

***THOUGHTFUL VOICES, UNFILTERED DEBATES,
& EMPOWERING CONSERVATIVE MINDS***



MEDIA KIT

1605 Avenue K
PO Box 447
Hondo, TX 78861

www.ccrskcwm.com

TALK RADIO ADVERTISING OFFERS COST-EFFECTIVE OPTIONS, MAKING IT ACCESSIBLE TO BUSINESSES OF ALL BUDGETS

LOYAL AND ENGAGED LISTENERS

Immerse your brand in a loyal and engaged listener base with The Cowboy and Californian Radio show. Our broadcasting platform offers you the chance to deliver a powerful message to a targeted group of consumers. With our extensive reach across **Bexar, Atascosa, Bandera, Medina, Wilson, Uvalde, Frio, Kerr, and Real counties**, your advertising will be heard by **2.3 million listeners**. Additionally, through our worldwide stream audience via **Mixlr™**, you'll gain exposure to an extra **340K unique listeners**.

Trust and credibility are key components of our show. Leveraging our well-established reputations and expertise, we foster a strong bond with our listeners. By associating your brand or product with our trusted talk radio show, you can significantly enhance your credibility and increase the likelihood of audience trust and receptiveness to your message.

The Cowboy and Californian Radio show goes beyond traditional advertising by creating personal connections with our listeners. This personal touch fosters a sense of familiarity and intimacy, allowing your message to resonate deeply with the audience. By leveraging the hosts' rapport and connection, your advertising gains a stronger impact, creating a lasting impression on listeners.

***THE COWBOY AND CALIFORNIAN RADIO SHOW CAN BE HEARD BETWEEN 5-6PM CST
ON 1460 AM KCWM. YOU CAN LISTEN ONLINE OR BY APP ON TUNEIN***



Brian "Cowboy" Kanke

Brian is a veteran of the US Army and a lifelong member of the American Legion (AL) and the Veterans of Foreign Wars (VFW). He believes that engaging in work can help alleviate both mental and physical ailments. Each morning, he expresses gratitude to God for having tasks to accomplish. Brian is involved in managing a ranch and a construction company located in South Texas. He holds strong convictions in the principles of God and Country. He firmly believes that he has the right to protect himself, defend his family, and stand his ground without seeking permission. He has always been dedicated to safeguarding the innocent and assisting those who are less fortunate. Brian's unwavering mindset is to continue progressing, regardless of how difficult the situation becomes.



Tommy "Californian" Deibler

Tommy was born and raised in San Diego, California. He served as a Marine Veteran, is a member of the American Legion, and was formerly a member of the Amalgamated Transit Union for 21 years. Tommy currently works as a Construction Manager, traveling to various projects throughout South Texas. He strongly values his family and practices the Catholic faith. Tommy relocated to Texas, where he now considers it his beloved home.

OUR DEMOGRAPHICS REACH 2.3 MILLION CONSUMERS

COMBINED METRO & OUTSIDE COUNTIES

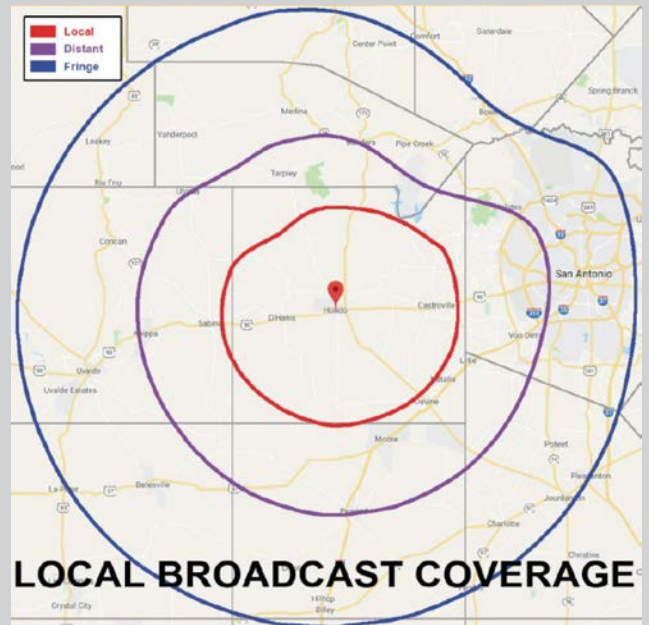
2,262,873

LISTENERS

MIXLR STREAMING (AS OF JULY 2023)

