

BIG HORN BASIN MEDIA

CONNECTING COMMUNITIES



96.7 FM — 1400 AM
KODI
NEWS • TALK • SPORTS



104.7 FM 1340 AM
KWOR
NEWS | TALK | SPORTS



Advertise with us!

Link: bighornbasinmedia.com

Phone: (307)-578-5000

1949 Mountain View Drive
Cody, Wyoming 82414

Our Mission at Big Horn Basin Media:

Our mission is to be the community resource leader for entertainment, information, and business development with integrity, trust, and accountability. To achieve this mission, we believe it begins with the people on our staff and the environment they operate in every day. We value each other, and the communities we serve. We're here to share your story and connect our communities!

To learn more about us, visit our websites:

- Bighornbasinmedia.com
- Mybighornbasin.com
- Kodiradio.com





Why Advertise with Big Horn Basin

Media?

Big Horn Basin Media offers multi-media solutions to reach your target audience.

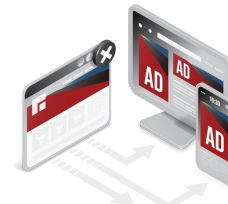
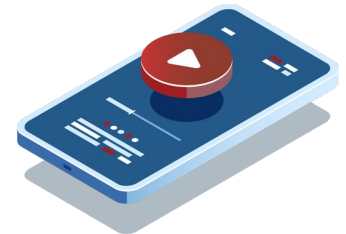
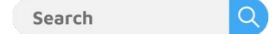


Radio

- :30 and :60 second spots
- Full-Ad Production
- Public Service Announcements (PSA's)
- Morning Talk Shows
- Live Broadcast at Location (Remote)
- On-Air Endorsements
- Sponsorships:
 - News
 - Live Sports Coverage
 - Social Media Posts
 - Top of the Hour ID's
 - Weather
 - Giveaways and Promotions

Digital

- Website Design and Maintenance
- Search Engine Management and Optimization
- Social Media Advertising
- Targeted Display Ads
- Retargeting
- Geofencing
- Streaming Audio
- Graphic Design
- Video Production
- Over-the-top television (OTT)
- YouTube
- Email and SMS Marketing



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About

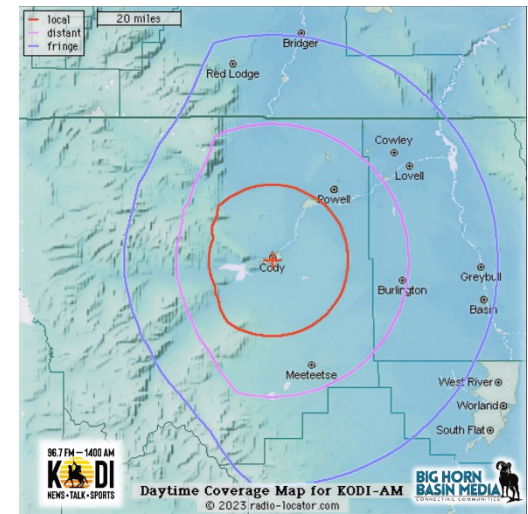
KODI is the place where Big Horn Basin residents turn to find news and information relevant to our communities. KODI aims to build emotional connections between our listeners and expand community involvement through compelling content that includes talk shows, sports, and local news.

Shows

KODI hosts local news talk shows including Mac in the Morning on weekdays from 6 a.m. to 9 a.m. and on Speak Your Piece weekdays from 9 a.m. to 10 a.m. In addition, KODI is the home of award-winning local sports coverage with Chance Bond.

Audience

KODI's target audience includes adults between the ages of 35 and 64 with a core audience of adults between the ages of 45 and 64. KODI attracts listeners who are informed and involved in our communities.

