

Interview Benefits to calling the Ellen K Weekday Morning Show in the #1 Radio Market on KOST

(+ Airing on 46 Saturday affiliates):

- ★ **Airtime Value*** in **Reaching Millions in LA** in content during the consistently #1 Rated* KOST morning show in the #1 Radio Market. High Profile Guests are limited to once per week and are taped at the Artists convenience with dozens+ of on-air promotional announcements leading up to the on-air interview.
- ★ **Millions more reached** via airing the interview **on the 46 Saturday Morning Ellen K Affiliates**. Markets: NYC, Chicago, Wash D.C., Philadelphia, Houston, Portland, Las Vegas, Detroit, Phoenix, San Antonio, Anchorage, Charleston, Fresno, El Paso, Rochester, Syracuse, Tuscaloosa and 35 more...
Note: 10 Minute interview is via phone and can be taped at the Artists convenience to air at ideal time for Artist. Only Ryan Seacrest and Steve Harvey are also cleared in all 3 top US markets on the FM dial along with Ellen K.
- ★ **Reaching Millions** is achieved by the on-air interview, on air promos ahead of the interview, podcast after the show, social media promotion, press releases, inclusion in the iHeart APP promotion and National newsletter as well as a "Happy Holidays / Merry Christmas Happy Hanukkah" taped message to air multiple times inside the Month Long KOST All Holiday Music for even more goodwill (optional only if approved by artist).
- ★ Artist is forever a supporter of the **FIRST + ONLY FEMALE LED** + Top-Rated morning radio show in the #1 market. Guests thus far: Kelly Clarkson, Katy Perry, Madonna, Rod Stewart, Elton John, Gwen Stefani, John Legend, Sam Smith, Ed Sheeran, Chris Martin, Rob Lowe, Sean Penn, Lionel Richie, Celine Dion, John Travolta, Ryan Seacrest +More...
- ★ As evidenced by the heavy "for consideration" advertising investments on KOST in Oscar Voting season, **LA Entertainment Executives are part of the audience** reached in Hollywood, which leads to more opportunities for the guest.

Promo Value for Guest: \$50k+

Ellen K Morning Show Rated #1 among Nielsen Persons 6+ and Women 25-54 consistently in the #1 radio market



ELLEN K
MORNING SHOW

ICONIC RADIO PERSONALITY, ELLEN K, HOLDS THE DISTINCTION OF BEING THE FIRST FEMALE TO ANCHOR A MORNING RADIO SHOW WITH HER SOLO NAMESAKE IN LOS ANGELES RADIO HISTORY —

ELLEN K

WEEKEND SHOW

WITH THE HUGE SUCCESS OF THE ELLEN K MORNING SHOW IN LOS ANGELES, ELLEN EXPANDED HER EMPIRE WITH THE LAUNCH OF TOP RATED, NATIONALLY SYNDICATED ELLEN K WEEKEND SHOW.



ELLEN

WEEKEND SHOW



**LOS
ANGELES**

#2 P+6 Cume (3.2 MIL)
#2 P25-54 (5.3)
#2 W25-54 (8.1)



NEW YORK

#1 P6+ Cume (4.9 MIL)
#1 P25-54 (9.1)
#1 W25-54 (10.3)



CHICAGO

#2 P6+ Cume (1.6 MIL)
#10 P25-54 (3.3)
#6 W25-54 (4.7)



HOUSTON

#1 P6+ Cume (2.1 MIL)
#2 P25-54 (6.4)
#1 W25-54 (7.7)



WASHINGTON

#6 P6+ Cume (1.1 MIL)
#6 P25-54 (5.0)
#3 W25-54 (6.8)



DETROIT

#4 P6+ Cume (1.9 MIL)
#6 P25-54 (5.3)
#1 W25-54 (7.6)



PHOENIX

#1 P6+ Cume (1.2 MIL)
#5 P25-54 (5.2)
#3 W25-54 (6.6)



PORTLAND

#2 P6+ Cume (800,000)
#1 P25-54 (7.6)
#1 W25-54 (9.6)



**SAN
ANTONIO**

#7 P6+ Cume (500,000) #6 P25-54 (5.1)
#5 W25-54 (6.5)



