

**MEGA**  
**104.3**

**Arizona's Old School**

## ABOUT MEGA 104.3FM

- ◉ MEGA 104.3 FM Arizona's Original Old School Station playing the best R&B Hits for more than 15 years.
- ◉ 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 and Today's Best 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 had 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 43
- 66% are 25-64
- Over 73% are employed
- 48% earn more than \$50,000 per year
- 39% have children under 12 living at home
- 54% Female and 46% Male listeners
- 53% have some college or more education

# DEMOGRAPHIC INFORMATION

## • **Ethnic Breakdown**

- Black 25%
- Hispanic 36%
- Other 39%
- 81% of Hispanic Listeners are English Dominant

## • **Employment**

- Full Time 46%
- Part Time 12%

## • **Household Income (18+)**

- Less than \$25K 12%
- \$25k-\$50K 40%
- \$50k-\$75K 17%
- More than \$75K 31%

## • **Education**

- High School Grad 25%
- Some College 40%
- College Grad 18%

## • **Household Size**

- 2 or 3 40%
- 3 or More 58%

## • **Target Composition**

- Female 54%
- Male 46%

## • **Listening Location**

- Home 47%
- Away from Home 91%

# MEGA ARTISTS

Michael Jackson

Stevie Wonder

Bobby Brown

Chaka Kahn

Sade

Zapp

Prince

Bell Biv Devoe

Lisa Lisa

Keith Sweat

TLC

Beyonce

Boyz II Men



Earth Wind & Fire

Gap Band

Mariah Carey

Kool & The Gang

Janet Jackson

Marvin Gaye

Mary J. Blige

Jennifer Lopez

Bruno Mars

Rick James

Gap Band

Smokey Robinson

Commodores



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# MEGA SPENDING POWER

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

\$675 Million at Food & Beverage Stores

\$494 Million at Restaurants & Bars

\$168 Million on Building Materials & Garden Supplies

\$214 Million on Clothes and Accessories

\$213 Million on Electronics and Appliances

\$564 Million at Gas Stations

\$848 Million at New & Used Auto Dealers

\$91 Million on Sports, Hobbies & Music

\$970 Million at Valley Hospitals

\$197 Million on Wireless Communication

\$92 Million on Gambling

\$797 Million at Department Stores & Warehouse Clubs

# MEGA'S CELEBRITIES

- **ALEX SANTA MARIA**

- > M-F 5:30A-10a



- **Jackie Morales**

- > M-F 10A-3P



- **MANIC HISPANIC**

- > M-F 3P-8P



- **SLOWJAMS W/R DUB**

- > M-Th 8P-12M

- **FRIDAY NIGHT HOUSE PARTY W/ GUY ZOBEL**

- > FRIDAY'S 7P-12M



- **ART LABOE**

- > M-TH 12M-2A





# MEGA WEEKENDS

- **TOP TEN NOW & THEN**  
(WITH RICK NUHN)  
> SATURDAY 8AM-10AM
- **SATURDAY NIGHT STREET PARTY**  
(WITH SCRAPPY)  
> SATURDAY 7PM-12M
- **UNDERGROUND OLDIES**  
(WITH ALAN BECK)  
> SUNDAY 7AM-9AM
- **XAVIER THE X-MAN**  
> SUNDAY 9AM-11AM
- **MANIC HISPANIC**  
(CRUSIN' CLASSICS)  
> SUNDAY 2PM-7PM
- **ART LABOE**  
> SUNDAY 7PM-10PM
- **SUNDAY NIGHT SLOW JAMS**  
(WITH R DUB)  
> SUNDAY 10PM-2AM



# MEGA IS “BEST OF” PHOENIX

- MEGA 104.3FM has been voted the Valley’s BEST R&B Station 2011, 2014, 2015 and 2016!