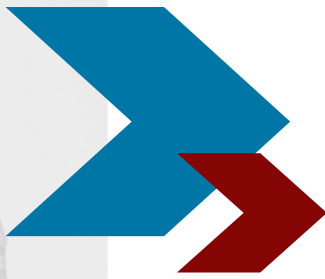


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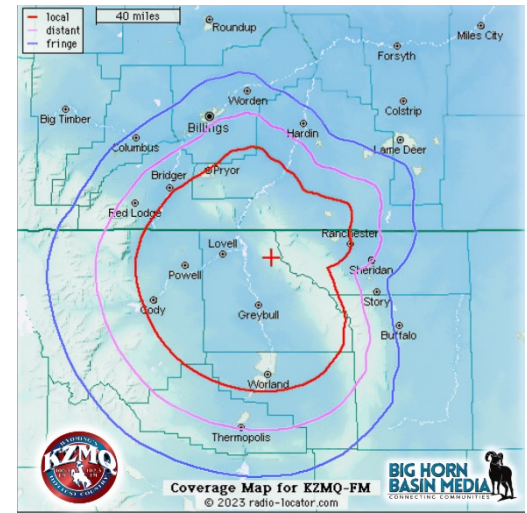


About

KZMQ is Wyoming's Hottest Country, and is one of our most listened to stations! With today's top country hits from the late 90s and 2000s, and artists like Luke Combs, Florida Georgia Line, Thomas Rhett, Sam Hunt, Carrie Underwood, and more!

Audience

KZMQs loyal listeners include a target audience of adults between the ages of 18 and 49 with a core audience between the ages of 25 and 40.



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About

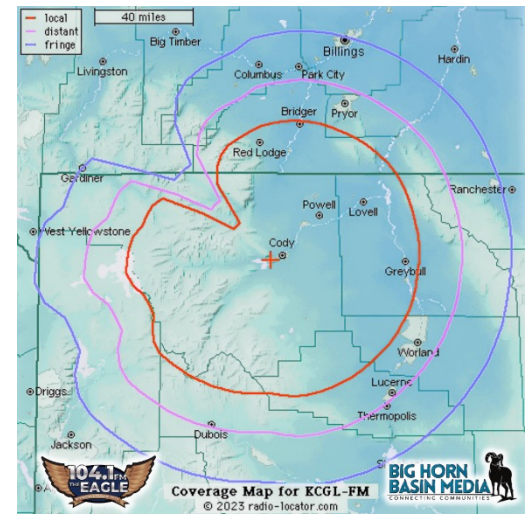
The Eagle plays a mix of classic hits and classic rock n' roll from the 70s, 80s, and early 90s. Top artists on KCGL include Tom Petty & The Heartbreakers, The Eagles, Fleetwood Mac, Journey, Bob Seger and more! Tune in to the Eagle for all the good time Rock N' Roll!

Shows

KCGL is an all-day music platform, so if you're looking for non-stop rock n' roll to get you through the day, then dial in to 104.1- The Eagle!

Audience

The Eagles attracts a target audience of adults between the ages of 35 and 64 with a core audience of adults between the ages of 45 and 64.

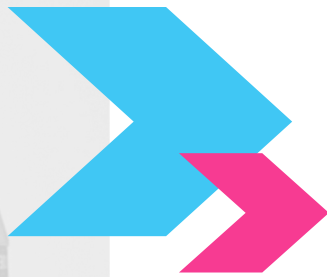


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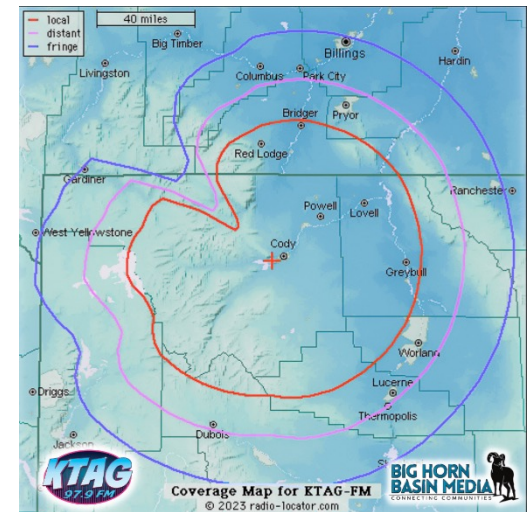
Today's Hit Music reaches a large audience with its popular blend of chart-topping, contemporary music. With artists like Taylor Swift, Ed Sheeran, Justin Timberlake, Ariana Grande and more, KTAG is the music that makes people feel good!

