

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



MEGA
104.3

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
- **VANESSA RAMIREZ**
 - > 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



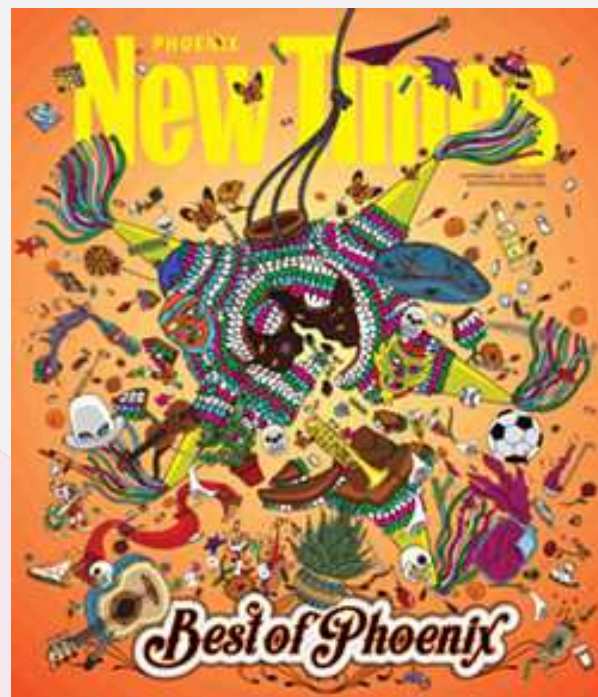
MEGA WEEKENDS

- **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!



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



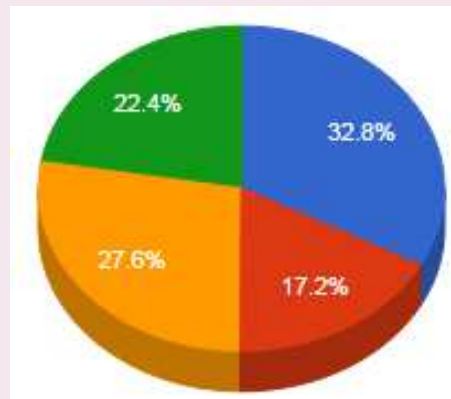
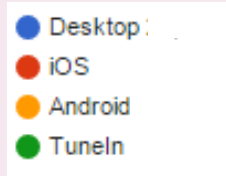
SMARTPHONE APP PRE-ROLL

- > :10 VIDEO WITH 1280X200 COMPANION AD







100,000 SESSION PER MONTH*

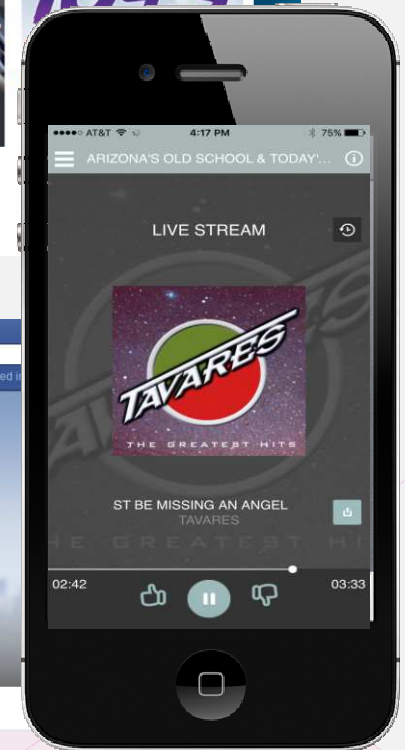
DEVICE TYPE



*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



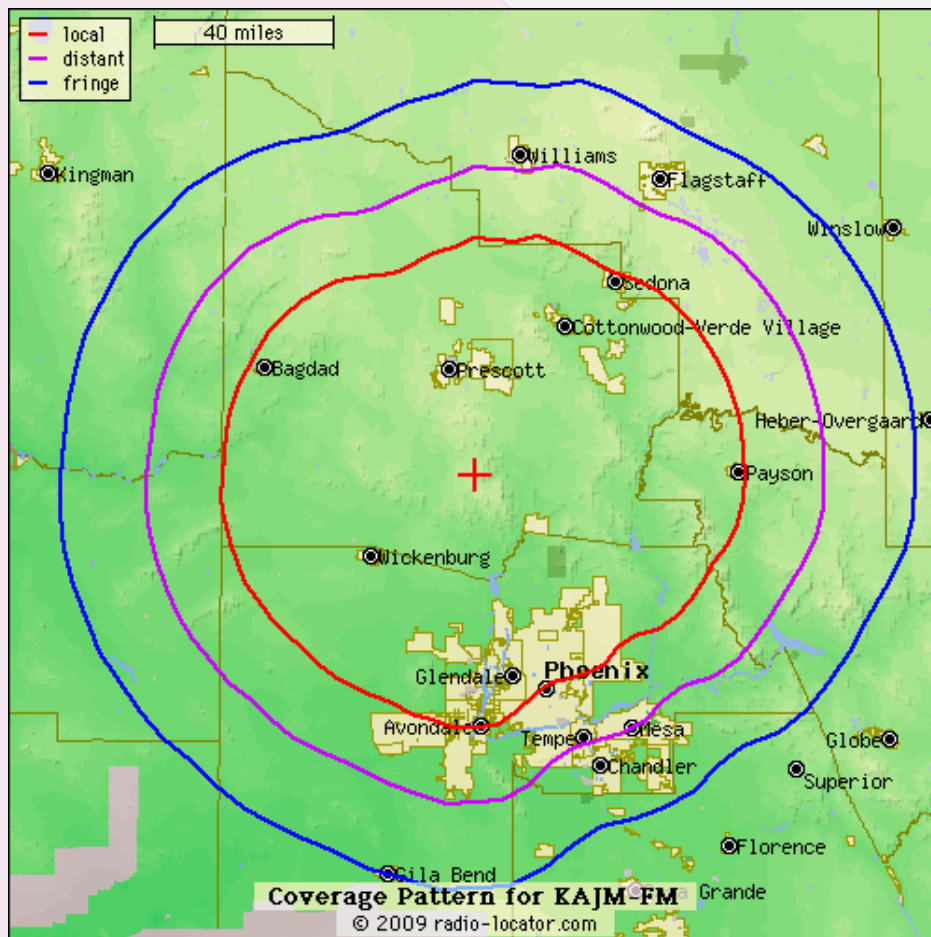
MEGA IN THE COMMUNITY

- 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.
 - > Larry Fitzgerald's Softball Classic
 - > 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
 - > 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

MEGA
104.3
Arizona's Old School

sierra 
BROADCASTING

1710 East Indian School Road, Suite #205

Phoenix, AZ 85016

PH: 480.994.9100

FAX: 480.423.8770

mega1043.com