



THE #1 MEDIA CHOICE
for delivering San Antonio's consumers

IMAGINE SPEAKING TO...



76 Sold Out Spurs Home Games

CMG San Antonio radio stations reach over 1.3 million listeners each week



1,310,100

75% of San Antonio's consumers listen to a Cox Media Group radio station each week



STATIONS AT-A-GLANCE

CMG San Antonio has a full range of properties delivering San Antonio's diverse consumer marketplace. Every demographic is covered making the CMG San Antonio cluster a perfect fit for your advertising needs.



KONO-FM	KCYX-FM	KSMG-FM	KISS-FM	KTKX FM	KKYX-FM	KONO-AM
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Classic Hits	Country	Hot Adult Contemporary	Active Rock	Classic Rock	Classic Country	Oldies
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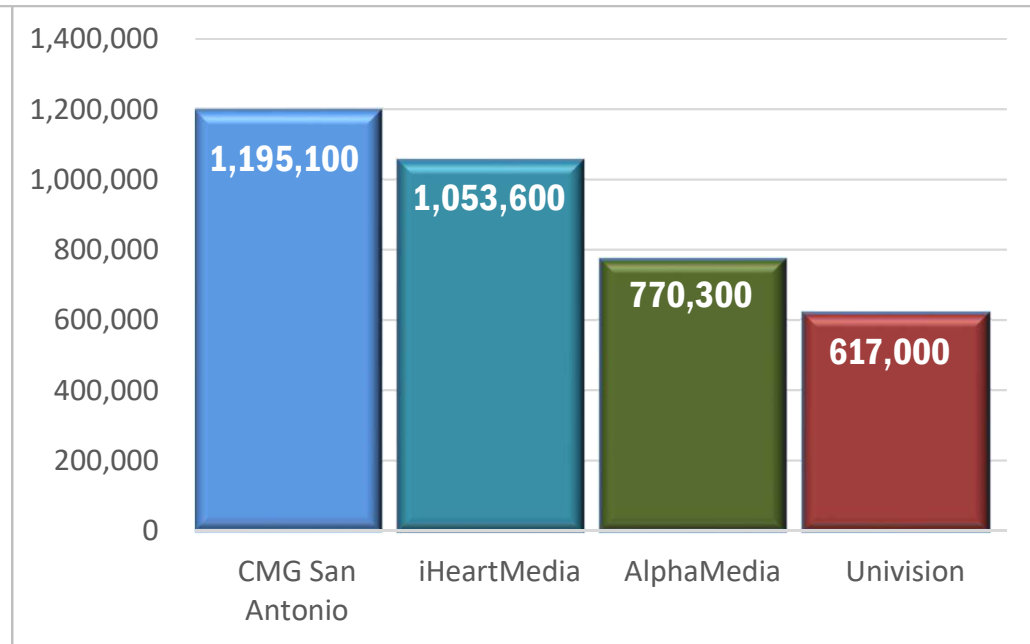
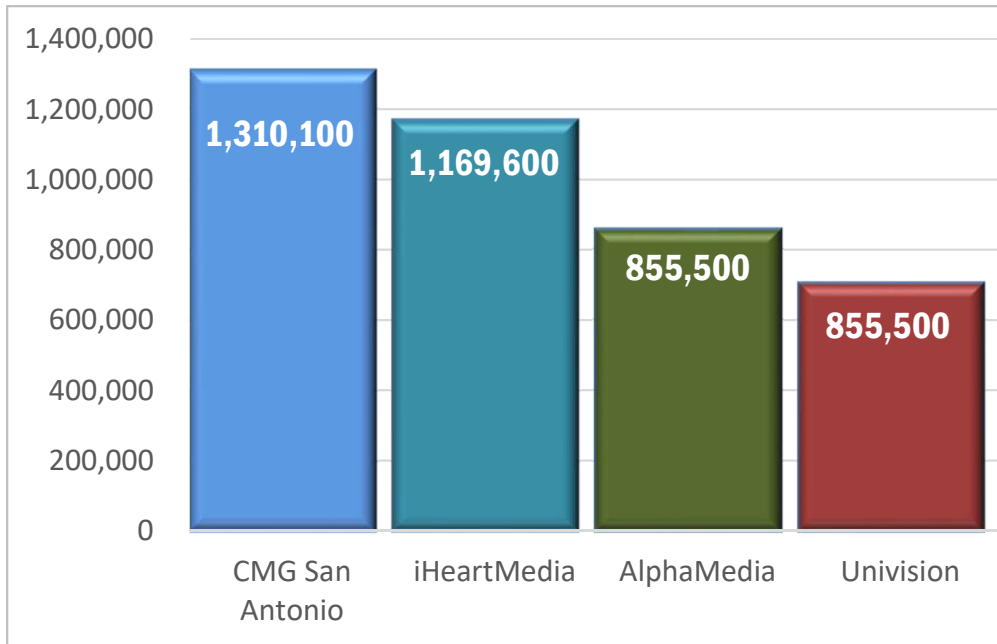
San Antonio's Greatest Hits	San Antonio's New Country Leader	Today's Best Music	99.5 KISS Rocks San Antonio	San Antonio's Only Classic Rock	Country Legends	Greatest Hits Of the 60's & 70's
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Adults 36-64	Adults 25-54	Women 25-54	Adults 18-49	Men 25-54	Adults 35-64	Adults 50+
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kono1011.com	y100fm.com	magic1053.com	kissrocks.com	eaglesanantonio.com	kkyx.com	86kono.com
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Eagles, Hall and Oates, Lionel Richie, KC Sunshine Band	Jason Aldean, Carrie Underwood, Dierks Bentley, Luke Bryan	Adele, Bruno Mars, Justin Timberlake, Maroon 5, Taylor Swift	Foo Fighters, Metallica, Nirvana, Red Hot Chili Peppers	Aerosmith, Def Leppard, Journey, Tom Petty, ZZ Top	Alabama, The Judds, Willie Nelson, George Strait, Randy Travis	Tommy James, Beatles, Guess Who, Supremes
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CMG SAN ANTONIO IS THE #1 RADIO GROUP IN THE MARKET