Shows

If you're looking for music that is always fresh, new, and popping, then tune in to KTAG on 97.9 FM and catch all of today's hits!

Audience

KTAG's loyal listeners include a target audience of women between the ages of 25 and 54 with a core audience of women between 30 and 45. While this station leans toward women, nearly 40 percent of the audience is men.



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About

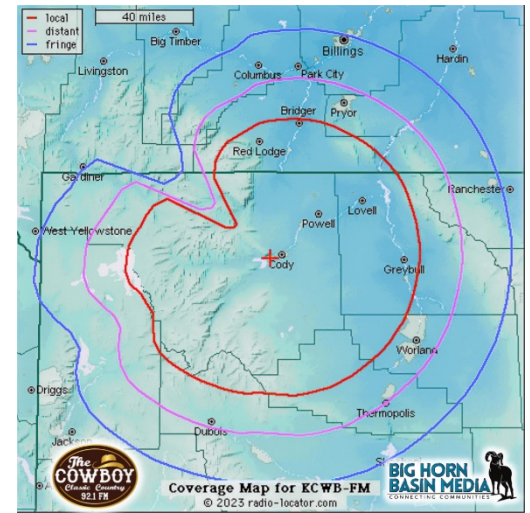
The Cowboy's approach combines the biggest country songs and artists from the 70s, 80s, and 90s. KCWB's music plays the songs that most country stations have stopped playing, but country fans still want to hear. Top artists include George Strait, Reba McEntire, Waylon Jennings, Alabama, and more!

Shows

KCWB is one of our all-day music platforms. If you're looking for non-stop classic country, then dial in to 92.1- The Cowboy!

Audience

KCWB has a target audience of adults between the ages of 40 and 64 with a core audience of adults between the ages of 45 and 59.



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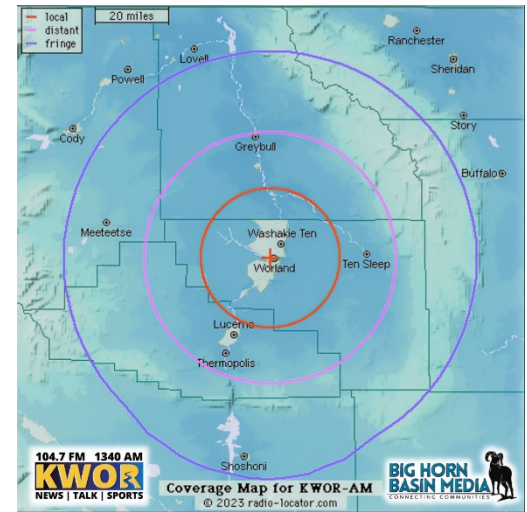


About

KWOR is the place where Big Horn Basin residents turn to find news and information relevant to our communities. Located in Worland, KWOR aims to build connections between our listeners and expand community involvement through our talk shows, sports, and local news.

Audience

KWOR's target audience includes adults between the ages of 35 and 64 with a core audience of adults between the ages of 45 and 64. KWOR attracts listeners who are informed and involved in our communities.