LAS VEGAS

#1 P6+ Cume (500,000)
#1 P25-54 (6.6)
#1 W25-54 (8.8)

ELLEN K'S AWARD WINNING VOICE



THE OSCARS



THE GRAMMYS



THE EMMYS

ELLEN K WEEKEND SHOW

Reach Valuable Prospects in a Family Friendly Environment with the Ellen K Weekend Show

ELLEN K
WEEKEND SHOW



The Ellen K Weekend Show provides engaging content for an audience that wants to feel informed on lifestyle trends and inspired by feel good moments. Each show is led by Ellen K, who shares an empowering, upbeat take as a modern mom navigating everyday life.

Ellen draws on a wide range of personal and professional experience from nearly two decades on the air, half of them as the co-host of On Air with Ryan Seacrest. She also serves as the voice of The Grammy's, The Oscars and ABC's The Proposal and her many fans are eagerly embracing her latest program which will air Saturday mornings across 47 U.S. Markets.



SIGNIFICANT REACH ACROSS KEY MARKETS

GENERATE THE REACH & IMPACT YOUR BRAND NEEDS

MONTHLY REACH -
PEOPLE 12+ (MILLIONS)

43.8M

ACROSS STATIONS
CARRYING THE ELLEN K
WEEKEND SHOW

Source: Nielsen Audio, Ac11, DMA, Fall 17,
M-Su6a6a, P12

MONTHLY REACH -
PEOPLE 12+ (MILLIONS)

2.7M

ACROSS 47 MARKETS
DURING SHOW TIME SLOT

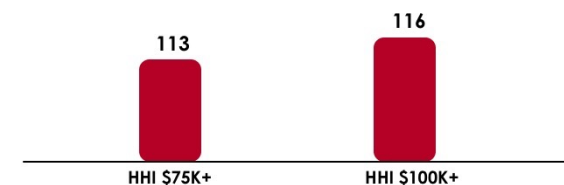
Source: Nielsen Audio, Ac11, P12+,
DMA, actual show times, Fall 2017

BROADCAST ACROSS 47 TOP U.S.
MARKETS & STATIONS INCLUDING:

- LA - KOST 103.5
- NYC - LITE FM 106.7
- CHI - LITE FM 93.9
- HOU - SUNNY 99.1
- WDC - WASH FM 97.1
- DET - WNIC 100.3
- PHX - KEZ 99.9
- POR - K103
- SATX - Q101.9
- LV - SUNNY 106.5

AN AUDIENCE WITH REAL SPENDING POWER

ELLEN K AUDIENCE HOUSEHOLD INCOME INDICES - PEOPLE 18+



Source: Nielsen Scarborough, 2018 R1, P18+ (P12+ not available)

OPPORTUNITIES FOR BRANDS

OPPORTUNITIES:

- Brand spots
- Voiced influencer spots*
- Custom integrations (subject to approvals)

ESTIMATED :30 SPOT PRICING

- \$2,600 PER NETWORK :30 SPOT*
- People 18+: \$9 CPM
- People 12+: \$8 CPM

The Ellen K Daily Morning Show

Ellen is the host of a consistently top-rated, daily LA morning radio show...
...and the first woman to do so!



