



**INTRODUCING**

**LIVE**  
**95.5**

**TODAY'S MODERN MIX**

# Live 95.5 Is Generation Next AC



- *Generation Next AC is a Hot AC blend with a modern hit music recipe*
- 95.5 focuses on Contemporary & Early Mid 2000 AC/Pop & Pop Alternative, with spice from 90's pop!
- Listeners will find 95.5 to be contemporary, familiar and focused on MORE music!
- While many of the hits will be the same as you might hear on other Portland stations, the Generation Next twist will give it a different flavor than anything in Portland!

# The Launch

**15,000** songs in a row!

Portland was treated to a barrage of music and promotion throughout the market! From our powerhouse launch with 15,000 songs in a row, to our heavy television and street marketing campaign, the message about Live 95.5 reached over 98% of the market, inviting them to discover the hot new sound of Live 95.5!



# The Music

*some artist examples...*

- Bruno Mars
- Adele
- Katy Perry
- Colbie Caillat
- Sara Bareilles
- Rihanna
- Maroon 5
- One Republic
- Chris Daughtry



- Pink
- Three Days Grace
- Nickelback
- Taylor Swift
- Lady Gaga
- Black Eyed Peas
- Jason Mraz
- Cee Lo Greene
- My Chemical Romance

# Target Audience

- Women 28-37 years old
- Core demo will be W25-44
  - 60% female skew
- Also effective with A18-49 & A25-49
- Will reach single women and young married couples
- Expected that more than 50% will have children under 18 living at home
- High school graduates and above
- Majority will have at least attended college, many will be college graduates
- Homeowners
- HH income will be strong
- Majority will either work full or part-time, or will be homemakers



**Colbie Caillat**

# Live 95.5 Listeners Are in the Market to Buy!

## Active and buying audience compared to other formats!

- Tanning and Salons: Index 100...HOT/AC index 250
- Beauty Makeover: Index 100...HOT/AC 236
- Spent over 250.00 on women's clothes. Index 100...HOT/AC index 206
- Spent over 100.00 on men's clothes. Index 100...HOT/AC 202
- Took vacation/honeymoon/spa vacation. Index 100...HOT/AC 194
- Most recently leased car. Index 100...HOT AC 193
- Visited Day Spa. Index 100...HOT/AC 181
- Added Bathroom/Household remodel. Index 100...HOT/AC 165
- Visited Starbucks. Index 100...HOT/AC 160
- Opened checking account. Index 100...HOT/AC 158
- Visited Bars/Niteclubs. Index 100..HOT/AC 154
- Attended concert: Index 100...HOT/AC 146
- Recently acquired Insurance. Index 100...HOT/AC 143
- Purchase cell phone/smartphone: Index 100...HOT/AC 120
- Purchased big screen TV. Index 100...HOT/AC 120

• *Source: RAB Gold Digger Report*



**Pink**

# Meet the Listener



- Meet Live 95.5 P-1 Listener, Morgan Anderson. Morgan is 32 and lives in Beaverton with her husband Eric and their two children, Jayden (age 5) & Madison (age 3). Morgan and Eric have been married for 7 years. They live in their second home that they purchased for \$320,000. It is furnished with Pottery Barn style furniture, although Morgan is itching to replace their old sofa in the family room! Morgan works part-time as a nurse in a pediatric office near St. Vincent Hospital and Eric is an Engineer at Intel. Their oldest child, Jayden, is starting first grade in the Fall. Their youngest, Madison, attends pre-school. The Anderson family enjoys taking a vacation to Maui or Disneyland once a year.
- The Anderson family likes to ski, cycle and go camping. Morgan and Eric have a date night weekly so they can try new restaurants, attend movies and go to concerts. At home, they love to listen to music, cook, play games and watch tv with their kids. Morgan always tunes her radio to Live 95.5! Eric enjoys listening to Live 95.5 when he isn't tuned-in to 750 The Game, his favorite Sports talk radio station!



# Support for the Format

- Alpha Broadcasting invested in an extensive Portland radio research study with highly respected Coleman Insights Media Research, to uncover what adult women in Portland want. Based on the findings from the research, Alpha has crafted a music recipe and package with Live 95.5 to align with those tastes.
- Research by Coleman in Portland has shown Alpha the optimal position and execution for this station. We are following a well-thought-out and researched plan.
- National research done by Research Director, Inc. in 2010 and published in Inside Radio, shows Hot AC to be the 4<sup>th</sup> largest, A18-49 and the 3<sup>rd</sup> largest W18+, share garnering format in radio.