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About

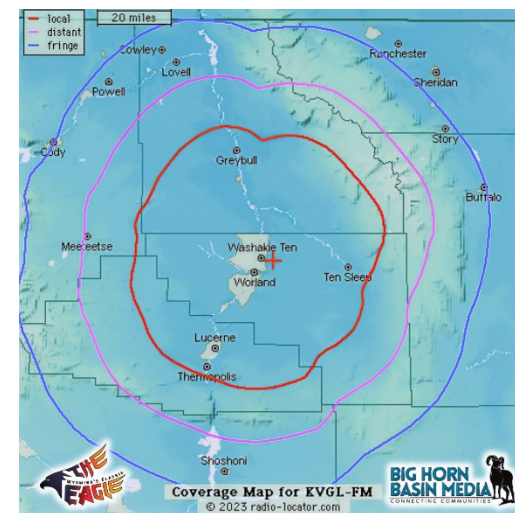
The Eagle plays classic rock n' roll from the 70s, 80s, and early 90s. Top artists on KCGL include Tom Petty & The Heartbreakers, The Eagles, Bon Jovi, Van Halen, Fleetwood Mac, Journey, Bob Seger and more! Tune in to The Eagle and rock out!

Shows

KVGL is an all-day music platform. If you're looking for non-stop rock n' roll to get you through the day, then dial in to 105.7- The Eagle!

Audience

The Eagles attracts a target audience of men between the ages of 35 and 64 with a core audience of adults between the ages of 45 and 64.



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About

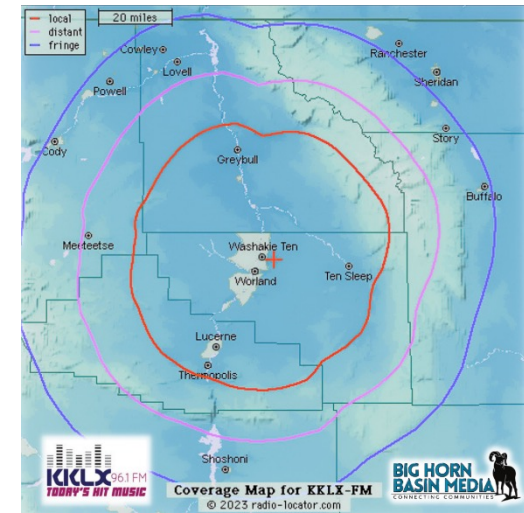
Today's Hit Music reaches a large audience with its popular blend of chart-topping, contemporary music. With artists like Taylor Swift, Ed Sheeran, Justin Timberlake, Ariana Grande and more, KTAG is the music that makes people feel good!

Shows



KKLX is one of our all-day music platforms, so if you're looking to spend your day on a fun and easy note, then tune in to KKLX on 96.1 FM!

Audience


KKLX's loyal listeners include a target audience of women between the ages of 25 and 54 with a core audience of women between 30 and 45. While this station leans toward women, nearly 40 percent of the audience is men.



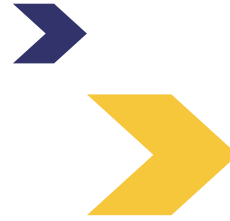
Mac Watson



Originally from Maryland, Mac Watson has traveled far and wide, working across the country at great radio stations for over 20 years. His first radio talk show debuted two months before 9/11. Talk about a baptism by fire! Mac is a strong conservative voice whose engaging style and quick wit has helped many businesses share their message across local and national radio platforms. Mac loves the fact that moving to Cody, Wyoming, means being back with family and getting to raise his kids near Yellowstone National Park. Mac and his wife believe in making a difference, having supported many different causes and charities in the past, they are now eager to connect with communities in the Big Horn Basin. Listen to Mac in the Morning live weekdays from 6 a.m. to 9 a.m. followed by Speak Your Piece from 9 a.m. to 10 a.m.



Chance Bond



Chance is a 1989 Graduate from Cody High School. During his High School career Chance played Football, Wrestled, and played Baseball. He was an on-air personality at the famed Radio Station KYDZ (those who know, know) Moving to Texas and attended Sam Houston State in Huntsville, Texas. Chance was a Play-by-Play voice for Texas High Schools covering Football, Baseball, Softball, Volleyball, Basketball, and Track at the 5A and 6A level in the Houston Area. Chance called a Texas High School Football State Championship at AT&T Stadium in Arlington Texas, a game between Allen High School and Lake Travis High School it featured 2022 NFL Rookie of the Year Garrett Wilson of the New York Jets. Chance moved back to Wyoming in 2019.



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