The Ellen K Daily Morning Show



XTrends PPM Overview Report

LOS ANGELES - Metro							Persons 6+ / Average S					
	November 2018		December 2018		Holiday 2018		January 2019					
	Book	mk	Book	rnk	Book	mk	Wk 1	mk	Wk 2	rnk	Wk 3	mk
KOST-FM												
Mon-Sun 6a-Mid	5.1	1	9.0	1	13.0	1	5.9	1	5.6	1	6.5	1
Mon-Fri 6a-10a	4.1	5	7.0	1	11.2	1	4.7	1	4.5	4	5.3	1
Mon-Fri 10a-3p	6.0	1	9.3	1	13.2	1	7.3	1	6.7	1	7.1	1
Mon-Fri 3p-7p	5.1	1	8.7	1	12.7	1	6.1	1	5.4	1	7.0	1
Mon-Fri 7p-Mid	3.7	8	9.0	1	13.3	1	4.2	5t	4.3	7t	5.4	2
Sat-Sun 6a-Mid	5.5	2	10.5	1	14.2	1	5.8	2	6.0	1	6.9	1
KBIG-FM												
Mon-Sun 6a-Mid	4.7	2	4.9	2	4.0	3	4.8	3	4.9	3	5.2	2
Mon-Fri 6a-10a	3.6	7t	4.0	4t	3.7	4	4.0	5	4.3	5	4.5	4t
Mon-Fri 10a-3p	4.2	5	4.7	3	4.0	3t	4.7	3	5.1	4	5.3	4
Mon-Fri 3p-7p	4.9	2	5.4	2	4.5	2	5.0	2	4.9	3	5.6	2
Mon-Fri 7p-Mid	5.2	1	4.8	3	3.9	5t	4.2	5t	3.6	10t	4.3	6
Sat-Sun 6a-Mid	5.8	1	5.3	2	4.0	3	5.7	3	5.5	2	5.5	2t
KRTH-FM												
Mon-Sun 6a-Mid	4.5	3	4.4	3	4.4	2	5.0	2	5.0	2	5.1	3
Mon-Fri 6a-10a	3.8	6	3.5	7	3.8	3	3.9	6t	4.0	6	5.0	2
Mon-Fri 10a-3p	5.1	3	5.1	2	5.0	2	5.5	2	5.6	2	5.6	2
Mon-Fri 3p-7p	4.2	4t	4.4	4	4.2	3	4.5	3	4.6	4t	4.6	3
Mon-Fri 7p-Mid	4.2	4	3.8	5t	4.0	4	4.4	3	4.9	5	3.9	8t
Sat-Sun 6a-Mid	5.1	3	4.7	3	4.6	2	5.9	1	5.4	3	5.5	2t
KTWV-FM												
Mon-Sun 6a-Mid	4.3	5	3.8	5	3.6	4	3.9	5	4.4	5	4.7	4
Mon-Fri 6a-10a	3.5	10	3.2	10	2.8	10t	3.3	10	3.3	10	3.3	10
Mon-Fri 10a-3p	5.5	2	4.5	4	4.0	3t	4.3	4	5.2	3	5.4	3
Mon-Fri 3p-7p	4.2	4t	3.9	5	3.8	5	4.4	4	4.3	6	4.5	4
Mon-Fri 7p-Mid	4.0	5t	3.8	5t	3.9	5t	4.0	7t	5.0	4	4.7	5
Sat-Sun 6a-Mid	3.7	5	3.5	5	3.6	6	3.2	7t	4.3	5	5.0	4
KIIS-FM												
Mon-Sun 6a-Mid	4.4	4	4.0	4	3.5	5	4.1	4	4.5	4	4.4	5
Mon-Fri 6a-10a	4.6	1	3.6	6	3.3	7t	4.1	4	4.6	3	4.8	3
Mon-Fri 10a-3p	3.6	6	3.2	6t	3.2	6	3.6	6	3.6	7	3.2	10
Mon-Fri 3p-7p	4.8	3	4.6	3	3.9	4	4.1	5	5.1	2	4.4	5
Mon-Fri 7p-Mid	4.3	3	4.6	4	3.8	8	4.3	4	5.2	3	6.3	1
Sat-Sun 6a-Mid	4.6	4	4.5	4	3.7	4t	4.6	4	4.4	4	4.6	5
KFI-AM												

Give to CHLA this #GivingTuesday

The outpouring of community support today has allowed us to raise our Giving Tuesday goal to \$75,000 to help even more kids! When you give to Children's Hospital Los Angeles, you help bring health and hope to children in the hospital.



Plus, for the first 200 people who make a gift of \$27 or more*, we'll send you a CHLA holiday ornament so that you can proudly display your support.

Help us reach our goal!

Amount Raised:
\$103,925

Goal:
\$75,000



The Ellen K Weekend National Show

Saturdays on #1 rated
WLTW in NYC

and

#1 rated KOST in Los
Angeles

And 50+ other top rated
stations all over the U.S.



