

KSCO AM 1080 • KOMY AM 1340

ADVERTISING & SPONSORSHIP MEDIA KIT

Serving the Monterey Bay
and Santa Clara Valley

Since 1947

Independent radio serving the Monterey Bay and Santa Clara Valley
with local programming, heritage broadcasting, and community
connection since 1947.

The logo for KSCO 1080 is displayed in a vibrant red, neon-like font against a solid black background. The letters 'K', 'S', 'C', and 'O' are large and bold, while the frequency '1080' is smaller and positioned to the right of the 'O'. The font has a glowing, three-dimensional appearance with a slight shadow effect.

Building a Regional Voice Since 1947

Since 1947, KSCO and KOMY have grown alongside the communities they serve, evolving from local heritage broadcasters into regional voices heard across the Monterey Bay, Santa Clara Valley, and surrounding communities. With a blend of local programming, national talk radio, and community engagement, the stations continue to connect listeners with the issues, businesses, and conversations that shape the region.



Historic KSCO studio construction, circa 1947

Serving Our Communities from Santa Cruz to Silicon Valley

KSCO and KOMY continue to serve listeners across the Monterey Bay, Santa Clara Valley, and Silicon Valley through local programming, talk radio, and community engagement.



The Santa Cruz Town Clock, an icon of downtown Santa Cruz.

Local Radio Still Lives Here

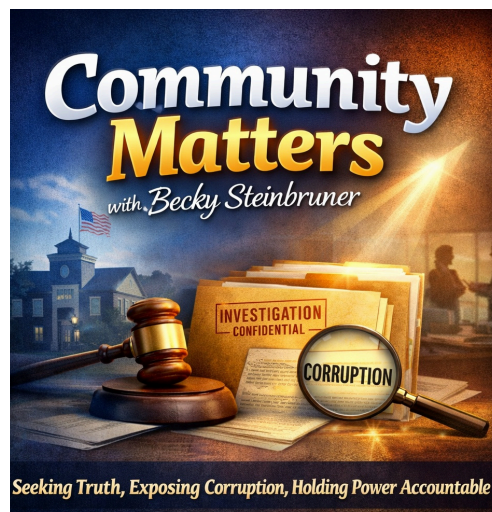
KSCO and KOMY continue a tradition of live local broadcasting with talk programming, community voices, listener interaction, and coverage of the issues shaping our communities. From local shows to national programming, the stations remain connected to the communities they serve.



KSCO studios in Santa Cruz, continuing a tradition of live local broadcasting.

Programs Listeners Know and Trust

KSCO and KOMY combine nationally recognized programming with distinctive local voices, offering a mix of talk radio, community discussion, entertainment, and specialty shows. From nationally recognized programs like Armstrong & Getty to local shows such as Flight 1080 and community programming, listeners return daily for trusted voices and meaningful conversation.



Featured programming heard across KSCO, KOMY, and the ZBS Radio Network.

Connecting the Central Coast and Silicon Valley

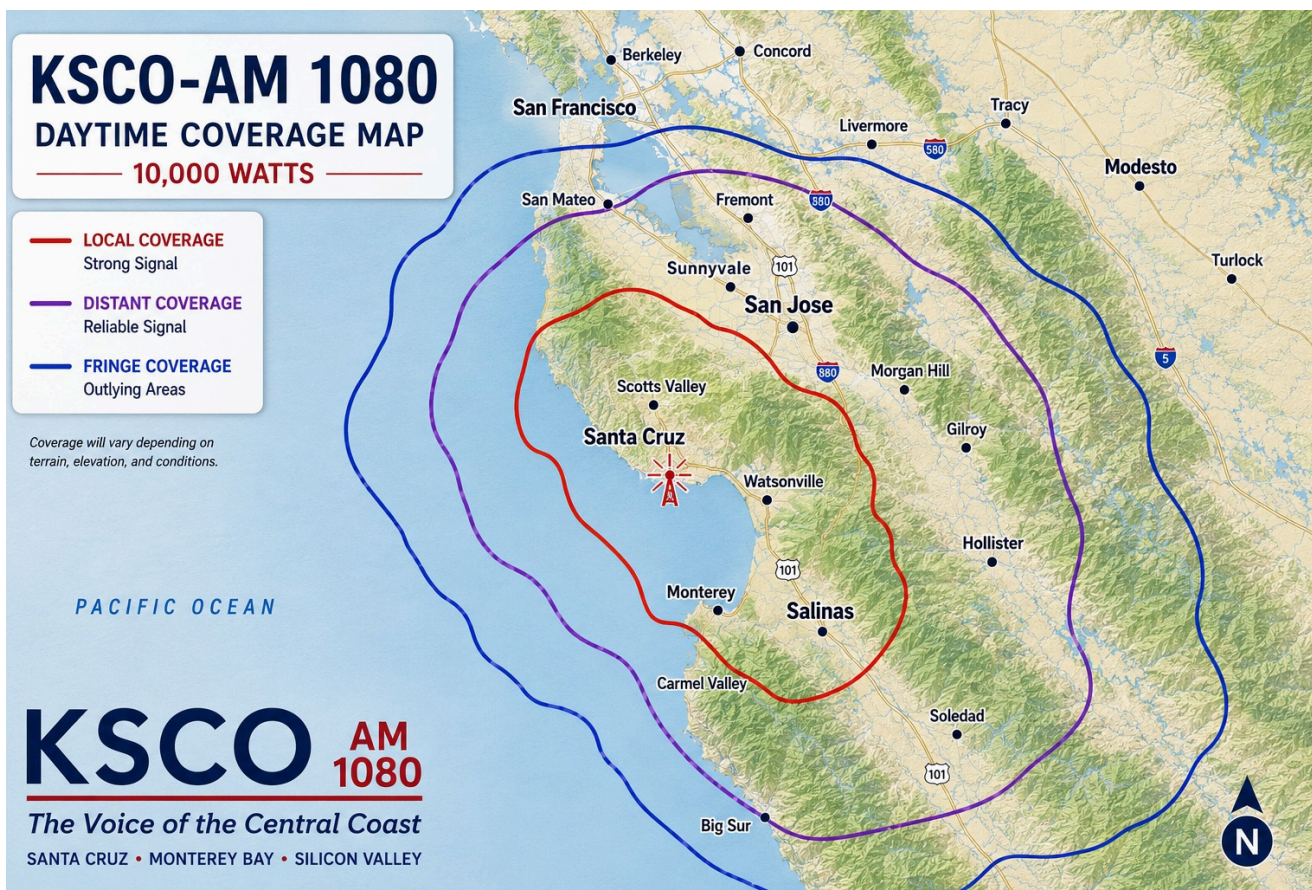
KSCO and KOMY connect listeners across the Central Coast and into Silicon Valley through trusted local programming, nationally recognized shows, and multi-platform access. From Monterey Bay to the South Bay area, our stations reach engaged audiences who rely on radio as part of their daily lives.



