



The *GREATEST* Hits



Cannonball 101 has 16,600 plus adult listeners each week.*

SUMMARY

Cannonball 101 is a classic hits radio station featuring the most unique and playful collection of music in East Idaho, spanning six decades of the greatest hits, including classics from the 50s and 60s that other radio stations have forgotten. We play more uninterrupted music than any other station with the “10 Song Cannonball Run” every hour. Weekday mornings, wake up with Moon in the Morning, during the mid-day Scott Taylor, a well-known radio personality for in East Idaho. To get you home each night is Justin Pierce! Listeners love that Cannonball 101 plays all the greatest hits, not just some of them.

Cannonball 101 Features: The “10 Song Cannonball Run” happens each hour, with ten songs played all in a row, including a “Blowback” or two - songs that don’t get played on the radio anymore. In the morning, Moon in the Morning will help you start your day off right with his “Feel Good Story of the Day”. Test your music knowledge with a look at “Today in Music History”. Each evening Justin will play the “Three Hit Pick” where listeners get to choose their feel good drive home songs.

Artists: Queen, Michael Jackson, Billy Joel, The Beatles, Elton John, U2, Madonna, Journey, Fleetwood Mac, Elvis, and more all on one station.

DEMOGRAPHICS

Primary Demographic

AGE:

48

MARITAL STATUS:



Married

EDUCATION:



Educated

WORRIES ABOUT:



Family and Lifestyle

PRINCIPLES:



Works full time, cares about family and an active lifestyle, loves being outdoors

IS AN EMOTER:



A lifestyle listener who connects himself to his entertainment on a personal level

General Demographics

Cannonball 101 listeners include a wide range of general demographics and are not limited to adults 35 to 64, though that is their largest involved demo. Their listeners associate lifestyle to their entertainment and purchase decisions more than most, and will respond to advertising that presents them with a product or brand that appeals to that active lifestyle. They’re socially active and will become involved in promotions that allow them to show their intelligence and knowledge about their lifestyle activities and entertainment.

Business And Professional Adults – All About The Active Lifestyle

*Eastlan 2020