340,000

UNIQUE LISTENERS



ADVERTISING RATES

RADIO ADS

6:00 AM - 9:59 AM
30 second ad \$30.00
60 second ad \$34.00

10:00 AM - 2:59 PM
30 second ad \$20.00 \$24.00
60 second ad \$24.00 \$28.00

3:00 PM - 5:00 PM
30 second ad \$24.00
60 second ad \$28.00

LIVE BROADCAST AT YOUR BUSINESS

100 : 30 ads for \$1200.00
1 Complimentary Cowboy & Californian
Show interview

100 : 60 ads for \$1600.00
1 Complimentary Cowboy & Californian
Show interview

COWBOY & CALIFORNIAN HOUR

5:00 PM - 6:00 PM
30 second ad \$50.00
60 second ad \$75.00

Weekly

30 second ad \$150.00
60 second ad \$200.00

ROTATOR ADS

\$18.00 each

Best time available;
no specific schedule or time-slot

Guaranteed to run between
6:00 AM to Midnight.

May also run 12:00 AM to 6:00 AM
at no additional cost.

We provide uncensored Conservative views and exceptional content that engage and inspire our listeners on 1460 AM KCWM from 5pm-6pm Monday through Friday.

Call to advertise with The Cowboy and Californian
Call at (830) 426-0464 or email us at cowboy@ccrskcwm.com

WORLD'S BEST COUNTRY
KCWM 1460
WWW.KCWM.NET



Ad Contract

Brian "Cowboy" Kanke
Tommy "Californian" Deibler
(830) 426-0464
cowboy@ccrskcwm.com
www.ccrskcwm.com

KCWM 1460 RADIO ADS (GROSS RATES)

	<u>6:00 AM - 9:59 AM</u>	<u>10:00 AM - 2:59 PM</u>	<u>3:00 PM - 5:00 PM</u>
30 second ad	\$30.00	\$20.00	\$24.00
60 second ad	\$34.00	\$24.00	\$28.00

THE COWBOY & CALIFORNIAN HOUR 5:00 PM - 6:00 PM

You get your ad adjacent to the feature that you sponsor. All sponsors get 5 bonus ads daily and 1 live interview conducted by The Cowboy & Californian.

ROTATOR ADS

\$18.00 each

Best time available;
no specific schedule or time-slot

Guaranteed to run between
6:00 AM to Midnight.

May also run 12:00 AM to 6:00 AM
at no additional cost.

TITLE

- 30 second ad \$50.00
- 60 second ad \$75.00

WEEKLY

- 30 second ad \$150.00
- 60 second ad \$200.00

EVENTS PACKAGE

100 : 30 ads for \$1200.00
1 Complimentary Cowboy & Californian
Show interview

100 : 60 ads for \$1600.00
1 Complimentary Cowboy & Californian
Show interview

- Monday Tuesday Wednesday Thursday Friday Saturday Sunday

Business Name: _____ Phone#: _____

Contact: _____ Email: _____

Address _____ City/Zip _____

Total Amount _____

Signature _____ Sales Person _____

Each months invoice must be paid prior to ads going on air.



Contact Us

**KCWM 1460 Office
1605 Avenue K
PO Box 447
Hondo, TX 78861**

**Brian "Cowboy" Kanke
Tommy "Californian" Deibler
(830) 426-0464
cowboy@ccrskcwm.com**