

MEGA 104.3 FM

MEGA
104.3

ABOUT MEGA 104.3FM

- ◉ MEGA 104.3 FM Arizona's Original Old School Station playing the best R&B Hits for the last decade.
- ◉ MEGA 104.3 FM is the Heritage "Old School" station in Phoenix. Listeners know the best Motown, Soul, Funk, Freestyle, Disco, R&B and Old School can only be heard on MEGA 104.3FM.
- ◉ The songs you grew up with are alive and well, and heard right here at MEGA 104.3 FM where Old School has never sounded better!

LOCALLY OWNED & VETERAN FOUNDED



- Sierra H Broadcasting and MEGA 104.3FM were founded by U.S. Air Force Veteran Jay Brentlinger and Air National Guard Veteran Steve Szalay. The company is locally owned and operated by their families.
- Mr. Brentlinger and Mr. Szalay, both Captains, met while flying F 104 fighter jets at Luke Air force Base in Phoenix, Arizona in the mid 1950's. Between the two of them, they successfully flew missions in Korea, Germany and throughout Europe.
- Our company name, Sierra H Broadcasting is a tribute to the bond our partners have and commitment they made to serve our country. "Sierra H" is aviator slang for "SH*T HOT". This is military pilot's favorite all-purpose expression of approval, a term of excitement, joy and high praise.
- Sierra H Broadcasting salutes all Veterans past and present and continually thanks them for their service in protecting us!!

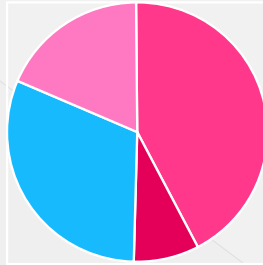
THE MEGA LISTENER

- Median Age 41
- 68.5% are 25-64
- Over 63% work full-time
- 46% earn more than \$50,000 per year
- 38% have children under 12 living at home
- 44% Female and 56% Male listeners
- 59% have some college or more education

DEMOGRAPHIC INFORMATION

• Ethnic Breakdown

- Black 23.8%
- Hispanic 35.8%
- Other 40.4%
- 78.7% of Hispanic Listeners are English Dominant



• Employment

- Full Time 63.4%
- Part Time 8.1%

• Household Income (18+)

- Less than \$25K 9%
- \$25k-\$50K 41%
- \$50k-\$75K 27%
- More than \$75K 24%

• Education

- High School Grad 26%
- Some College 31.5%
- College Grad 27.6%

• Household Size

- 2 or 3 55%
- 3 or More 42%

• Target Composition

- Female 44%
- Male 56%

• Listening Location

- Home 43.2%
- Away from Home 91.4%

MEGA ARTISTS

Earth Wind & Fire

Gap Band

Mariah Carey

Isley Brothers

Janet Jackson

Marvin Gaye

Mary J. Blige

Debbie Deb

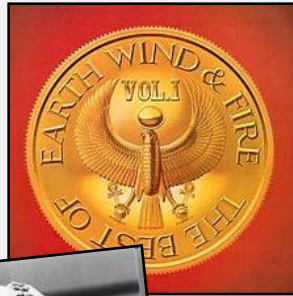
Michael Jackson

Rick James

Gap Band

Smokey Robinson

Commodores



Kool & The Gang

Stevie Wonder

Rose Royce

Chaka Kahn

Sade

Zapp

Prince

O'Jays

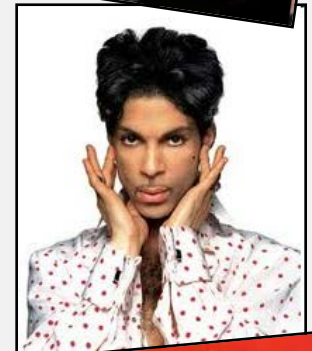
New Edition

Keith Sweat

TLC

Alicia Keys

SOS Band



MEGA SPENDING POWER!

- ***KAJM listeners spend over \$4 BILLION annually in Metro Phoenix***

\$708 Million at Food & Beverage Stores

\$491 Million at Restaurants & Bars

\$188 Million on Building Materials & Garden Supplies

\$212 Million on Clothes and Accessories

\$220 Million on Electronics and Appliances

\$559 Million at Gas Stations

\$867 Million at New & Used Auto Dealers

\$96 Million on Sports, Hobbies & Music

\$1.01 Billion at Valley Hospitals

\$200 Million on Wireless Communication

\$92 Million on Gambling

\$644 Million on Online Shopping

MEGA CELEBRITIES

⦿ MANIC HISPANIC

> M-F 5:30A-10A

⦿ ANGIE GOMEZ

> M-F 9A-2P

⦿ NINA CRUZ

> M-F 2P-7P

⦿ THE QUIET STORM

W/ TODD HIMAKA

> M-F 7P-10P

⦿ ART LABOE

> M-F 10P-12M



MEGA WEEKENDS

ALAN BECK

(UNDERGROUND OLDIES)