Craig Lallston



## Best Of :: Fiesta

BEST OF PHOENIX® /// FIESTA /// 2016

# Mega 104.3 FM

## BEST R&B RADIO STATION

Walking the tight rope between old-school soul, funk, and the *Quiet Storm* program with selections from contemporary artists, Mega 104.3 is the kind of station that knows how to draw the connecting line between Justin Timberlake's "Suit & Tie" to Earth Wind and Fire's "Shining Star." Things stay consistently funky, whether said funk's coming from the Bee Gees or Parliament-Funkadelic or Janet Jackson, and like its sister station 101.1 The Beat, the grooves here seem custom-engineered for smooth, languid listening. The station is often a lifesaver on backed-up Phoenix freeways: a soft, pillowy balm for road rage.

# THE DIGITAL STREAM

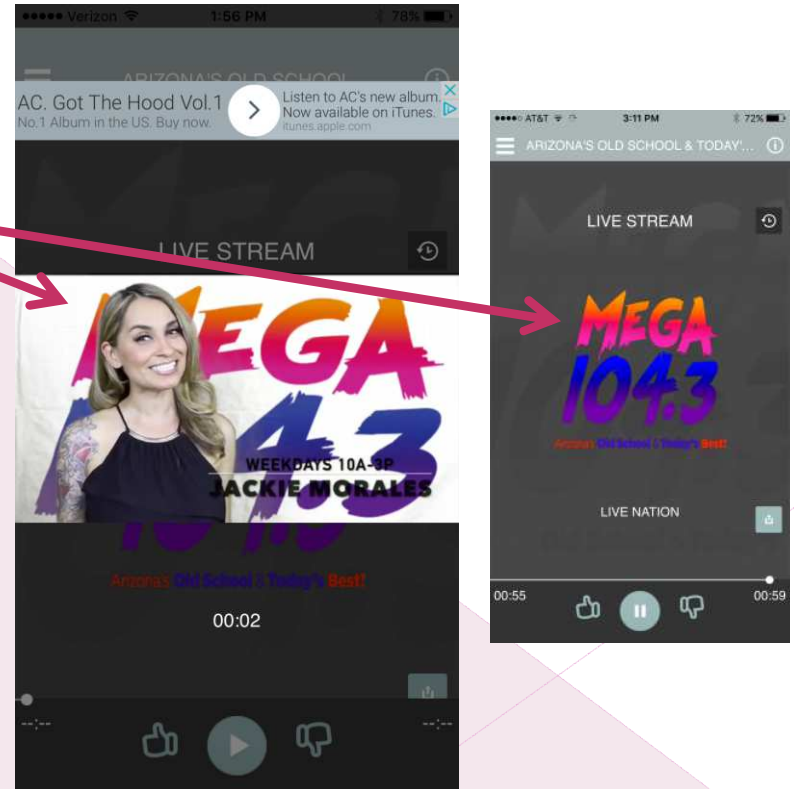
## DESKTOP PRE-ROLL

- > :10 VIDEO WITH 300X250 COMPANION AD



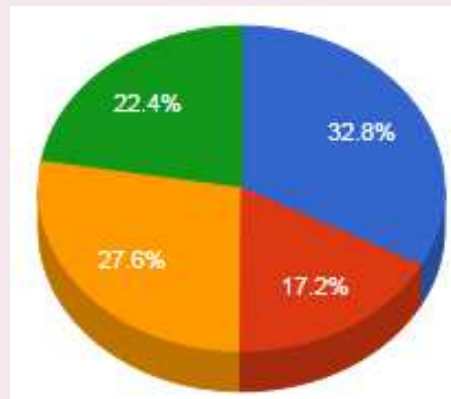
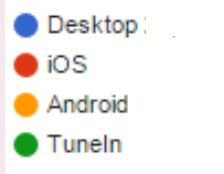
## SMARTPHONE APP PRE-ROLL

