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 America’s #1 most listened to country station.

Go Country 105 has a fiercely loyal audience of over 1.2 million. Over 80% of our 25-54 listeners are employed.

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

Go Country 105 has a history of direct response success in the categories of automotive, retail, health and beauty, clinical studies and finance.

OUR REACH

Mount Wilson FM Broadcasters, Inc.
1500 Cotner Ave,
Los Angeles, CA 90025
310.478.5540
FAX 310.445.1439
www.gocountry105.com
Go Country 105 has a Balanced Male/Female Composition

Age Composition

Source: Nielsen LA Radio April ’19 M-Sun 6a-12mid 12+
ON-AIR TALENT

ANGIE FITZSIMMONS
Weekdays 6a-10a

Angie was born and raised in Chicago where she began her radio career as an intern and worked her way up to becoming the Executive Producer for a top rated, nationally syndicated morning show. From there, she got her first taste of country when she moved to “The South,” where she simultaneously moved from behind the scenes to behind the mic as the female voice of yet another nationally syndicated, award winning morning show in Charlotte, NC. After marriage, she loaded up the truck and moved to Los Angeles where she joined the Adam Carolla Show before landing a role with the Carson Daly show. She left radio to pursue a certification as a Pilates instructor and raise her family of three boys (including twins). Now that the boys are all in school, Angie is back to radio and couldn’t be more excited to host morning at Go Country 105.

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 looks forward to this new role on air 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 joining Angie and spending my mornings with the country music family in Southern California!” Tim will continue to perform shows, in addition to his on-air role.

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. Go Country 105 has worked with the following artists since the start of this programing in 2016: Dustin Lynch, Easton Corbin, Dan+Shay, Chris Young, Kip Moore, Darius Rucker, Brad Paisley, Rascal Flatts, Michael Ray, Jake Owen, Thomas Rhett, Old Dominion and many more.
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 programing 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.

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 while in college in NJ where he had his own show called “Anything Goes.”

Once to 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. He came to Go Country 105 in 2017 and has never felt more at home where he is the Digital Director and has gotten back to his first love of being on air. Adam has done our live remotes from Disneyland and most recently, all of the on-air for Stagecoach.

Laurie was born and raised on a farm on the prairie in Minnesota. Having a love of radio as a child, she always knew she wanted this as a profession, “at least since age 8.” She broadcasting began in high school, then went on to stations in Omaha, St Louis and San Francisco before coming down to Los Angeles to KIIS-FM, then on to Power 106 and Armed Forces Radio. She was finally able to pursue her dream of playing the beloved country music she grew up with at Go Country 105 in December of 2009 and loves being able to share it with listeners. When she’s not on the airwaves, she loves hiking, cooking and playing with her Maine Coone cat, Sheila.

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-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.
### OUR CUSTOMER PROFILE

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>KKGO QUAL. INDEX*</th>
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</thead>
<tbody>
<tr>
<td>PROFESSIONAL OCCUPATIONS</td>
<td>113</td>
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<tr>
<td>HOUSEHOLD INCOME $100K +</td>
<td>123</td>
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<tr>
<td>COLLEGE GRADUATE OR MORE</td>
<td>110</td>
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<tr>
<td>PLANS HOME IMPROVEMENT IN NEXT 12 MONTHS</td>
<td>255</td>
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<tr>
<td>AMOUNT TO SPEND FOR NEXT LEASED CAR: $45K+</td>
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<td>AMOUNT SPENT ON INTERNET PURCHASES THIS YEAR: $1K-2.5K</td>
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<tr>
<td>COSMETIC SPECIALISTS USED IN THE PAST 12 MONTHS</td>
<td>231</td>
</tr>
</tbody>
</table>

*Index Over 100 is Above Average

Source: Los Angeles Scarborough Jul 18- Jan 19 Qual. Cume Index
CHOSE THE RIGHT PRODUCT

ON-AIR

:10, :15, :30 or :60 Live or Recorded Spots, Sponsorships, Endorsements, Call-Ins. *Prices Vary