The Santa Clara Valley and Silicon Valley at night, reflecting part of the listening area served by KSCO and KOMY.

Rooted in Santa Cruz. Heard Across the Region.

KSCO and KOMY serve listeners throughout Santa Cruz, Monterey, Santa Clara, and San Benito counties, with coverage extending from the Central Coast into Silicon Valley and surrounding communities. Through AM broadcasting, online streaming, mobile access, and regional programming, the stations connect audiences across one of California's most diverse markets.



KSCO AM 1080 daytime coverage map illustrating service across the Central Coast and Silicon Valley region.

An Audience That Stays Engaged

KSCO and KOMY attract a loyal audience across the Central Coast and South Bay, including homeowners, retirees, professionals, and engaged community members. Listeners turn to the stations for local news, talk programming, health information, entertainment, and meaningful discussion—creating strong connections with advertisers and sponsors.



Trusted by Listeners. Valued by Advertisers.

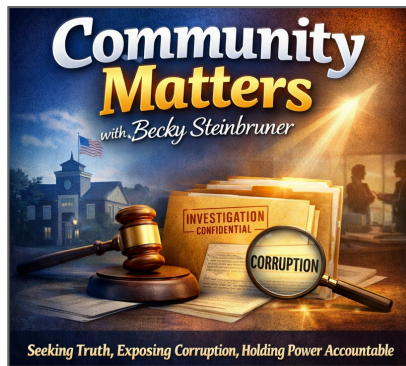
KSCO and KOMY connect advertisers with loyal listeners across the Central Coast and South Bay. Our audience values local news, talk programming, health information, and community discussion, creating long listening sessions and trusted relationships that benefit both listeners and sponsors.



Scenes from the communities served by KSCO and KOMY, including Capitola, the KSCO transmitter site, San Jose, and Monterey.

Community Voices. Recognized Programming.

KSCO and KOMY complement national programming with locally produced shows that reflect the interests of the Central Coast. From community discussion and local issues to health programming, listener interaction, and nationally recognized broadcasts, our stations provide content created both by and for the communities we serve. This blend of local voices and trusted programming helps build strong listener relationships and meaningful engagement.



Why Businesses Choose KSCO

KSCO and KOMY connect businesses with engaged listeners across the Central Coast, Silicon Valley, and surrounding communities. With trusted local programming, nationally recognized shows, and long listening sessions, advertisers can reach homeowners, retirees, professionals, and loyal consumers through broadcast, streaming, sponsorships, and integrated campaigns. Our blend of local heritage and modern programming creates meaningful connections between businesses and the communities they serve.



Historic KSCO facilities representing decades of Central Coast broadcasting.



Cannery Row in Monterey — a leading Central Coast destination for business, dining, and tourism.

Connecting Businesses With Our Audience

KSCO and KOMY connect businesses with engaged listeners across the Central Coast, Silicon Valley, and surrounding communities. Our audience includes homeowners, retirees, professionals, agricultural workers, and loyal consumers who rely on trusted local programming and long-form talk radio. Sponsorships, advertising, and integrated campaigns help businesses build lasting relationships across diverse regional markets.



KSCO studios — local broadcasting and community connection



Serving Silicon Valley and the greater Santa Clara Valley



Monterey's Fisherman's Wharf, Cannery Row, and downtown Salinas — reaching tourism, business, agriculture, and working communities across the Central Coast

WHY KSCO WORKS FOR ADVERTISERS

AM 1080 KSCO • AM 1340 KOMY • Streaming Worldwide

Trusted Voices

Local and national programming creates credibility and listener loyalty.

Regional Reach

Serving the Central Coast, Monterey Bay, Silicon Valley, Salinas, and surrounding communities.

Engaged Audiences

Homeowners, retirees, professionals, agricultural workers, and health-conscious consumers.

Multiple Opportunities

Broadcast, streaming, sponsorships, events, and integrated campaigns.



The Central Coast — Home to KSCO and KOMY

LET'S WORK TOGETHER

Advertising • Sponsorships • Partnerships

AM 1080 KSCO • AM 1340 KOMY

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Text Line

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Website

KSCO.com • ZBSradio.com

Streaming

Listen Worldwide: KSCO.com • ZBSradio.com

Serving Santa Cruz, Monterey, Salinas, Santa Clara, San Benito, and Silicon Valley

