



KSUN 103.7 FM
Sun Valley Media Group LLC
P. O. Box 2936
Sun Valley, Idaho 83353

KHLY 1440 AM
2200 Buttercup Road
Hailey, Idaho 83333
(208) 861-7777



Programming

Sun Valley's **KSUN 103.7 FM** (in simulcast with sister station, **KHLY 1440 AM** in nearby Hailey) plays a wide variety of music, from yesterday and today – with a focus on Rock & Roll – attracting a core audience of adults, ages 25 to 54. Also in the mix, listeners rely on state and local news programs, which address the interests and public affairs of the Wood River Valley – including Hailey, Sun Valley, Ketchum, Bellevue, and a little bit of Twin Falls and Boise.

News & Information

Morning Programs & Times (on the hour)

Fox News Radio (:00 all day)
Local & State News by Scott Parker (:01)
Ski Reports by Larry Flynn (:10 and :40)
Calendar of Events by Scott Parker (:30)
Regional Weather by Larry Flynn (:50)

The History of Our Station

The frequency of 103.7 MHz had been a popular pre-set on the FM dial in Blaine County since 1977. However, in 2013, the channel was vacated and went silent. Then in 2019, veteran broadcaster and local resident, Scott Parker, applied to the FCC for a license to (once again) commence broadcasting on 103.7 FM – now licensed to the city of Sun Valley. On January 1st, 2020, along with sister station 1440 AM, the station resumed broadcasting (as KSUN) from a tower atop the world-famous ski mountain, “Baldy” at an elevation of 9,150 feet above sea level. Parker also rebuilt the valley’s original AM radio station (circa 1959) with the new call sign of KHLY, licensed to the city of Hailey. This station is also the only local AM radio service authorized in Blaine County.

Affiliations & Memberships

Fox News Radio & Premiere Radio Networks
Wood River Valley Chamber of Commerce
Idaho State Broadcasters Association
National Association of Broadcasters
Radio Advertising Bureau



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RATE CARD

:30 Second Commercial Announcements

DAYPARTS

Monday Thru Friday

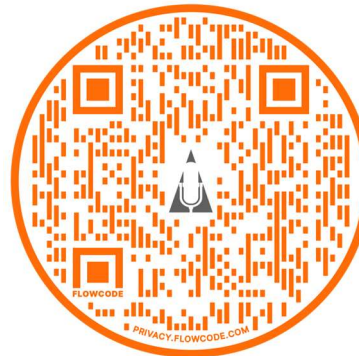
6:00 AM to 10:00 AM.....	\$12.00
10:00 AM to 3:00 PM.....	\$10.00
3:00 PM to 7:00 PM.....	\$12.00
7:00 PM to 6:00 AM.....	\$ 6.00

Weekends

6:00 AM to 10:00 PM.....	\$ 5.00
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Go to: www.KSUN.live

Listen Live



STATION PROFILE

Classic & Modern Alternative Rock from the 1990's, 2000's and Today

TARGET AUDIENCE

Active ▪ Professional ▪ Adults 18 — 54

For Marketing & Sales ▪ Contact LARRY FLYNN at (208) 861-7777



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***Boost Your 2022 Marketing Campaign
With Our "Special Discounts"***

SEASONAL MARKETING PACKAGES*

Package A 150 Commercial Spots..... \$750

Package B 75 Commercial Spots..... \$500

Package C 30 Commercial Spots..... \$300

*All Spots – Run of Schedule (ROS)

**AND... SPONSOR ONE OF OUR
NEWSCASTS OR LOCAL REPORTS***

Local News 50 Commercial Spots..... \$500

Ski Report 50 Commercial Spots..... \$500

Calendar 50 Commercial Spots..... \$500

Weather 50 Commercial Spots..... \$500

Fox News 50 Commercial Spots..... \$500

*All Spots are :30 Seconds and include "Shout Outs"

Yes, Sign me Up for Package: _____ # of Months _____

Advertiser Signature: _____

Business Name & Phone: _____

Additional 10% discount for Three Month Commitment
Prices are per month - Terms: Net 30



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COVERAGE MAP

