



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) 863-6969



## ***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 information, 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 (6a to 10a)**

Regional Weather (:00)

Birthdays (:15)

Calendar of Events (:30)

## ***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***

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 |
|--------------------------|---------|

Go to: [www.KSUN.live](http://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 SCOTT PARKER at (208) 863-6969



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***Boost Your 2024 Summer Marketing  
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  
LOCAL REPORTS\***

**Birthdays**

**50 Commercial Spots..... \$500**

**Calendar**

**50 Commercial Spots..... \$500**

**Weather**

**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

