



**PIRATE RADIO**

KEY WEST.com

**MEDIA KIT**





***Pirate Radio Key West*** is the Number One Adult Radio Station\*. ***Pirate Radio*** was also voted the Favorite Radio Station out of 14 in the Best of Key West poll across the Lower Florida Keys\*\*. ***Pirate Radio*** provides something different. Forward-thinking people are attracted to Key West and the Florida Keys, they take more chances and ***Pirate Radio*** provides a place for them. Our Adult Alternative and Adult Rock hybrid format is an original, but it's what we do in between the music that makes Pirate Radio the Florida Keys favorite Adult Radio Station year after year. With fewer commercials every hour, our radio station offers an exceptional environment for your advertising message. It is not lost in clutter. Get our free App in both the Google Play and Apple App Stores and listen for yourself and see why more than 850,000\*\*\* people have discovered ***Pirate Radio Key West*** in just the last 12 months!

\* NIELSEN AUDIO SPRING 2019 A45-64 MON-SUN 6A - 7P

\*\* CONCH LIFE JUNE 28, 2019

\*\*\* SEE STREAMING DATA BELOW.



# What Makes ***PIRATE RADIO KEY WEST*** So different and popular?



- ***PIRATE RADIO KEY WEST*** GETS RESULTS AND WE HAVE THE TESTIMONIALS TO PROVE IT.
- ***PIRATE RADIO KEY WEST*** IS COMMERCIAL FREE EVERY NIGHT STARTING AT 8P. LISTENERS LOVE THIS AND OUR ADVERTISERS ONLY RUN IN PRIME 6A-8P.
- ***PIRATE RADIO KEY WEST*** DELIVERS THE BEST FLORIDA KEYS COVERAGE BY BROADCASTING ON 2 FM CHANNELS - NO OTHER STATION CAN MATCH OUR CRYSTAL CLEAR COVERAGE FROM OLD TOWN KEY WEST TO ISLAMORADA.



## What Makes ***PIRATE RADIO KEY WEST*** So different and popular?



- THE ***PIRATE RADIO KEY WEST*** MORNING SHOW IS THE ONLY LIVE AND LOCAL MORNING SHOW ORIGINATING FROM KEY WEST.
- ***PIRATE RADIO KEY WEST*** SUPPORTS ALL OF OUR LOCAL CHARITIES AND FUND RAISING EVENTS WITH PUBLIC SERVICE ANNOUNCEMENTS, LIVE BROADCASTS, AND ONGOING COMMUNITY EVENT UPDATES, BOTH ON-AIR AND ON OUR SOCIAL MEDIA CHANNELS.
- ***PIRATE RADIO KEY WEST*** LISTENERS ARE ENGAGED WITH STATION - I.E., FACEBOOK PAGE IS LARGER THAN ALL OF THE OTHER LOCAL STATIONS COMBINED IN SHEER QUANTITY.



**PIRATE RADIO** helped me expand my business into Key West. We have developed a great relationship. Pirate Radio was even able to broadcast live from my restaurant and had guests including actor Tom Berenger and musician Livingston Taylor!

- The Breakfast Club Too  
Susan Johnson

We host the **PIRATE RADIO** Morning show live from The Hard Rock Café from time to time and also partner with them for various community good will promotions throughout the year. They are the most professional radio station to work with and I can always count on Pirate Radio to make good on every commitment they make with the Hard Rock Cafe. Pirate Radio Key West is the only local radio station the Hard Rock Café works with.

- Hard Rock Cafe Key West  
Nicole Noyes - Sales & Marketing Manager

I love adding radio and live remotes from my store - since it speaks so well to my store events - whether a sale geared towards our locals or an event like Reef Relief that shares what my vendors and I are doing to support the local community and habitat. The Sole Man loves to give back and radio reaches us all!!!