ELLEN K
WEEKEND SHOW



ELLEN K



The Ellen K Daily Morning Show On The Web

KOST 103.5 - Feel Good Los Angeles! Listen Live on iHeartRadio Ellen K Morning Show On-Air More

KOST 103.5 ELLEN K MORNING SHOW PRESENTED BY Mercedes-Benz

HOME LISTEN 5AM-10AM PODCAST FEEL GOODS INSIDE HOLLYWOOD ELLEN K Q&A QUOTE OF THE DAY INTERVIEWS FACEBOOK TWITTER INSTAGRAM

Ellen K

The Inspiration Behind Our Feel Good Song Feb 15, 2019

Little Bites Are Releasing A Churro Flavor For A Limited Time! Feb 15, 2019

Katy Perry & Orlando Bloom Are Now Engaged!

Boys Give Flowers To Every Girl In School For V-Day!

Ellen K Morning Show

Have You Ever Had Anything Stolen From You At Work? Ellen K had roses delivered and she thinks someone stole them! What have you had stolen from you at work?

Happy Valentine's Day! Our very own Karen Sharp from Love Songs stopped by to celebrate the day of love with us! Happy Valentine's to you & yours! What are you doing today to celebrate?!

What's The Strangest Thing You've Seen While Driving?!

Grammy Recap Time!

ellen k

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FEBRUARY 6, 2019

My dreams have come true - thank you God, thank you @samsmith for all that you are. Love you ❤️ Sam! @kost1035fm #ellenkmorningshow #ellenkweekendshow

NEWS / 0 Comments

The Ellen K Morning Show had a special friend in-studio, the lovable Sam Smith! He told us so much and played another round of "Smith or Myth," a fun version of true or false statements that may or may not apply to him.

Watch the full interview, below:

Sam Smith Traveled Halfway Around the World...

Ellen K Morning Show

Have You Ever Had Anything Stolen From You At Work?

Happy Valentine's Day!

What's The Strangest Thing You've Seen While Driving?!

Grammy Recap Time!

Tweets by @officialellenk

ellen k @officialellenk not sure I can wait until April 🥰 Killing Eve Season 2 Trailer: BBC America Hit Returns with Sandra Oh & Jodie... indiewire.com/2019/02/killing...

'Killing Eve': Seas... Sandra Oh and Jodie... indiewire.com

ellen k Retweeted KOST 103.5 @kost1035fm The Queen of LOVE #KarenSharp is in-studio taking live dedications for this annual day of LOVE with @officialellenk 1-800-929-KOST #EllenKMorningShow @kost1035fm #ValentinesDay

Embed View on Twitter

OFFICIALLENNK

<https://kost1035.iheart.com/featured/ellen-k/>

[Ellenk.com](https://www.ellenk.com)

Ellen K Unique Interviews air on 46 Saturday Morning Affiliates

+ on a Top Rated Weekday Morning Radio Show LIVE in the “T.M.Z.”

“TMZ” is a shortened reference to the Original Hollywood Publicists’ term “Thirty Mile Zone”,
Meaning Original Hollywood.

Publicists believed *“If it involved entertainment and did not happen within 30 miles of Hollywood, did it happen?”* 😊

