

SKRATCH N SNIFF

ENDORSEMENT TALENT

Malcolm Ryker and Allison Hagendorf

Legendary San Diego-based Rock/Alt Rock Mix Weekend Show



ABOUT SKRATCH N SNIFF

Skratch N Sniff is a 2-hour weekend Active Rock and Alt Rock Mix Show featuring the latest music, artist interviews, debut albums/singles, and insider Rock news. Created and hosted by production and imaging mastermind, Malcolm Ryker, co-hosted with renowned music journalist and broadcaster, Allison Hagendorf and produced by mixologist and award-winning morning show host, Chris Cantore. World-class broadcasters bringing the rock mix non-stop party to listeners across America every weekend for over 20 years. Since its debut in 2003 on 91X in San Diego, Skratch 'N Sniff has taken terrestrial radio by storm. Conceived by on-air host Malcolm Ryker, the program blends some of the biggest songs from Active and Alternative Rock into an unbelievable mix show that fans of both genres are tuning into in droves. The show has grown from a local San Diego radio show into a smash success, with syndication to affiliates throughout the US, including major markets like Tampa, Dallas, Washington DC, and Charlotte. Skratch 'N Sniff starts with a solid Rock foundation and adds new sounds from across the musical spectrum to create a non-stop continuous party mix that has listeners all across the country eagerly awaiting the next episode.

REACH

NATIONAL RADIO SHOW // 2 HOUR WEEKEND SHOW // ADULTS 18-49 // ROCK-ALT ROCK // 31, 300 FOLLOWERS // 345K IMPRESSIONS // 15.K FOLLOWERS // 120K IMPRESSIONS INSTAGRAM // 59K EMAIL SUBSCRIBERS // AQH P'25-54 SP'24: 56.6K; F'24 46K

SNSMIX.COM // [SHOW INFORMATION](#)

SPONSORSHIP ACTIVATION OVERVIEW

- » "Voiced" :60 sec spots by Malcolm and Allison in each weekend show
- » Special Market Sponsorships, Visits, Live Events, and Social Media Product Activations

SPONSORSHIP CONTACT

For Sponsorship Opportunities, Contact: Paul Gregrey, President./Sales & Marketing, Compass Media Networks 310-242-8751 | pgregrey@compassmedianetworks.com

