18+  
59% female / 41% male



KRNY-FM  
**Format:** Country  
**Listener demographics:**  
Adults 18+  
58% female / 42% male



KROR-FM  
**Format:** Classic Rock  
**Listener demographics:**  
Adults 18+  
35% female / 65% male



KSYZ-FM  
**Format:** Adult Hits  
**Listener demographics:**  
Adults 25-64  
53% female / 47% male



CentralNebraskaToday.com  
**Format:** News Website  
*'The Home for Central Nebraska News'*



**Kearney:**  
2223 Central Ave.  
Kearney, NE 68847  
308-698-2100

**Grand Island:**  
3532 W. Capital Ave.  
Grand Island, NE 68803  
308-381-1077

**Hiawatha:**  
1065 N. Center Point Rd  
Hiawatha, IA 52233  
319-200-1900

**Waterloo:**  
514 Jefferson St.  
Waterloo, IA 50701  
319-234-2200



## OUR MARKETS

# CEDAR RAPIDS/ WATERLOO, IOWA

The Cedar Rapids/Waterloo area in eastern Iowa is a dynamic region known for its blend of urban amenities and Midwestern charm. Waterloo, home to rich history and culture, features attractions like the Grout Museum District and Cedar Valley's vibrant arts scene. Cedar Rapids, Iowa's second-largest city, is an industrial and economic hub, known for its strong ties to the agricultural and food industries, including major employers like Quaker Oats. Both cities offer excellent outdoor recreation along the Cedar River, with bike trails, parks, and a family-friendly atmosphere that balances small-town warmth with urban growth.

**ROCK 108**

KFMW-FM  
**Format:** Rock  
**Listener demographics:**  
30% female / 70% male  
79% homeowners

105.7  
**KOKZ**  
IOWA'S  
CLASSIC HITS

KOKZ-FM  
**Format:** Classic Hits  
**Listener demographics:**  
56% female / 44% male  
84% homeowners

**107.3**  
**HANK FM**  
Plays the Legends of Country

KPTY-AM/FM  
**Format:** Classic Country  
**Listener demographics:**  
44% female / 56% male  
77% homeowners

**NEWS TALK**  
**1540**  
**KXEL**

KXEL-AM  
**Format:** News/Talk  
**Listener demographics:**  
33% female / 67% male  
91% homeowners

## OUR MARKETS

# OTTAWA, ILLINOIS

The Ottawa market is comprised of three counties in north central Illinois and is home to Illinois Valley Community College and several stunning state parks, including Starved Rock State Park. A leader in manufacturing and agriculture, Ottawa is rich in history and natural beauty offering a peaceful, family-friendly environment within easy driving distance to Chicago and its suburbs.



WCMY-AM

**Format:** News/Talk

**Listener demographics:**

Adults 45-64



WRKX-FM

**Format:** Adult Hits

**Listener demographics:**

Adults 25-64

Core: M 35-54

“ I really enjoy working with NRG Media. We consistently see positive results. We set KPIs when each campaign starts, so we are on the same page for what success really means.”

**Janet Johnson, Chief Development Officer**  
ONE VISION



**Address:**  
216 W Lafayette St.  
Ottawa, IL 61350

**Phone:** 815-434-6050

**Address:**  
2301 Plover Road  
Plover, WI 54467

**Phone:** 715-341-8838  
**Fax:** 715-341-9744



## OUR MARKETS

# WAUSAU, WISCONSIN

The Wausau/Stevens Point area, encompassing Marathon, Portage and Wood counties in central Wisconsin, is a thriving community with a strong focus on family and opportunity. Home to UW Stevens Point and a network of technical colleges, the region's economy is driven by a range of key industries including manufacturing, healthcare and agriculture. This welcoming environment offers a high quality of life with easy access to larger metropolitan areas.



WBCV-FM  
**Format:** Classic Hits  
**Listener demographics:**  
Adults 25-54  
55% male / 45% female



WGLX-FM  
**Format:** Classic Rock  
**Listener demographics:**  
Men 25-54  
62% male / 38% female



WHTQ-FM  
**Format:** Contemporary Hits  
**Listener demographics:**  
Women 18-34  
62% female / 38% male



WYTE-FM  
**Format:** Country  
**Listener demographics:**  
Women 25-54  
53% female / 47% male

## OUR MARKETS

# NORTHWOODS, WISCONSIN

Based in Rhinelander, often called the “Capital of the Northwoods,” this vibrant city boasts northern Wisconsin’s only regional airport and provides access to over 1,100 pristine lakes. With miles of wooded trails, sparkling waters and snowy slopes, residents and visitors alike enjoy year-round outdoor recreation, from hiking and biking to swimming and skiing. Rhinelander is also home to the Hodag Country Festival.



