

MEGA 104.3

KAJM-FM

www.mega1043.com



ABOUT MEGA 104.3 KAJM-FM



- MEGA 104.3 FM is Arizona's Original Old School station playing the best R&B Hits for more than 15 years!
- Valley listeners know the best R&B, Motown, Soul, Funk, Freestyle, Disco, and Old School can only be heard on MEGA 104.3 FM!
- 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

MEGA
104.3

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 is 44*
- *75% are between 18-64 years old*
- *54% are female and 46% are male*
- *Over 79% are employed, homemakers and/or students*
- *61% earn over \$50,000 per year*
- *22% earn over \$100,000 per year*
- *38% have children under age 18 living at home*
- *55% have some college or more education*
- *Multicultural Audience Composition:*
 - *38% Hispanic*
 - *32% African American*



MEGA SPENDING POWER



KAJM listeners spend over \$5 BILLION annually in Metro Phoenix

\$697 Million at Food & Beverage Stores

\$748 Million at Restaurants & Bars

\$311 Million on Building Materials & Garden Supplies

\$224 Million on Clothes and Accessories

\$77 Million on Electronics and Appliances

\$535 Million at Gas Stations

\$1.3 Billion at New & Used Auto Dealers

\$155 Million at Valley Dentists

\$1.3 Billion at Valley Hospitals

\$210 Million on Wireless Communication

\$107 Million on Gambling

\$891 Million at Department Stores & Warehouse Clubs

MEGA ARTISTS

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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

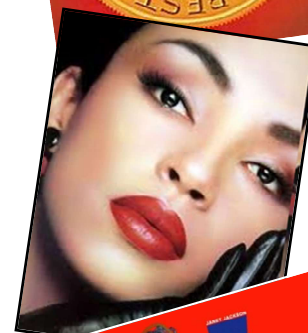
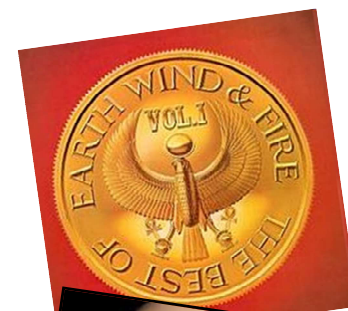
Bruno Mars

Rick James

Gap Band

Smokey Robinson

Commodores



MEGA CELEBRITIES

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- **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 BLOCK PARTY**
FRIDAY'S 7p-12m
- **ART LABOE**
M-TH 12m-2a



MEGA WEEKENDS

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- **THE GREG MACK SHOW**
SATURDAY 7AM-10AM
- **SATURDAY NIGHT STREET PARTY**
(WITH SCRAPPY)
SATURDAY 7PM-12M
- **SUNDAY MORNING GOSPEL**
SUNDAY 7AM-9AM
- **TOP TEN NOW & THEN**
(WITH RICK NUHN)
SUNDAY 9AM-11AM
- **UNDERGROUND OLDIES**
(WITH ALAN BECK)
SUNDAY 11AM-1PM
- **XAVIER THE X-MAN**
SUNDAY 1PM-3PM
- **MANIC HISPANIC**
(CRUSIN' CLASSICS)
SUNDAY 3PM-7PM
- **ART LABOE**
SUNDAY 7PM-10PM
- **SUNDAY NIGHT SLOW JAMS**
(WITH R DUB)
SUNDAY 10PM-12MID



MEGA IS "BEST OF" PHOENIX!

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MEGA 104.3 FM 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.



MEGA DIGITAL & SOCIAL ASSETS

MEGA
104.3

Digital

MEGA1043.com
YouTube
Apple & Droid APPS
Texting
Email Blasts
Streaming
Pre-roll Videos
Digital Marketing

Social

Follow Us!



@MEGA1043



MEGA DIGITAL STREAM

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DESKTOP PRE-ROLL

- :10 VIDEO WITH 300X250 COMPANION AD

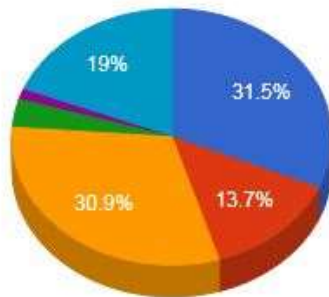


SMARTPHONE APP PRE-ROLL

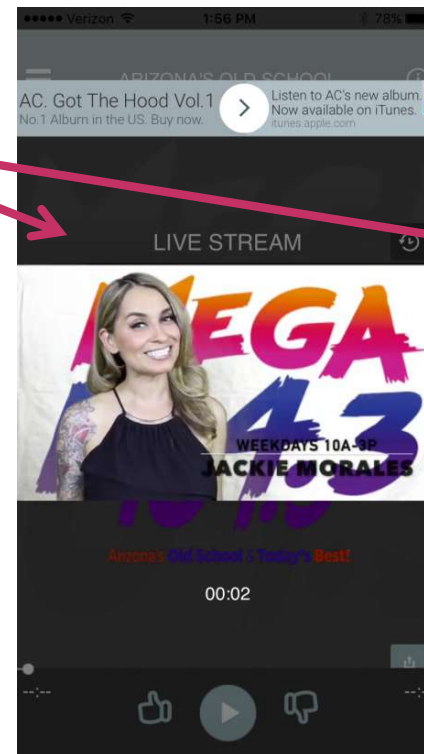
- :10 VIDEO WITH 1280X200 COMPANION AD

155,000 SESSIONS PER MONTH*

DEVICE TYPE*



Desktop	144,927
iOS	63,052
Android	142,285
Amazon Alexa	16,377
Google Home/Chromecast	5,781
Directories/Portals/Others	87,303