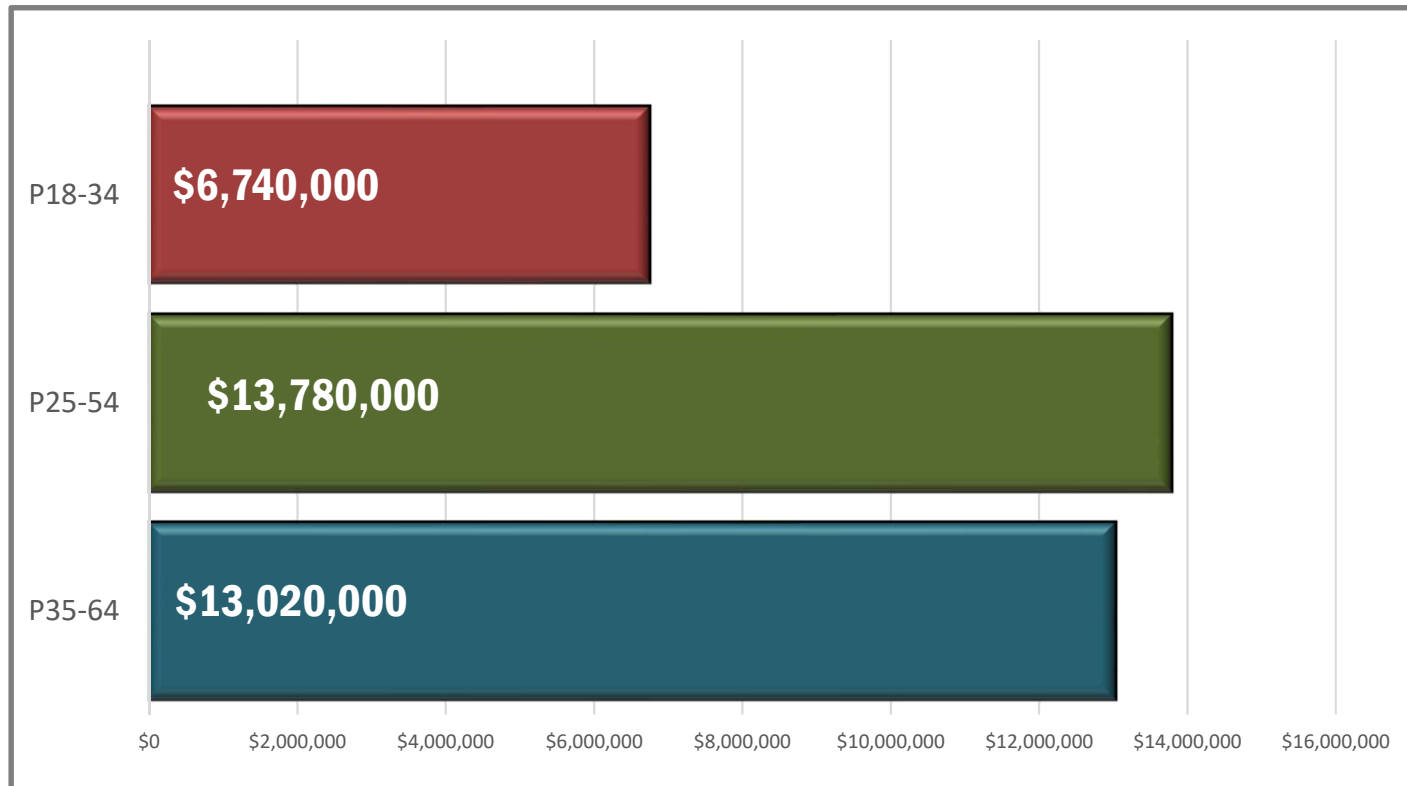


#1 for 12+ Weekly Cume

#1 for 18+ Weekly Cume

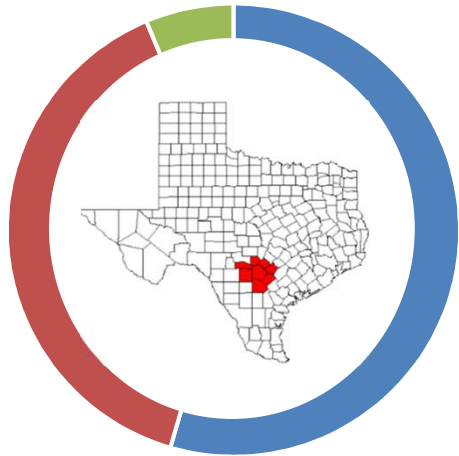


MAXIMIZE YOUR REACH WITH CMG'S SPECTRUM OF BUYING POWER



Consumers in the SAN ANTONIO Metro spend \$34,825,306,000 Annually in Total Retail Sales. CMG San Antonio listeners (age 18 and over) spend an estimated 78% of that total.