WHDG-FM  
**Format:** Country  
**Listener demographics:**  
Adults 25-54



WLKD-AM  
**Format:** Soft Oldies  
**Listener demographics:**  
Adults 55+



WMQA-FM  
**Format:** Adult Contemporary  
**Listener demographics:**  
Women 25-54



WOBT-AM/FM  
**Format:** Sports  
**Listener demographics:**  
Men 18-54



WRHN-FM  
**Format:** Adult Hits  
**Listener demographics:**  
Adults 25-54



WRLO-FM  
**Format:** Classic Rock  
**Listener demographics:**  
Men 35-64

**Address:**  
3616 Highway 47 North  
PO Box 557  
Rhinelander, WI 54501

**Phone:** 715-362-1975  
**Fax:** 715-362-1973

## WHY RADIO?

# RADIO DRIVES RESULTS.

Radio remains one of the most reliable, impactful and efficient advertising platforms available. With its broad reach, personal connection with listeners and unparalleled return on investment, radio helps you connect with your target audience where they are—at home, at work or on the go. From trusted radio personalities to tailored audience targeting, discover why radio continues to dominate in ad-supported audio and delivers measurable results for businesses of all sizes.



### Cost Effective

Radio is usually less expensive than TV and other forms of advertising. Campaign reach grows by 27% when AM/FM radio is added to a digital-only plan at a 20% budget increase.



### Trustworthy

75% of the population trusts radio. 60% of listeners are more inclined to purchase a product/service after hearing it on the radio. Radio personalities help build trust within a brand.



### Reach

Radio has a broad reach and can reach people who might not see other ads. AM/FM radio is the most popular ad-supported audio for people 18+.



### Targeting

Radio can reach people of a certain age, gender, income level or area.



### ROI

Radio has a high return on investment due to its cost-effectiveness, unduplicated reach and personal connection with listeners.



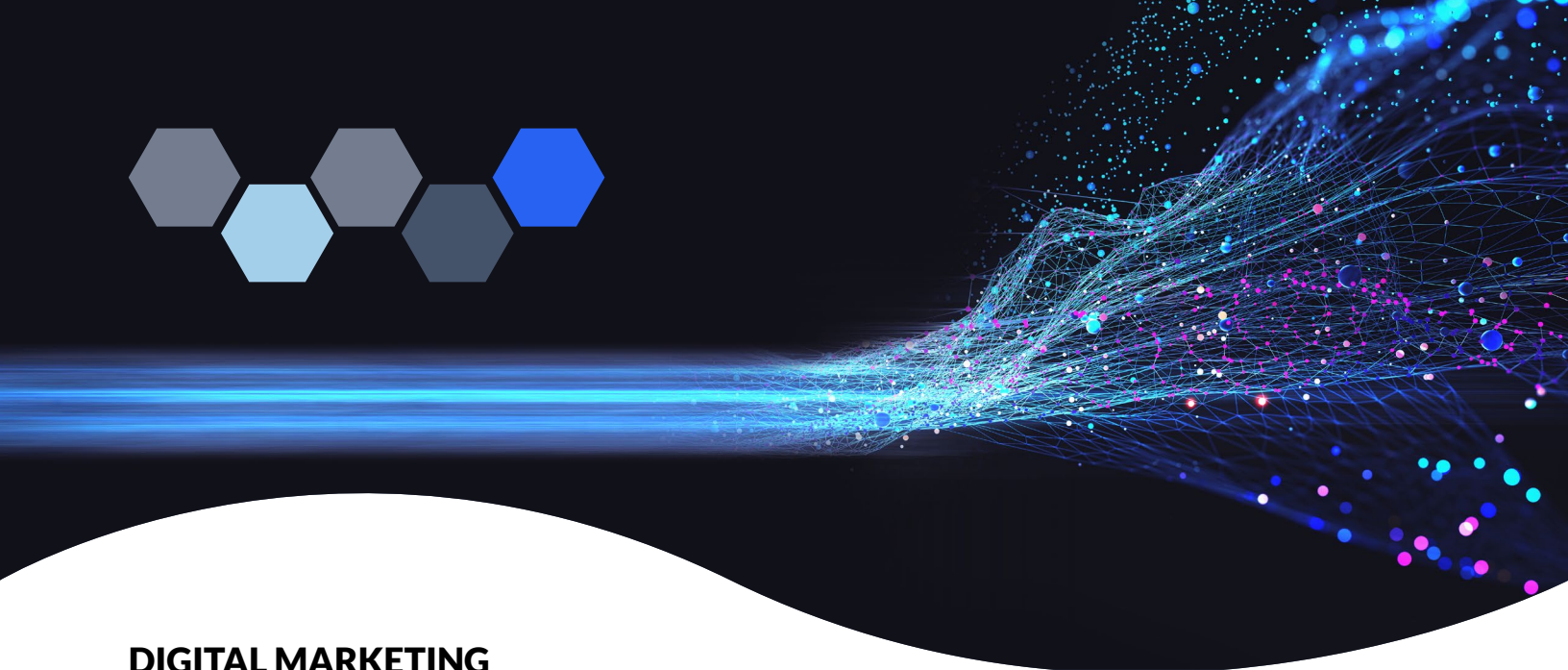
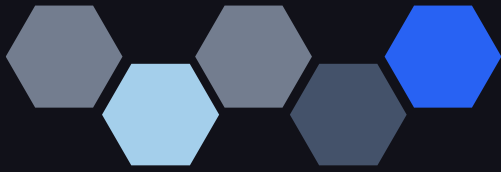
### Dominating Ad Share & Attention