MEGA IN THE COMMUNITY

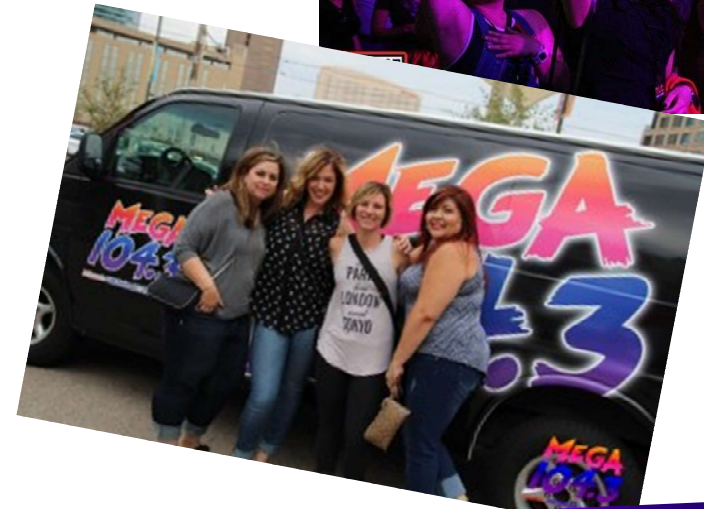


The MEGA Promotional Family

- 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

A Few MEGA Events

- Community involvement, concerts, club nights & car shows.
- *American Cancer Society – Making Strides*
- *World's Greatest Yard Sale*
- *Annual Low Rider Car Shows*
- *Arizona Super Show*
- *Herozona*
- *Arizona State Fair – “Old School Jam”*
- *Super Love Jam*
- *National Kidney Foundation Walk*
- *Phoenix Cinco de Mayo*
- *JDRF Walk*
- *Summer Water Drive*



MEGA - ON THE STREETS MARKETING



MEGA 104.3 FM will be at your location to host a special live remote or van stop

- DJ and/or station staff to host the event
- Station vehicle prominently displayed
- Station prizes
- On-air, social and digital elements included
- A turn-key event



A FEW MEGA ADVERTISERS...



SALLY
BEAUTY



MEGA
104.3



Ben Bridge



STAPLES



ProFlowers

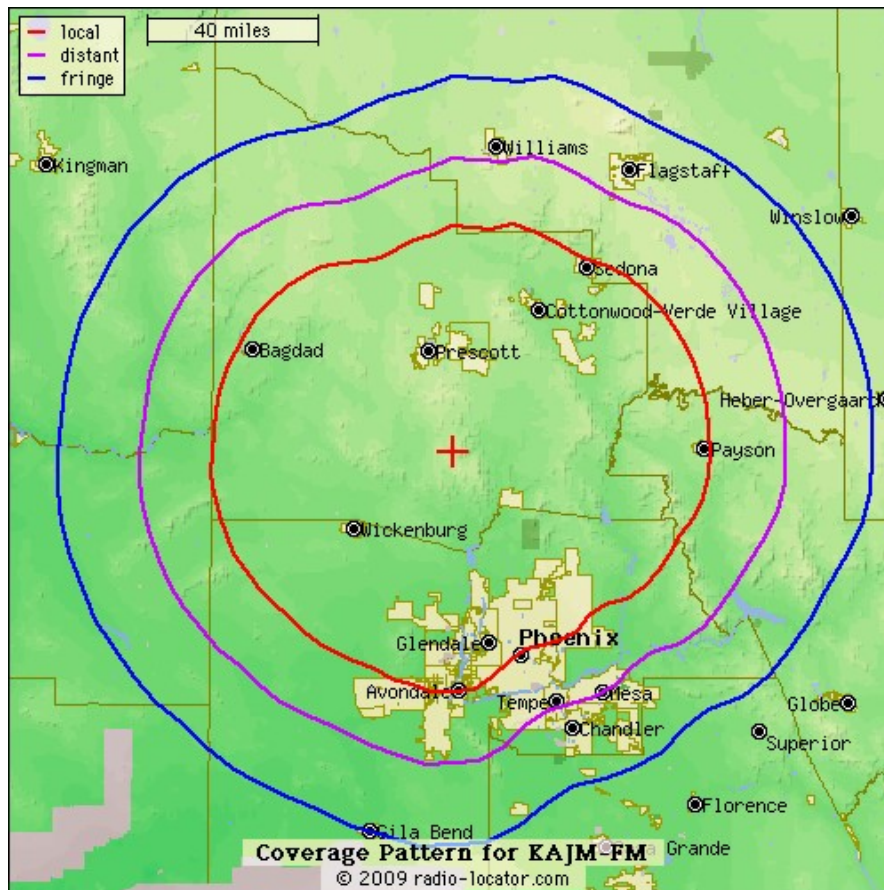


Bashas'

MEGA COVERAGE

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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

Full Class C, FCC Rated Station

MEGA LEADERSHIP

Program Director

Fred Rico

fred.rico@sierrah.com

Sales Director

Paul Holton

sales@sierrah.com

Promotions Director

Viviana Aguilar

viviana.aguilar@sierrah.com

Production Director

Emmanuel Taylor

production@sierrah.com

Traffic Manager

Patty Henningsen

traffic@sierrah.com



KAJM-FM

1710 East Indian School Road

Suite #205

Phoenix, AZ 85016

PH: 480.994.9100

FAX: 480.423.8770

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