- > :10 VIDEO WITH 1280X200 COMPANION AD







## 100,000 SESSION PER MONTH\*

## DEVICE TYPE



\*12 MONTH AVERAGE March 15-March 16

# MEGA'S DIGITAL & SOCIAL

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



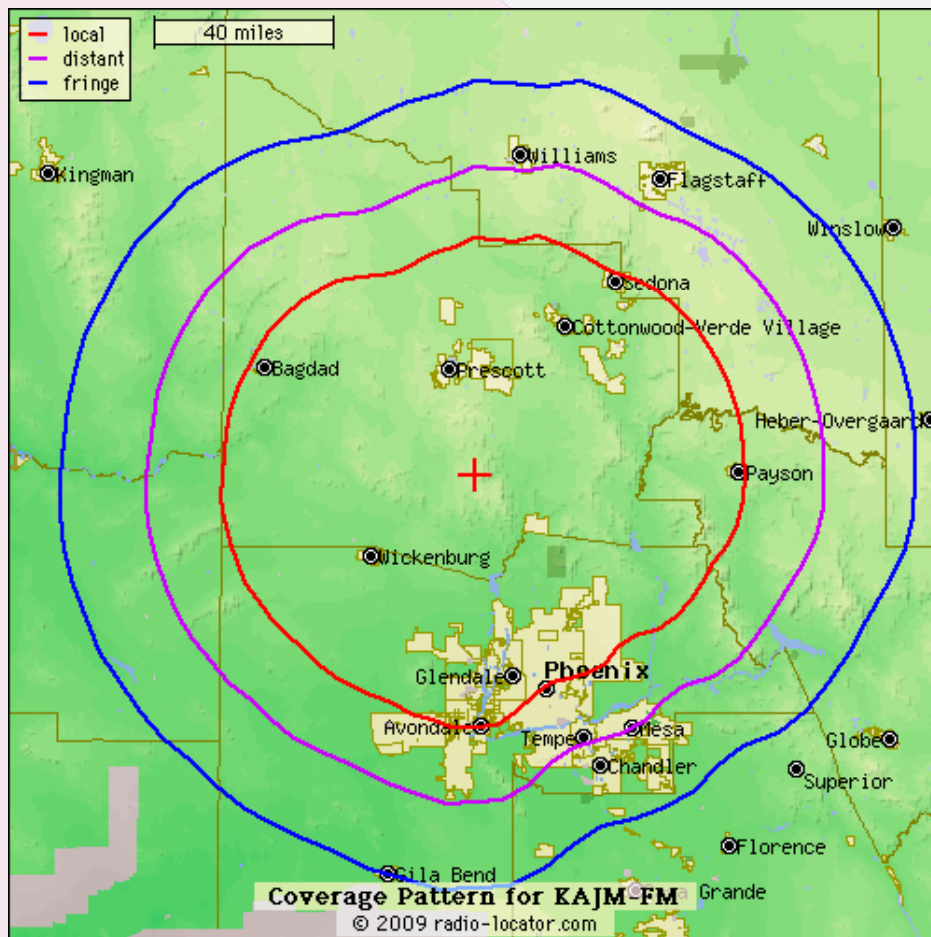
# MEGA IN THE COMMUNITY

- 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.
  - > Back to School Kids Fairs
  - > World Greatest Yard Sale
  - > Annual Low Rider Car Shows
  - > Arizona Super Show
  - > MEGA Birthday Bash
  - > Arizona State Fair – "Old School Jam"
  - > Super Love Jam
  - > I Love the 90's Concert
  - > Phoenix Cinco de Mayo
  - > Back to School Shoe Drive
  - > Summer Water Drive



# MEGA'S 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

Program Director  
**Fred Rico**  
fred.rico@sierrah.com

Sales Manager  
**Craig Boston**  
craig.boston@sierrah.com

Promotions Director  
**Matt Kirkpatrick**  
promotions@sierrah.com

Traffic Manager  
**Davi Barnes**  
traffic@sierrah.com

Production Director  
**Roger Ingram**  
production@sierrah.com

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**sierra**   
**BROADCASTING**

**1710 East Indian School Road, Suite #205**

**Phoenix, AZ 85016**

**PH: 480.994.9100**

**FAX: 480.423.8770**

**mega1043.com**