

ADVERTISER MEDIA KIT · 2026–2027

Real, local radio is back in Wichita.

Music from the 80's, 90's, 2000's, & WHATEVER!, an audience in its PRIME earning years, and the MOST EFFECTIVE commercial environment in the market.

MURFIN MEDIA

LISTEN & LEARN MORE
971BobFM.com

WHY BOB

The BOB difference.

BOB plays EVERYTHING! - from the ‘80s, ‘90s, 2000s & WHATEVER! GREAT MUSIC builds loyal listeners. FEWER COMMERCIALS in a break creates increased recall and results.

1,000+	4	2 min	100%
researched titles in the BOB library	ads max in any commercial break	maximum length of every break	locally owned and operated in Wichita

1

80s, 90s, 2000s & whatever!

A playlist of more than 1,000 titles blends classic rock, pop, R&B, country and alternative. Every song is chosen for the BOB audience. Station imaging gets the same care as the music, so the whole station sounds like a show and not a jukebox.

2

The right consumers

BOB reaches adults 25–54, an even split of men and women who grew up on the '80s and '90s. They are Gen X and Millennial listeners in their prime earning and spending years: buying homes and cars, raising families and running businesses.

3

The most effective environment

No more than four ads in a row and never more than two minutes, while some competitors run as many as 15 spots back to back. Research shows listeners tune out longer breaks, and shorter breaks lead to better recall.[1] Your spot is heard, not skipped.

4

Great local radio

Wichita radio veterans Jack Oliver, Barbara Baan and Lyman James are trusted, familiar voices, and their word-of-mouth endorsements carry real weight. Murfin Media is locally owned, with no corporate shareholders to answer to, just Wichita.

99% **of the radio audience is still listening at the end of a two-minute commercial break, according to the Radio Advertising Bureau.[2] BOB's two-minute cap keeps every advertiser inside that window.**

1 Journal of Advertising Research / ARF, "Why Shorter Advertisement Breaks Reduce Radio Advertisement Avoidance." thearf.org
2 Radio Advertising Bureau, Why Radio FAQ. rab.com/whyradio/faq

AUDIENCE & MARKET

Built for adults in their prime.

BOB targets the listeners advertisers want most, in a growing metro where AM/FM radio still leads all ad-supported audio.

PRIMARY TARGET

A25–54 ADULTS

Core buyers for autos, homes, home services, healthcare, finance, dining and retail.

SECONDARY TARGET

A35–64 ADULTS

GENDER BALANCE

50 / 50 MEN / WOMEN

One buy reaches the whole household. BOB's variety appeals equally to men and women, so you don't need to buy two stations to reach both.

THE WICHITA MARKET

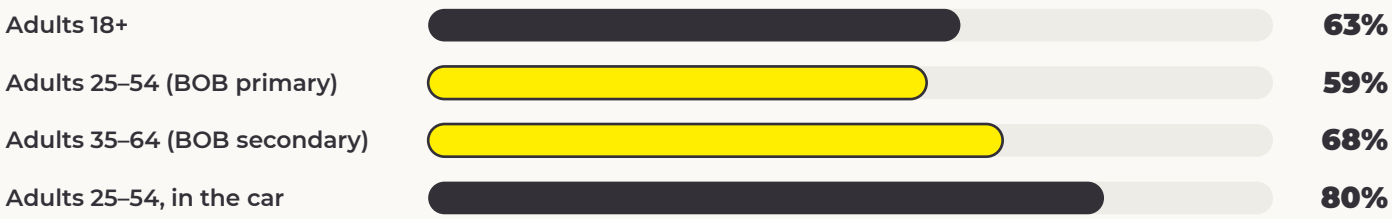
663,809
Wichita metro population, 2025 Census estimate[1]

527,800
Persons 12+ in Nielsen Audio market #107[2]

$70,655
Metro median household income, 2024 ACS[3]

400,987
City of Wichita population, largest in Kansas[4]

AM/FM RADIO'S SHARE OF AD-SUPPORTED AUDIO TIME



Edison Research Share of Ear, 2025.[5] [6] [7] AM/FM radio also reaches 86% of Americans every week.[8]

1 U.S. Census Bureau via FRED, Resident Population in Wichita, KS (MSA). alfred.stlouisfed.org
2 Nielsen Audio market rankings via Radio-Online. ratings.radio-online.com
3 Data USA, Wichita, KS metro. datausa.io **4** U.S. Census QuickFacts, Wichita city. census.gov/quickfacts
5 Edison Research Share of Ear via Westwood One. westwoodone.com **6** RBR. rbr.com
7 Radio Ink, In-car Share of Ear. radioink.com **8** Nielsen via Katz Media, Radio Ink. radioink.com

PROGRAMMING

Voices Wichita already trusts.