ON-AIR SPONSORSHIPS

- Traffic Sponsorships: M-F 6am-8am, 4pm and 5pm
- Entertainment Sponsorship: 8am hour
- Morning Three: :15 tag in 6am hour
- Pet Adoption: (Pet Related Sponsorship) :15 tag in 9am, 12pm, and 3pm hour
- 30 min music Sponsorship: 7a-12a M-F; 10am-7pm weekends
- Go Country Happy Hour: :10 tag 5pm hour
*Prices Vary

:10/:15 TAGS

WEB/ MOBILE

- 650,000 average impressions per month for 300x250 web banner
- Monthly average of 8,000 Go Country 105 Mobile App Users

728 x 90 Locked Banner on Go Country 105 homepage
Price: $600 per week

300 x 250 Rotating Banner on Go Country 105 homepage
Price: $300 per week

300 x 250 Rotating Banner and Pre-Roll on Go Country 105 Streaming Music Player
Price for :15 sec audio pre-roll and banner (up to 4 per week): $250
Price for :15 sec video pre-roll and banner (up to 4 per week): $300

320 x 50 Rotating Banner on Go Country 105 Mobile App
Price: $100 per week

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**WEB**

- **Display Advertising & Streaming**
  - Custom Webpage
gocountry105.com with keyword
  Price: $500 per month

- **Takeover Ad Sponsorship**
  - Takeover Banner Ad 800 x 450 for 24 hours
  - 300 x 250 Rotating Banner for a week
  - 728 x 90 Locked Banner for a week
  on Go Country 105 homepage
  Price: $2,000

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**EMAIL**

- **Weekly E-mail Blast Inclusion**
  105 words or less and logo and link top slot
  Price: $1,000 per email blast

- **Weekly E-mail blast inclusion**
  105 words or less and logo link middle or bottom slot
  Price: $1,000 per email blast

- **Exclusive E-mail Blast**
  Price: $2,000 per e-mail blast

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- Go Country 105 email blast reaches over 76,000 members
CHOOSE THE RIGHT PRODUCT

SOCIAL MEDIA

- 119,000+ fans on the Go Country 105 FB page
- 21,300+ Twitter followers
- 59,000+ Instagram followers

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

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

INSTAGRAM POST
Post must be related to an offer or country event
Price: $500 per post. Limit 1 per week
CHOOSE THE RIGHT PRODUCT

ON-SITE/STREET TEAM

On-Site Street Team Sponsorship
Go Country 105 street team can provide 2-3 hour on site visit that’ll include 7 on-air mentions to run Monday through Sunday from 5am-12am.
Price: $1,000

REWARDS PROGRAM

- Reaches over 99,000 members
- Members gain points by playing games, entering contest & interacting with sponsors

2 Week Promotion
Customized page with your logo & info in Go Country Rewards
300x250 banner that would rotate on our rewards program
300x250 banner that would rotate on our website including homepage
Banners can be designed in-house at no extra cost

Database of all participants interested in your services
:15 Pre-Roll on streaming player
2 Facebook Posts
2 Tweets
Price: $2,500

Go Country 105 street team can provide 2-3 hour on site visit that’ll include 7 on-air mentions to run Monday through Sunday from 5am-12am.
Price: $1,000

- Reaches over 99,000 members
- Members gain points by playing games, entering contest & interacting with sponsors
Go Country 105 presents Go Girls, a fun community forum on social media for Go Country 105 female listeners in their 20s and 30s who post on-line and get together at exclusive events per month. Go Country 105’s Go Girls has on-air and digital opportunities available per month.

**Go Girls Digital Advertising:**
- (1) Social media post on the Go Girls Facebook and Instagram page

**Total Net Investment:** $250 each

**Go Girls On-Air and Digital Advertising:**
- (10) 10 Second on-air spots to run Monday – Sunday from 6am to 9pm over a TBD week
- (1) Social media post on the Go Girls Facebook and Instagram page

**Total Net Investment:** $1,000

8,200+ members
Have questions? Please contact:

General Sales Manager: Michael Levine
Office: (310)478-5540  x244
mlevine@mountwilsoninc.com