- The Sole Man

We have been working with **PIRATE RADIO** for a few months now and we could not be happier. We have worked with them to secure donations for an annual toy drive and have also broadcast live from some of our listings. They are amazing at what they do.

- Ocean Sotheby's International Realty  
Michelle Rodriguez

**PIRATE RADIO** is a cost effective means to which we can advertise the services we offer at 21stCentury. We appreciate the work Pirate Radio does in the community.

- 21st Century Oncology  
Mercy Hiller



We've advertised with **PIRATE RADIO** for many years and have seen the results. We also participate in their annual 12 Days of Christmas promotion with giveaways and a toy drive! We also recently had a great turn out when we did a live broadcast with Pirate radio for a new promotion.

- DJ's Clam Shack  
Doug Bell

Our **PIRATE RADIO KEY WEST** experience has been positive. Jack Smith is a fair guy with fresh ideas and his word is good.

- Soloman Law Firm  
Ron Soloman Esq.

We've been advertising with **PIRATE RADIO** for over three years, and we enjoy listening to the station in our store every day. A couple of things that we really appreciate about our advertising partnership with Pirate Radio is the help they give us with writing and producing our commercials at no additional cost, and their station comes in great on 2 FM channels throughout the island of Key West something that can't be said for the other stations down here at the end of the road.

- The Angling Company Key West  
Kat Vallilee - Owner

I've been working with **PIRATE RADIO KEY WEST** for almost 8 years and was one of the first businesses to advertise with the station when they started back in 2011. I've been advertising with the station every week ever since. I love their unique music and local programs and their morning show. They do so much for our community especially the big support they give to our SPCA, local shelter dogs and other rescue groups is wonderful. I highly recommend working with Pirate Radio to any business owner.

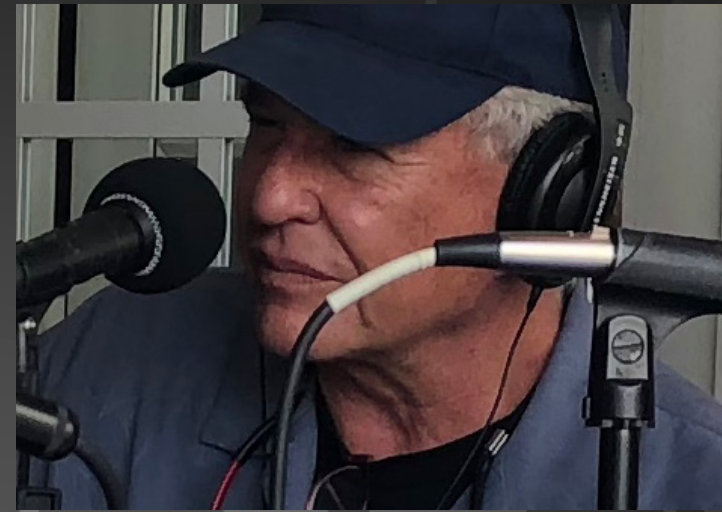
- Square Grouper & My New Joint Lounge  
Lynn Bell - Owner

I advertise with Kim and Jack because they are real people who reach out to the community and do wonderful things for the island.