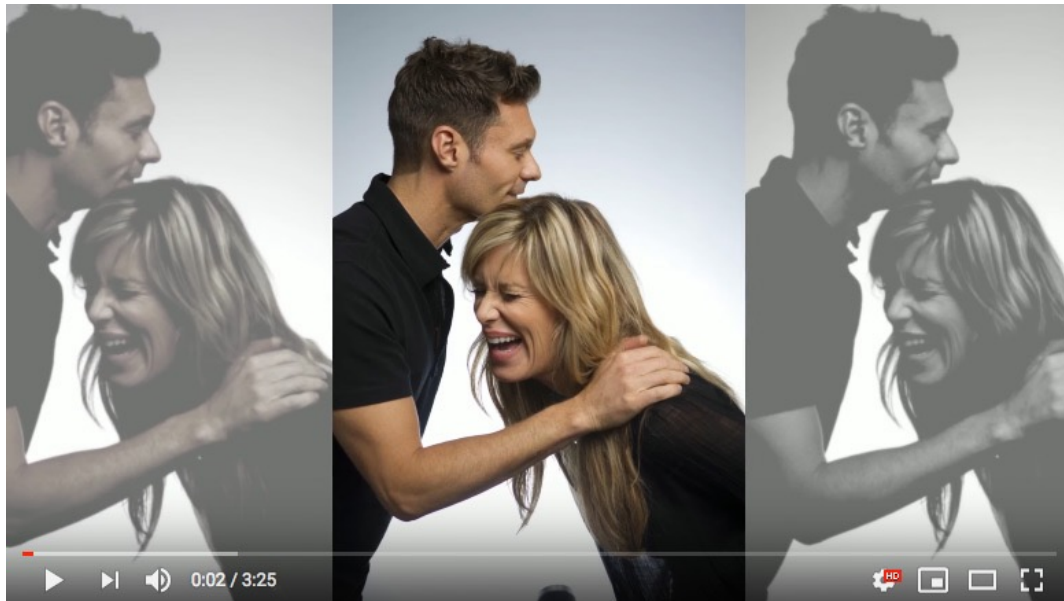


A **“Bigger than Life in Hollywood Movie Premier”** that is designed to be watched from Hollywood by fans around the world Vs several smaller premiers, **elevates the Artists.**

For your consideration: Invest limited Artist Interview time in Top Rated Morning radio shows
broadcasting live from the TMZ 😊

The Ellen K Daily Morning Show

Video demonstrations of some of Ellen's activities in Southern California



<https://www.youtube.com/watch?v=qiEBD8O7GJ4>



<https://www.youtube.com/watch?v=QFN4TA5wOCY>

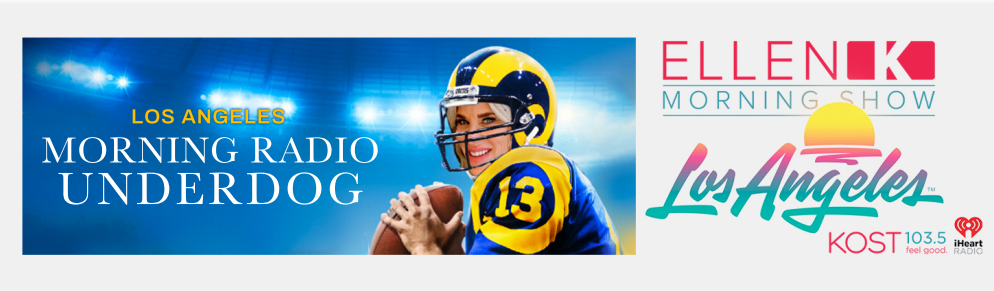
Ellen K – The Voice Of The Grammys



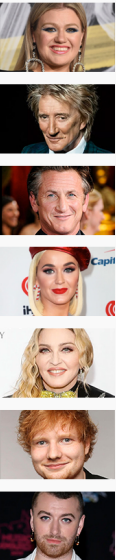
#1 Adults 25 - 54 6.6 Share

#1 Persons 6+ 6.6 Share

#1 Women 25 - 54 9.4 Share



ABOUT ELLEN K



After 12 years of successfully co-hosting ON AIR With Ryan Seacrest on KISS-FM & nationally syndicated (and 10 years prior with Rick Dees) Ellen was offered her own morning show on iHeartMedia's sister-station KOST 103.5.

Ellen holds the distinction of being the first (and only) female to anchor a morning radio show with her solo namesake in Los Angeles radio history - and is the longest continuously airing morning radio personality in the #1 radio market.

In addition to her work in radio, Ellen has voiced the Grammys for 10 years as well the Oscars, Emmys, and several other ABC and CBS TV projects. Ellen launched an annual fundraiser for Children's Hospital LA on Giving Tuesday which has raised 7 figures for CHLA. She's also an Executive Board Member for Loyola High School and serves as the President of the Hollywood Walk of Fame selection committee. Recently named 'iHeart Radio Personality of the Year', Ellen was honored with a Star on the Walk of Fame, and was nominated to the National Radio Hall of Fame.

Unique insights on a variety of celebrities leads to press-making interactions from **Kelly Clarkson, Gwen Stefani, Rod Stewart, Sean Penn and John Legend to Ed Sheeran, Alicia Keys, John Travolta and many more....**

