

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. The show is produced by Corey Irwin and is hosted by imaging mastermind, Malcolm Ryker with co-host Allison Hagendorf, a renowned music journalist. Malcolm and Allison are World-class broadcasters, bringing the 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 affiliates throughout the US, including major markets like Tampa, Washington DC, Orlando 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 across the country eagerly awaiting the next episode.

REACH

305,000 IMPRESSIONS IN THE RADIO SHOW EACH WEEKEND!

120K IMPRESSIONS INSTAGRAM

59K EMAIL SUBSCRIBERS

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

WEEKENDS
2 HOURS

62
AFFILIATES

FORMATS: ROCK
/ ALT ROCK

100% US
Coverage



SHOW DEMO