- Bourbon Street Pub  
Joey Schroeder



# IT'S WHAT WE DO IN BETWEEN THE MUSIC





## THAT MAKES US ***PIRATE RADIO KEY WEST***

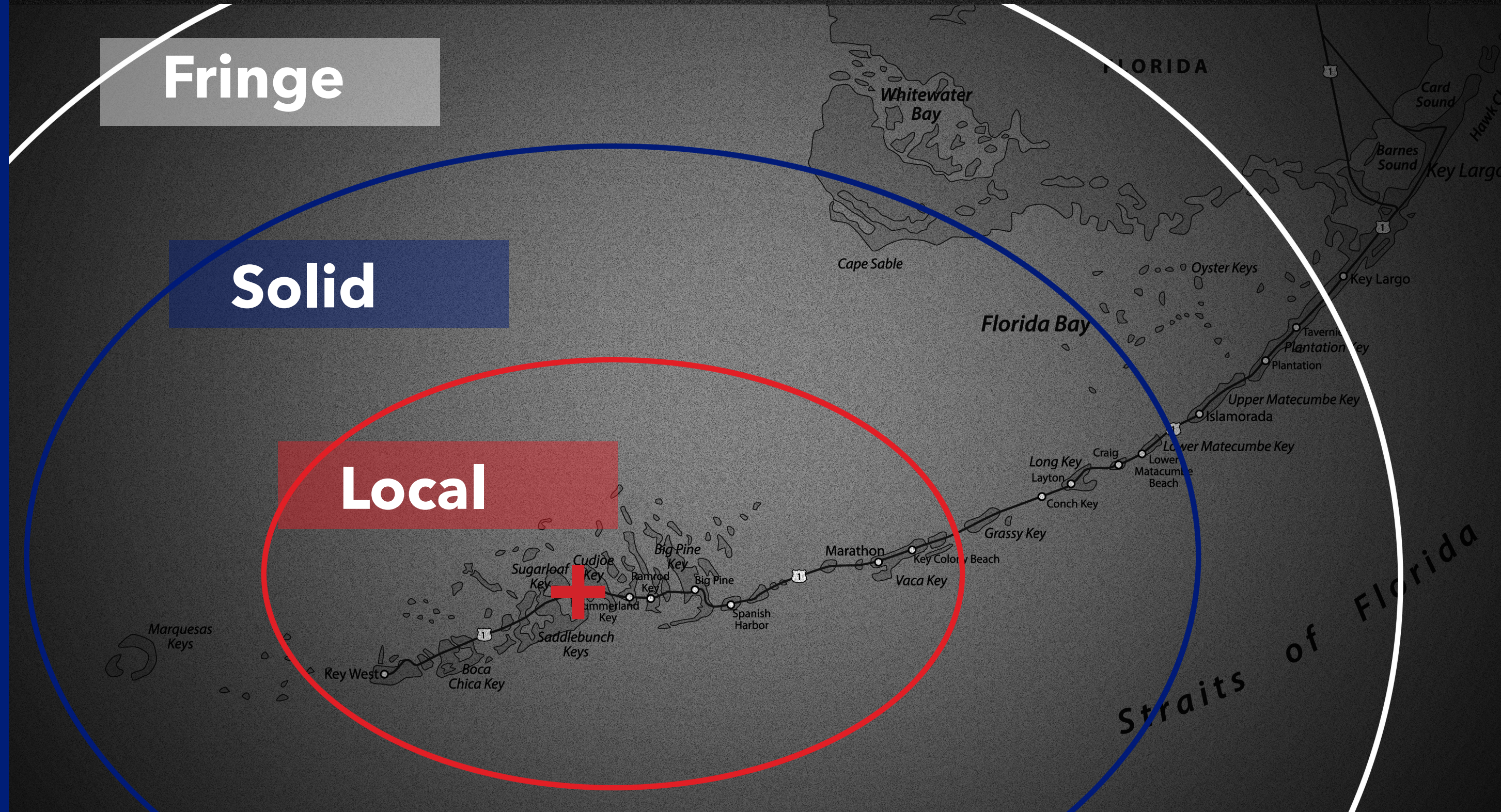




**It is what we do in between the music that makes Pirate Radio Key West the Florida Keys favorite radio station year after year because we're engaged with our community!**