Live, local personalities in the dayparts that matter most, with nonstop BOB variety around the clock.



WEEKDAYS 6–10 AM

Jack & Barb in the Morning

Jack Oliver and Barbara Baan are two of Wichita's best-known radio voices, together on BOB mornings. Their friendly, familiar style makes their endorsements stand out.



WEEKDAYS 3–7 PM

Lyman James

A veteran Wichita personality who takes listeners through the afternoon drive with the music, local flavor and fun that define BOB.

TIME	MONDAY – FRIDAY	SATURDAY & SUNDAY
12 Mid – 6 AM	BOB Music	**BOB Music, all weekend** Weekend features and contests available for sponsorship
6 – 10 AM	**Jack & Barb in the Morning · LIVE**	
10 AM – 3 PM	BOB Music	
3 – 7 PM	**Lyman James · LIVE**	
7 PM – 5 AM	BOB Music	

Sponsorable features such as weather and contests run across all dayparts, with billboard mentions.

ADVERTISING OPPORTUNITIES

Be heard, not skipped.

From a single schedule to a fully integrated campaign, every BOB buy airs in a break built for recall.

A break on BOB

4 ads max, 2 minutes max. Your message is never buried. Breaks are spread evenly through the hour.

A typical cluttered break

Up to 15 ads in a row. Listener tune-out rises sharply after the fourth ad in long breaks.[1]

Spot schedules

Commercial schedules in a clean, low-clutter environment, built around your goals and budget.

Endorsements

Personal, first-hand endorsements from trusted local voices Jack, Barb and Lyman.

Remote broadcasts

BOB live from your location to drive traffic, build excitement and put your business on the air.

Weather sponsorships

Own BOB weather with a billboard mention and spot, heard by listeners when they plan their day.

Contests & appearances

Contest sponsorships and BOB promotional appearances at your event or grand opening.

Custom campaigns

Integrated on-air, promotional and event programs designed with our team for your goals.

STATION VITALS

Call letters	**KBOB-FM, 97.1 MHz**
Format	**Adult hits: classic hits, rock and AC hybrid**
Era	**'80s, '90s, 2000s & WHATEVER!**
Positioning	**"BOB Plays Everything!"**
Signal	**Class C2, 18.5 kW ERP, 251 m HAAT[2]**
City of license	**Haven, KS; tower near Colwich[2]**
Studios	**245 N. Waco, Downtown Wichita**

RATES & PACKAGES

Custom packages for every budget, from neighborhood shops to regional and national brands.