SAN ANTONIO ETHNIC COMPOSITION



54.5% Hispanic
39.1% Other
6.4% Black

CMG San Antonio
 mirrors the San
 Antonio Market

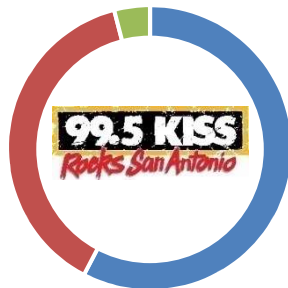
STATION ETHNIC COMPOSITION



63% Hispanic
31% Other
6% Black



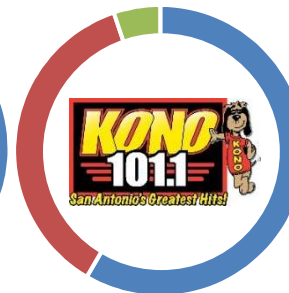
55% Hispanic
40% Other
5% Black



58% Hispanic
39% Other
3% Black



43% Hispanic
56% Other
1% Black



59% Hispanic
36% Other
5% Black

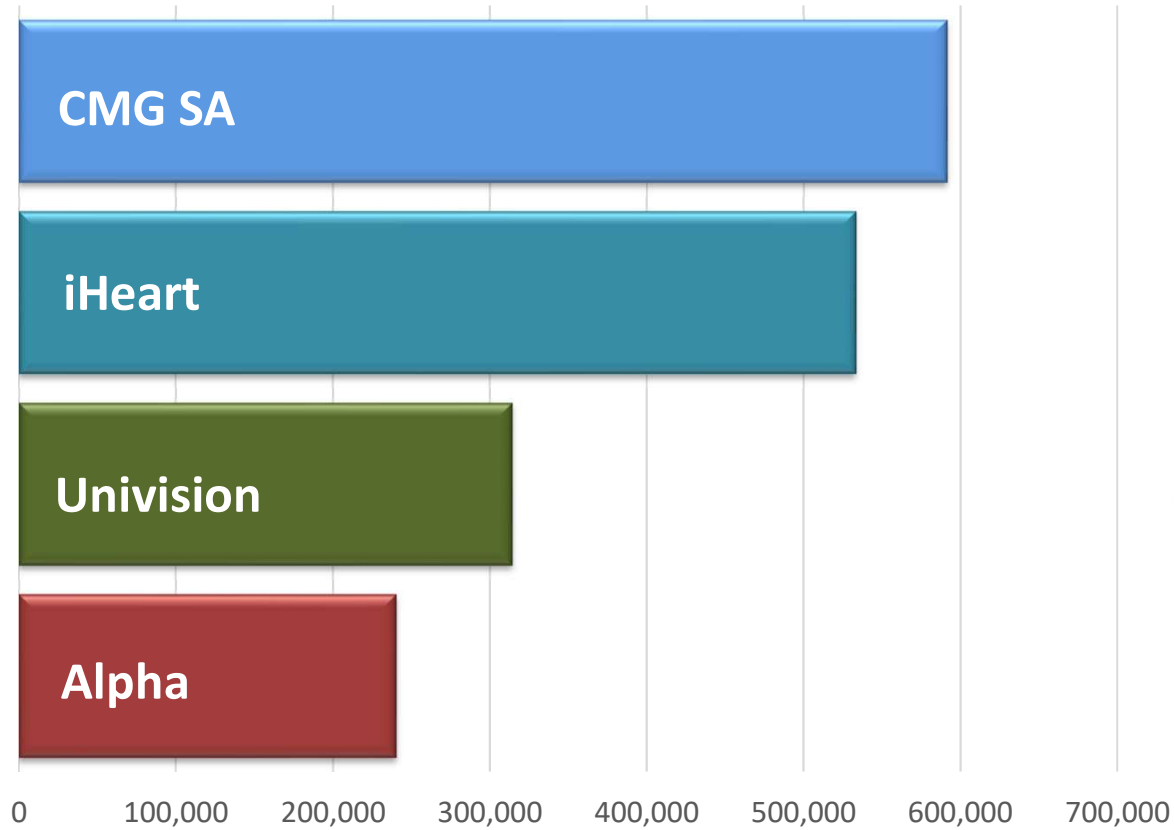


58% Hispanic
41% Other
1% Black



54% Hispanic
43% Other
3% Black

CMG SAN ANTONIO IS THE ANSWER FOR MARKETING TO WOMEN IN SAN ANTONIO





LIVE, LOCAL & IN OUR COMMUNITY

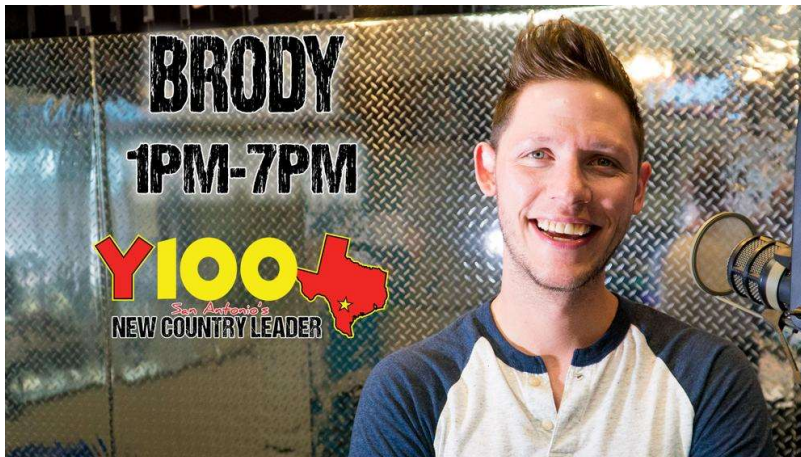


Proud Supporters of





LIVE, LOCAL & IN OUR COMMUNITY



Proud Supporters of



Livestock Exposition Scholarships





LIVE, LOCAL & IN OUR COMMUNITY



**Weekdays
Billy Madison Show
6am-10am**



**Weekdays
Chris Sifuentes
10a-3pm**



**Weekdays
Randy Bonillas
3pm-8pm**

Proud Supporters of



Alumni Association Scholarships



LIVE, LOCAL & IN OUR COMMUNITY



Proud Supporters of





LIVE, LOCAL & IN OUR COMMUNITY



Weekdays Joe Rock 6am-9am



Weekdays Crash 11am-2pm



Weekdays Kaedy Kiely 2p-6p

Proud Supporters of



Alumni Association Scholarships



COUNTRY LEGENDS
KKYX
680 AM - 104.9 FM

LIVE, LOCAL & IN OUR COMMUNITY



Proud Supporters of



South Texas
Blood & Tissue Center

ELF LOUISE
Christmas Project

CMG SAN ANTONIO HAS MORE SOLUTIONS



Local Solutions, powered by Cox Media Group San Antonio, provides customizable digital marketing products and services that drive results. With local expertise and innovative tools, our digital advisors help you maximize your sales, boost your brand value, and turn prospects into customers.

SERVICES

- Paid Search (SEM)
- Search Engine Optimization (SEO)
- Display
- Retargeting
- Mobile
- Website Design
- Social Media
- Video



CMG Research provides a custom value proposition to our clients. We can deliver measurable and actionable insights, help build strong brand presence and provide critical information essential to building an effective marketing campaign.