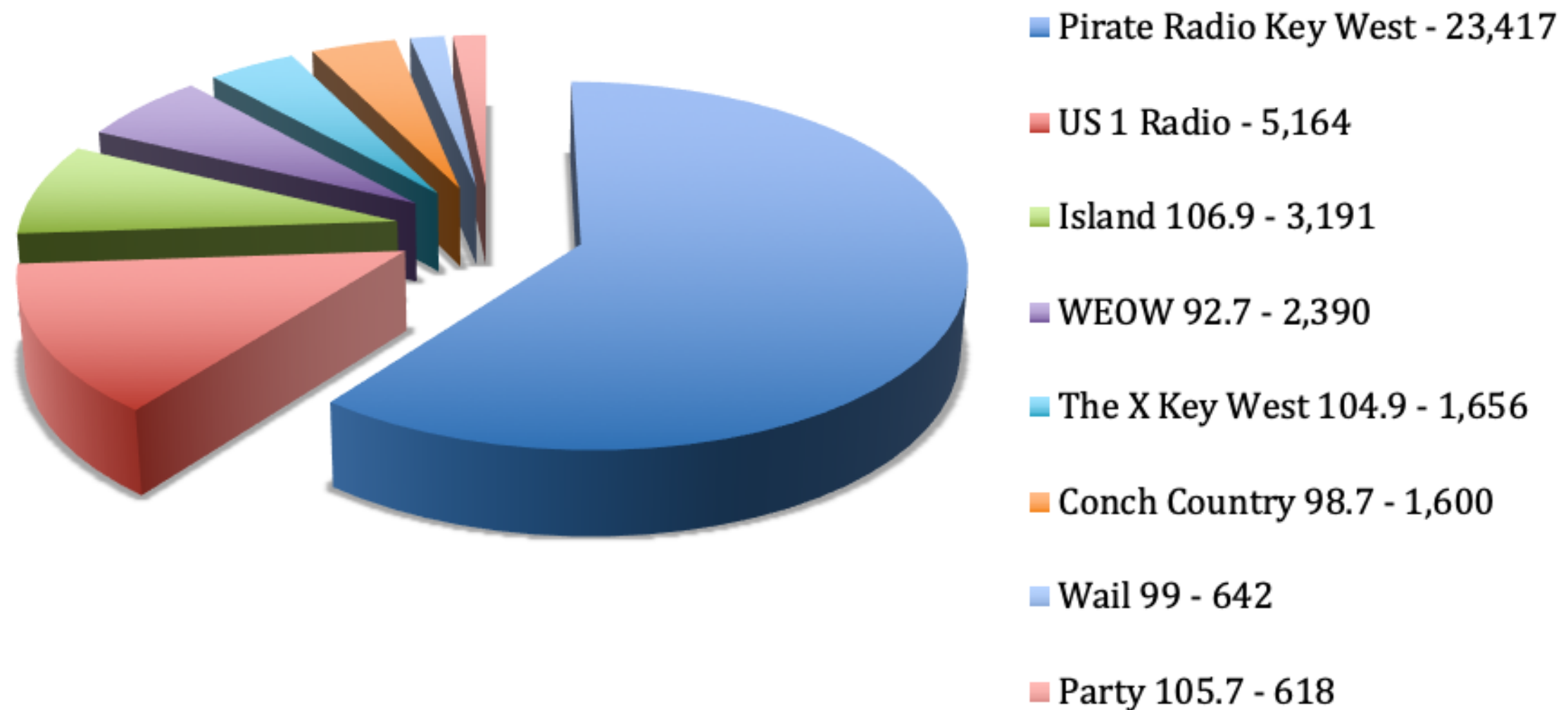
- "Kids Come First" annual toy drive all day live broadcast.
- "Kids Come First" Back to school shoe drive.
- Hurricane Irma preparedness and recovery information Sept 2017. Jack Smith and Kim Works of the Pirate Radio morning show never left the island.
- Every Friday, PRKW morning show features local "Newsmakers" and various weekend events as we change to an interview format with local politicians and community leaders from 8am to 11am. We support the local music scene and feature a different musical guest every Friday when the show is broadcast live from different locations around Key West.
- Strong partnership with Reef Relief in cleaning near shore waters and educating the public to save our coral and coral reef.
- Support the Rapid Rip-Off Response Team to put a stop to aggressive unprofessional sales techniques targeting our visitors by some cosmetic shops.
- Created the "Rise Up for the Panhandle" Hurricane Relief event on the Key West Harbor to benefit our neighbors to the North suffering from Hurricane Michael. We raised \$19,000 in one afternoon.
- Support the Key West Power Squadron promoting boating safety courses.
- Ongoing "Save our Manatees" initiative reminding boaters to watch for manatees.
- Ongoing weekly support of the Florida Keys SPCA with our popular Wednesday morning feature "Pirate Radio SPCA Dog person of the Week". We highlight a different dog in studio and use our social media channels to find each dog their forever home. Our goal is to increase their chances and speed up the process.
- Our own Florida registered 501C3 non profit organization called "Luci's Fund" supports homeless and shelter dogs and is funded through Pirate Radio tee-shirt sales with 100% of the profits going to the organization! We donate thousands of dollars every year to Independent rescue groups and Florida Keys SPCA.