> SUNDAY 7A-9A

XAVIER THE X-MAN

> SUNDAY 9A-11AM

MANIC HISPANIC

(CRUSIN' CLASSIC)

> SUNDAY 3P-7P

ART LABOE

> SUNDAY 7P-12M



MEGA 104.3FM IS "BEST OF"



PRESS RELEASE
Media Contact:
Michael Mallace
michael.mallace@sierrah.com
(480)994-9100 Office

FOR IMMEDIATE RELEASE

KAJM Mega 104.3 and KNRJ 101.1 The Beat Win The Best R&B Station and Best Hip Hop Station in Phoenix by the Phoenix New Times

KAJM/Mega 104.3 and KNRJ/101.1 The Beat have been recognized as the Best R&B Station and Best Hip Hop Station as part of The Phoenix New Times "Best of Phoenix 2014" List.

General Manager Michael Mallace says "We could not be more grateful for the recognition by the New Times. This is validation that the passion, focus, knowledge, dedication and hard work that our team puts forth each and every day is worthwhile. We are excited to broadcast these two unique formats to listeners in the Phoenix metropolitan area and throughout the state of Arizona. This is a great win for our listeners, our team and our marketing partners".

We are honored to be recognized again by the Phoenix New Times. Both teams at 101.1 The Beat and Mega 104.3, work very hard and we appreciate being noticed. This is just the beginning..." Says Program Director Todd Himaka

Like us on [Facebook/Mega1043](#) & [Facebook/azthebeat](#) and follow us on Twitter @Mega1043 and @TheBeatRadio.

Sierra H Broadcasting is a veteran founded, privately held, locally owned and operated Arizona Corporation that operates two radio stations, KAJM-FM and KNRJ-FM, in the Phoenix metro area. These two formats: MEGA 104.3 FM – Arizona's Old School and 101.1 The BEAT – Hip Hop Hits also entertain listeners throughout Northern Arizona, including the Flagstaff, Payson, Prescott and Sedona communities. MEGA and The BEAT can be heard on your phone and online at [azthebeat.com](#) and [mega1043.com](#).

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Craig LaRotonda





Best R&B Radio Station Phoenix 2014 - Mega 104.3

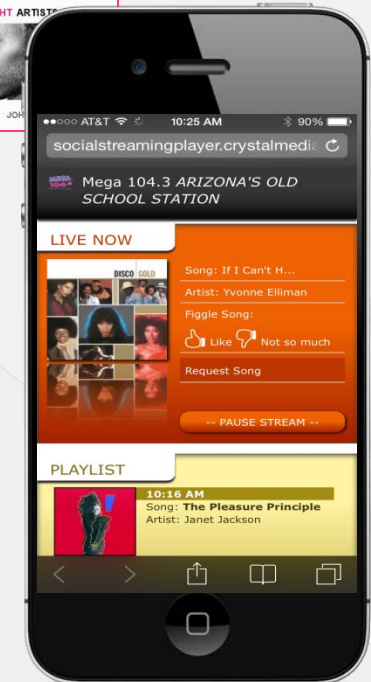
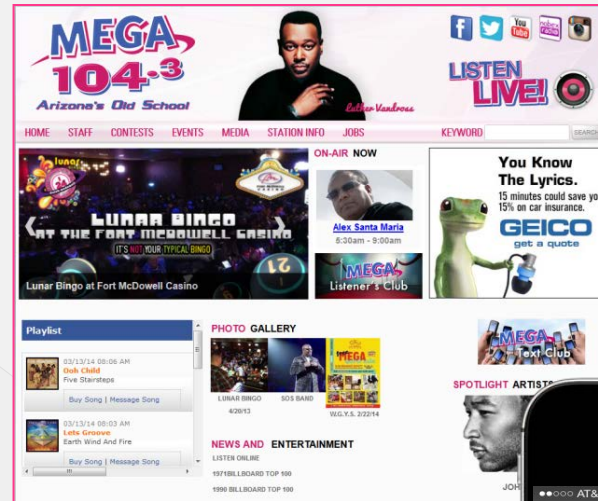
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There's no one playing sexier jams than this locally owned station, which features programs like the syndicated *Art Laboe Show*, the sensual *Quiet Storm*, and a block of programming by the Manic Hispanic, whose knowledge and selection runs deep, incorporating lowrider oldies from doo-wop acts and smooth electro from Zapp and Roger. The vibe is mellow but hardly boring, and Mega 104.3 takes it to the streets, too, hosting events at clubs like Casablanca Lounge.