RESEARCH

- Work with a qualified research team that conducts 700+ studies for 100+ brands annually
- Ask important questions of your Ideal customer about their perceptions and behaviors
- Brand awareness
- Learn competitive strengths and weaknesses



Cox Health Marketing is a Center of Excellence for healthcare marketing. Our specialized team, backed by the vast resources of Cox Media Group, is dedicated to growing your business. Together we have developed a process that has proven to produce real, impactful results

TRUSTED PARTNER

At Cox Health Marketing we understand that we are only as successful as our clients. That's why we seek to be a true partner in your business – sharing your marketing challenges and leading your marketing solutions. Simply put, we know that working together we can accomplish more.



CMG Events has produced many of San Antonio's largest and most successful events reaching tens of thousands of people in 2016. We represent, own and/or manage over a dozen events throughout the year.

SIGNATURE EVENTS

- Back to School Expo
- Margarita Pour Off
- 8Man Jam
- Billy Madison Show Anniversary Party

Local Solutions, powered by Cox Media Group, provides creative and customized digital marketing solutions that drive results. With local expertise and innovative tools, our digital advisors help you maximize your sales, boost your brand value, and turn prospects into customers.

Get Noticed.

Command attention and build awareness with integrated marketing.

Be Found.

Ensure your business is seen everywhere potential customers are looking for you online.

Convert.

Turn prospects into customers with digital techniques that prompt action.



PREMIER GOOGLE PARTNER



PR Newswire
A UBM plc company

Cox Media Group Selected as Google AdWords Premier SMB Partner



ATLANTA, March 6, 2013 /PRNewswire/ — Cox Media Group (CMG) has been accepted into the Google AdWords™ Premier SMB Partner (PSP) Program. This partnership furthers CMG's ability to be a leading provider of digital marketing solutions for its local and regional advertising clients.