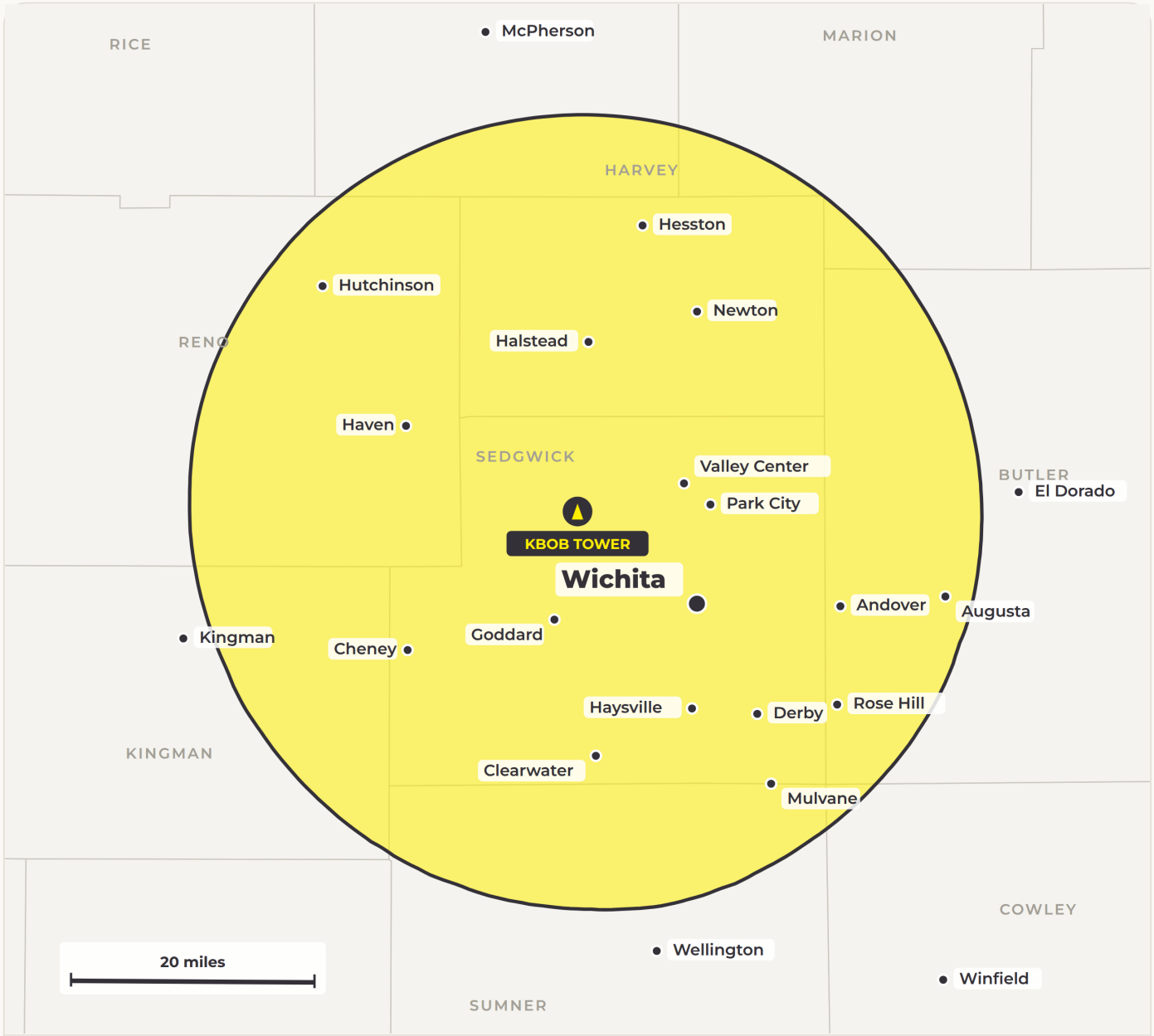
Contact our sales team for current rates, availability and agency terms.

1 Journal of Advertising Research / ARF. thearf.org **2** FCC FM Query, KBOB-FM, facility ID 59995. transition.fcc.gov

COVERAGE

Metro Wichita and beyond.

KBOB's primary signal covers all of Sedgwick and Harvey counties, plus Hutchinson and much of Reno, Butler, Sumner and Kingman counties.



SHARE OF EACH COUNTY'S AREA INSIDE THE PRIMARY CONTOUR

Sedgwick	**100%**	Harvey	**100%**	Reno	**45%**	Butler	**29%**
Kingman	**29%**	Sumner	**26%**	McPherson	**14%**	Marion	**6%**

1 Coverage: FCC 60 dBu service contour, facility ID 59995. geo.fcc.gov
County boundaries: U.S. Census Bureau via us-atlas. Listening is also available beyond the contour and online at 971BobFM.com.

LET'S TALK

Put BOB to work for your business.

Whether you're a local shop or a national agency, we'll build a schedule that fits your goals and makes your message stand out.

SALES

John Pohlman

General Manager, Wichita · 40 years in radio

PHONE 316-734-7733

EMAIL jpohlman@murfinmedia.com

STATION 316-867-6474

STUDIOS

97.1 BOB FM

245 N. Waco, Ste. 210
Wichita, KS 67202

WEB 971BOBFM.com

- Four ads max and two minutes max in every break
- Adults 25–54, evenly split between men and women
- Remotes, sponsorships and custom campaigns
- More than 1,000 researched titles, from the ‘80s to today
- Endorsements from trusted local voices
- Locally owned and operated by Murfin Media

MURFIN MEDIA

97.1 BOB FM 80's...90's...& WHATEVER!