## Florida Keys Radio Station Facebook Followers as of 6/3/2019





# LISTEN OFF-AIR


The image shows a laptop and two smartphones displaying the Pirate Radio Key West website and mobile app interface. The laptop screen shows the website with a pirate skull logo, navigation menu, and various content sections. The smartphones show the mobile app interface, which includes a music player with album art and song information.

**Pirate Radio Key West Website:**

- Logo:** Pirate Radio Key West (96.7, 101.7)
- Navigation:** Home, On Air, Music, News, Photos, Pirate Radio Crew, Contact
- Search:** Enter Keyword Here, Go, Check back soon for updates.
- Services:** Acupuncture, Massage, Skin Care, Bio & Vitamin Injections, Herbal Medicine
- Key West Wellness Center:** Dr. Ashley Hoyt, A.P., Acupuncture Physician
- Take Us Everywhere. Download Our Free Pirate Radio Apps. Click Here To Get Yours.**
- Weather:** Key West, FL, 88°, 2:50 pm EDT, Mostly sunny
- Jack and Kim:** Photo of a man and a woman
- Now Playing:** Section for the current song

**Mobile App Interface:**

- Left Phone:** Displays the song "Brick" by Ben Folds Five. The album art shows four portraits. The song duration is 04:28.
- Right Phone:** Displays the song "Love & Hate" by Michael Kiwanuka. The album art shows a heart shape. The song duration is 05:55.

Download on the  
 **App Store**

GET IT ON  
 **Google Play**



	:30	:60
<b>Mon-Fri 6AM-10AM LIVE</b>	<b>Inquire</b>	<b>Inquire</b>
<b>Mon-Fri 6AM-10AM</b>	<b>\$25.00</b>	<b>\$30.00</b>
<b>Mon-Fri 10AM-3PM</b>	<b>\$15.00</b>	<b>\$25.00</b>
<b>Mon-Fri 3PM-7PM</b>	<b>\$20.00</b>	<b>\$22.00</b>
<b>Mon-Fri 6AM-8PM</b>	<b>\$17.00</b>	<b>\$20.00</b>
<b>Mon-Sun 6AM-8PM</b>	<b>\$15.00</b>	<b>\$20.00</b>
<b>Sat-Sun 8AM-6PM</b>	<b>\$17.00</b>	<b>\$20.00</b>

- Ask about Live Commercials and Endorsements
- 15 second rates available upon request
- Agencies add 15% to these net rates
- Discounts available for long term contracts (12 weeks or more)
- Ask about one of our seasonal advertising packages
- These rates include both 96.7 & 101.7FM and digital stream
- Sponsorships available upon requests - News, Weather, Traffic, Specialty programs, & features
- Promotions tailor made for your business
- Ask us about our Live Remote Broadcast & Event opportunities

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 Listen online [www.PirateRadioKeyWest.com](http://www.PirateRadioKeyWest.com)  
 Listen to WKYZ on the free Tune In Radio App!