The AdWords Premier SMB Partner Program connects Google's trusted and experienced AdWords partners with small- and medium-sized businesses that want expert help in creating, managing and optimizing their online advertising campaigns. In addition to in-depth AdWords expertise, PSP partners provide full-service campaign management, detailed reporting, one-on-one customer support, and broad marketing guidance to help advertisers make the most of their campaigns.

"Digital media continues to be an important component of CMG's growth strategy," said Neil Johnston, CMG's Executive VP of Strategy & Digital Innovation. "Working with Google provides us with world-class products that complement the digital advertising assets currently available at our local media properties. We look forward to increasing our efficiency and effectiveness with the additional tools and support now available through the Premier SMB Partners program."

Premier SMB Partners meet Google's highest standards and criteria for qualification, transparency and customer service, which include completing extensive Google product and account management training. This ensures they can provide businesses with the most effective AdWords advertising solutions.

"We are excited to expand the Google AdWords Premier SMB Partner program with hand-picked, highly qualified companies like Cox Media Group," said Ben Wood, Director of Google's Channel Sales, Americas. "Small- and medium-sized businesses will not only benefit from CMG's in-depth training, but from their years of experience in the local market."

About Cox Media Group

Cox Media Group is an integrated broadcasting, publishing, direct marketing and digital media company that includes the national advertising rep firms of CoxReps. Additionally, CMG owns Cox Target Media, which operates Valpak, one of North America's leading direct marketing companies, and Savings.com, a leading online source for savings. The company's operations currently includes 19 broadcast television stations and one local cable channel, 87 radio stations, eight daily newspapers and more than a dozen non-daily publications, and more than 100 digital services. CMG currently operates in more than 30 media markets and reaches approximately 52 million Americans weekly, including more than 32 million TV viewers, more than 4 million print and online newspaper readers, and 18 million radio listeners. For more information about Cox Media Group, please check us out online at www.coxmediagroup.com.

SOURCE Cox Media Group

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<http://www.coxmediagroup.com>



"This partnership furthers CMG's ability to be a leading provider of digital marketing solutions for its local and regional advertising clients."

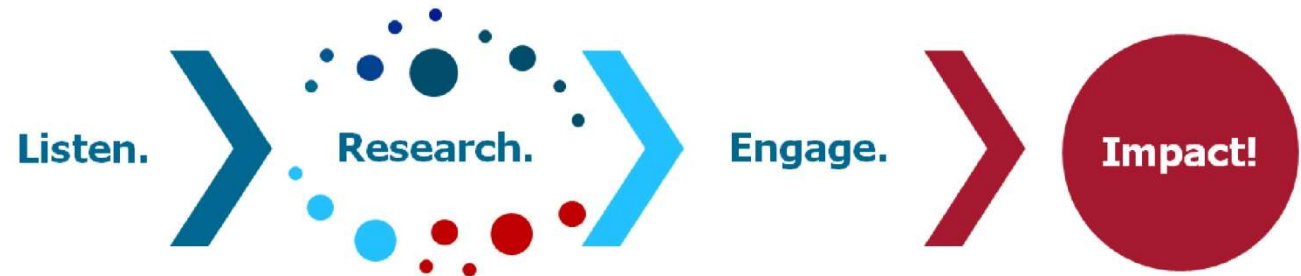
CONNECTING COMPANIES WITH CONSUMERS IN SAN ANTONIO WITH OUR EVENTS



Annual Anniversary Party!

Make sure to ask us about our other events not listed

Strategic Research Insights



BRANDING

Measure your brand health and how it performs against what's important.

CONSUMER INSIGHTS

Measure the purchase intent and buying behavior of your target consumers.

COMPETITIVE LANDSCAPE

Get competitive intelligence within your industry.

CREATIVE TESTING

Test the effectiveness of your ads and creative assets.

How It Works

- 1 Identify your unique needs and target audience
- 2 Define research objectives
- 3 Align needs with research capabilities
- 4 Build a custom survey and field to the market
- 5 Deliver consumer-driven actionable insights
- 6 Create sound strategies and campaigns



THANK YOU



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