# LIVE 95.5 DIGITAL ASSETS

TODAY'S MODERN MIX

GET THE LIVE 95.5 APP FOR

ANDROID iPhone BlackBerry

Keyword/Search Go



Home



Listen Live



Events



DJs



Live VIP



Photos



Live Experience



Extras



## Win The Ultimate Wine Tasting Adventure

Listen to win all weekend long!

Buy your Wine Card now!



WE WANT TO MAKE YOU A LIVE VIP FOR THE PREMIERE OF PROJECT RUNWAY!

CLICK FOR MORE INFO



*Pinkalicious* The Musical

OCT. 22 to NOV. 20  
NEWMARK THEATRE

### ON AIR NOW

#### CJ & Nikki

5am - 10am



95595



503.733.0955



### JUST ADDED

Cabana Boy - 7pm - 12am

CJ - 5am - 10am

Keola - 10am - 2pm

Stacey Lynn - 2pm - 7pm

### CURRENTLY PLAYING

Rolling In the Deep

ADELE

8:08am



Like 16

2011



Saturday, August 6<sup>th</sup>

Visit us Online at  
www.paintthetownclean.com

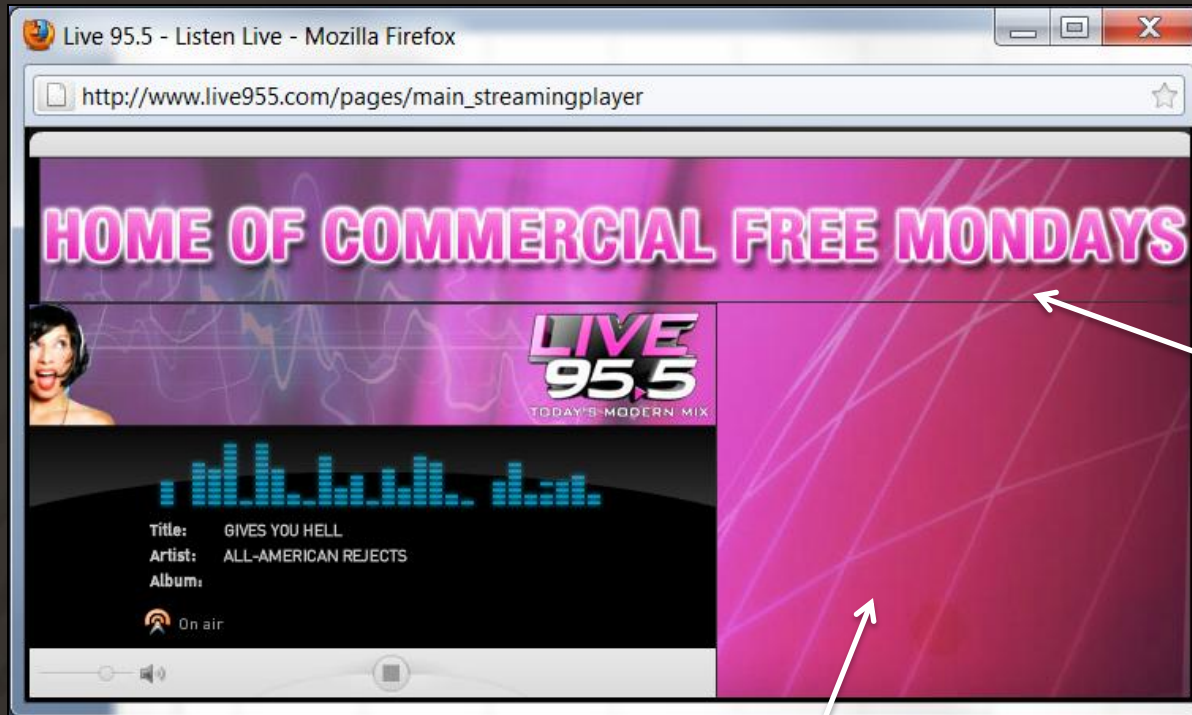
# Display Banner Ads



Home Page – 728 x 90 below fold  
\$8 CPM

Interior pages  
• 300 x 250  
• 728 x 90 below fold

# Streaming Player



728 x 90  
Streaming  
Player Banner  
\$1000/month

Video Pre-roll :15 300 x 250 = \$25 CPM

# Live 95.5 Interactive Assets

- Streaming spots
- Streaming player banner
- Video pre-roll :15
- Display banner ads
- Wall Paper
- Email 300 x 250
- Email in content
- Mobile applications
- Text messaging
- Tune Genie
- Facebook contesting
- Video Channels



**THANK YOU FOR TRYING**

**LIVE**  
**95.5**

**TODAY'S MODERN MIX**