Broadcast radio boasts an 85% share among ad-supported audio in the car. Radio also holds more than 93% of its lead-in audience during commercial breaks.



NRG Media is just great to work with. The attention to detail is fantastic. They help drive customers to our showroom with their wide audience of listeners that all of their stations cover.”

**Jason Zoellner, Owner**  
ZOELLNER FORD OF BEATRICE



## DIGITAL MARKETING

# OUR AUDIENCE IS EVERYWHERE.

### **Broad Reach**

Connecting with audiences in major metros and smaller local markets alike.

### **Targeted Impact**

Campaigns designed to reach the right people at the right time.

### **Local Optimization**

Strategies tailored for each community to maximize engagement and results.



Share Good is trying to expand our national footprint in target market areas. NRG Media helps identify good research interviews in these markets. We also get quality scheduled calls. Amazing!”

**Marjorie Maas, CEO**  
SHARE GOOD

# MORE THAN JUST RADIO.

## **Content Marketing**

Create and distribute valuable, relevant content—such as blogs, videos, and guides—to attract, engage, and convert your target audience.

## **Email Marketing**

Deliver direct, personalized messages to your audience—building relationships, nurturing leads, and driving measurable ROI.

## **Geofencing**

Use location-based data to serve ads to users on mobile apps and websites when they enter defined geographic areas.

## **Pre-Roll Video**

Display short video ads to targeted users before content plays on streaming platforms, apps, and websites.

## **Search Engine Marketing (SEM)**

Capture high-intent customers through paid keyword ads on Google and other major search engines.

## **Social Display**

Replicate the look of social media posts but run as display ads on standard websites, expanding reach beyond social platforms.

## **Social Media Marketing**

Promote products or services to targeted audiences on Facebook, Instagram, LinkedIn, TikTok, and other social platforms.

## **Streaming Audio**

Deliver targeted audio ads on streaming platforms and radio streams, reaching listeners by geography and demographics.

## **Streaming TV (OTT & CTV)**

Reach viewers through internet-connected TVs and devices, targeting audiences by location and demographics.

## **Targeted Display**

Serve visual ads to users based on their demographics, interests, behaviors, and online activity.

## **Video Geofencing**

Combine video ads with location targeting to reach users on mobile apps and sites with location services enabled.

## **Website Development**

Create professional, responsive websites designed for performance, visibility and engagement.

## **YouTube Advertising**

Place video ads before, during, or after YouTube content, targeting viewers based on topics and behaviors.



Working with NRG Media has not only been a huge weight off my shoulders, but so fun. They have gone above & beyond to promote our products and give us ideas to expand our marketing scope.”

**Stacy Groshek, Office Manager**  
BIG IRON EQUIPMENT, INC.



Using a variety of NRG Media’s digital tactics, we consistently meet or exceed industry benchmarks. One project was so successful that our staff was chosen to speak at a national conference.”

**Anne Garinger, Assistant Director**  
THREE RIVERS PUBLIC HEALTH DEPARTMENT



**OUR LEADERSHIP**

# MEET OUR TEAM



**MARY QUASS**  
Chief Executive Officer  
mquass@nrgmedia.com



**JIM SMITH**  
COO / CFO  
jsmith@nrgmedia.com



**ERICA DREYER**  
Director of  
Integrated Media  
edreyer@nrgmedia.com



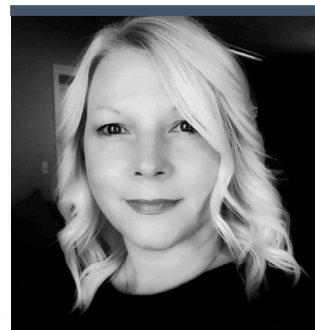
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**TAMMY SONDGEROTH**  
General Manager  
(Illinois)  
tsondergoth@nrgmedia.com



# LET'S GET STARTED.

Your Local Partners in Marketing Success



 **NRG MEDIA**