MEGA DIGITAL & SOCIAL

- MEGA104.3.COM
- INSTAGRAM 
- TWITTER 
- YOU TUBE 
- FACEBOOK 
- APPLE & DROID APPS
- TEXTING
- EMAIL BLASTS
- STREAMING
- PRE ROLL VIDEOS



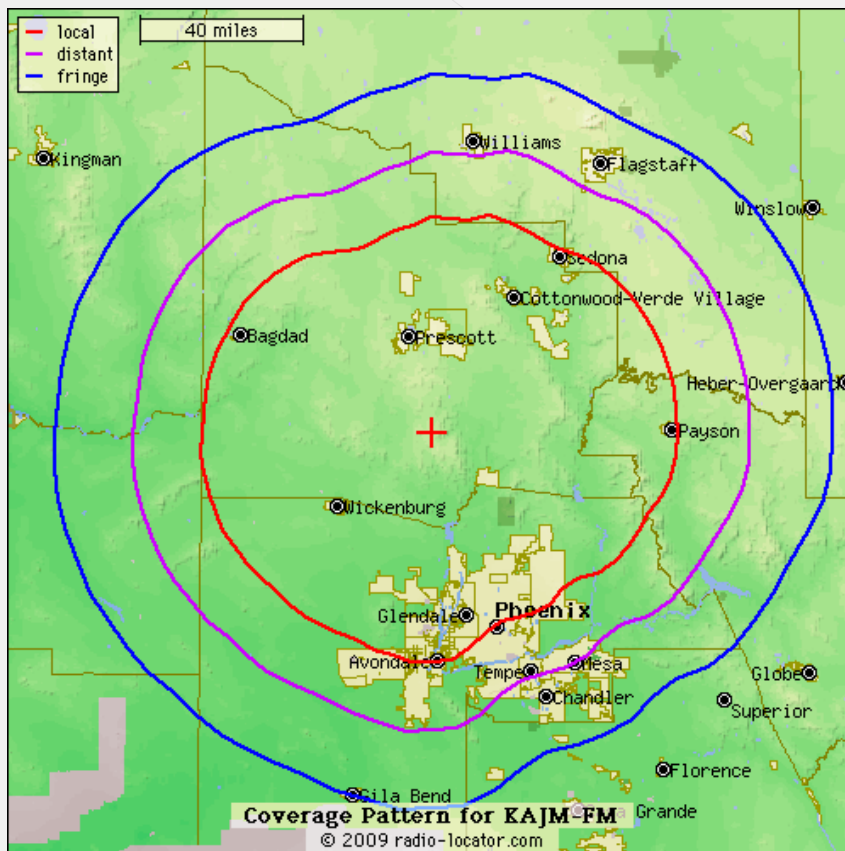
MEGA EVENTS & COMMUNITY

- The MEGA Family
 - > A team of promotional representatives who have deep-rooted ties to the community and are in touch with Old School music and MEGA's loyal listeners
- The MEGA Events
 - > Community involvement, concerts, club nights & car shows.
 - > • MEGA's Back to School Kids Fairs
 - > • MEGA's World Greatest Yard Sale
 - > • MEGA's Annual Low Rider Car Show at Fort McDowell
 - > • MEGA Birthday Bash – "The Freestyle Explosion"
 - > • Arizona State Fair – "Old School Jam"
 - > • Super Love Jam
 - > • Phoenix Cinco de Mayo



MEGA COVERAGE

KAJM 104.3 FM Signal Is Stronger Than Ever.
Reaching the Phoenix Metro and Northern Arizona!



Effective Radiated Power

40,000 Watts

Height above Avg. Terrain

807 meters (2649 ft)

Height above Ground Level

52 meters (171 ft)

Height above Sea Level

2323 meters (7626 ft)

Antenna Pattern Non-Directional

We are a Full Class C, FCC
Rated Station

STATION CONTACTS

General Manager

Michael Mallace

michael.mallace@sierrah.com

Sales Manager

Craig Boston

craig.boston@sierrah.com

Program Director

Todd Himaka

todd.himaka@sierrah.com

Promotions Director

Matt Kirkpatrick

promotions@sierrah.com

Traffic Manager

Davi Barnes

traffic@sierrah.com

Production Director

Roger Ingram

production@sierrah.com



1710 East Indian School Road, Suite #205

Phoenix, AZ 85016

PH: 480.994.9100

FAX: 480.423.8770

mega1043.com

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