



KNRJ-FM

www.azthebeat.com

ABOUT 101.1 THE BEAT KNRJ-FM



- 101.1 The BEAT is a music intensive radio station, giving the Phoenix Market a blast of the biggest contemporary songs from headline-stealing artists!
- The BEAT features current hit artists like Drake, Rihanna, The Weeknd, Kendrick Lamar, Ariana Grande, Cardi B and Post Malone. Occasionally, we may drop in a few spins from classic, fun artists like Snoop Dogg and Dr. Dre!
- 101.1 The BEAT super-serves the Phoenix 18-49 multicultural community with the hottest hip hop and the biggest hits!

LOCALLY OWNED & VETERAN FOUNDED



Sierra H Broadcasting and 101.1 THE BEAT 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 BEAT LISTENER



- *Median age is 32*
- *62% are between 18-54 years old*
- *55% are female and 45% are male*
- *89% are employed, homemakers and/or students*
- *44% earn over \$50,000 per year*
- *23% earn over \$75,000 per year*
- *43% have children under age 18 living at home*
- *40% have some college or more education*
- *Multicultural Audience Composition:*
 - *46% Hispanic*
 - *25% African American*



THE BEAT SPENDING POWER



KNRJ listeners spend over \$4 BILLION annually in Metro Phoenix

\$550 Million at Food & Beverage Stores

\$494 Million at Restaurants & Bars

\$186 Million on Clothes and Accessories

\$56 Million on Electronics and Appliances

\$422 Million at Gas Stations

\$945 Million at New & Used Auto Dealers

\$673 Million at Warehouse & Department Stores

\$861 Million at Valley Hospitals

\$173 Million on Wireless Communication

\$20 Million on Child Care

\$78 Million on Gambling & Casinos

\$154 Million at Personal Care Stores

THE BEAT ARTISTS



- Cardi B
- Drake
- Beyonce
- Khalid
- Tupac
- Logic
- Travis Scott
- Post Malone
- Bruno Mars



- Rihanna
- The Weeknd
- Jay-Z
- Kanye West
- Notorious BIG
- Camila Cabello
- Post Malone
- Ariana Grande
- Kendrick Lamar
- Halsey

THE BEAT CELEBRITIES



The Wake Up Crew

Monday – Friday 6a-10a



“Lady” Stephanie

Monday – Friday 10a-3p



James Rivas Jr.

Monday – Friday 3p-7p



J-ME LEE

Monday – Friday 7p-12m



THE BEAT SPECIALITY SHOWS



Sunday Night News

Playing the Newest of the New Music

- Sunday's 8p-10p



The BEAT Locker

Arizona Artists & Music

- Sunday's 10p-1a



THE BEAT IS “BEST OF” PHOENIX



The Phoenix New Times has voted 101.1 The BEAT as the BEST HIP HOP Radio Station seven times!

BEST OF 2016

BEST OF 2015

BEST OF 2014

BEST OF 2013

BEST OF 2011

BEST OF 2010

BEST OF 2009



Oh, and did we mention...The BEAT was also voted BEST radio station of 2018 by Arizona Foothills Magazine?

THE BEAT DIGITAL & SOCIAL ASSETS



Digital

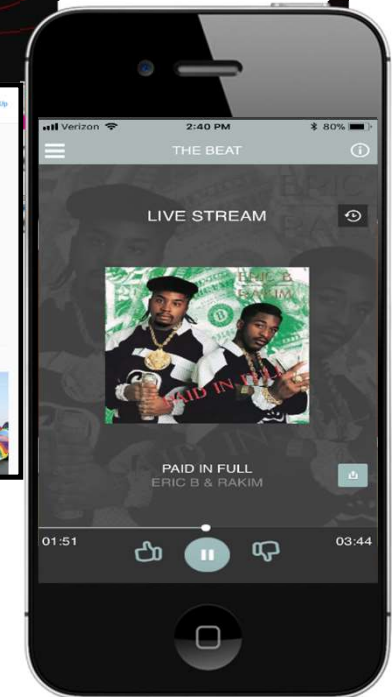
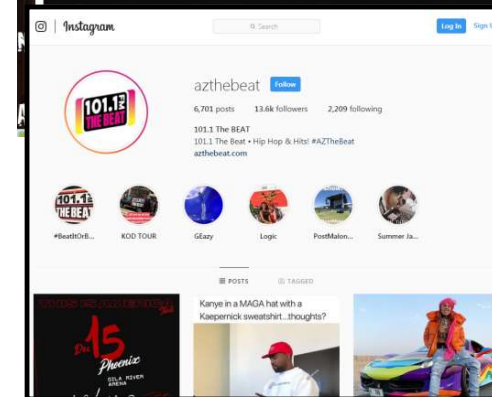
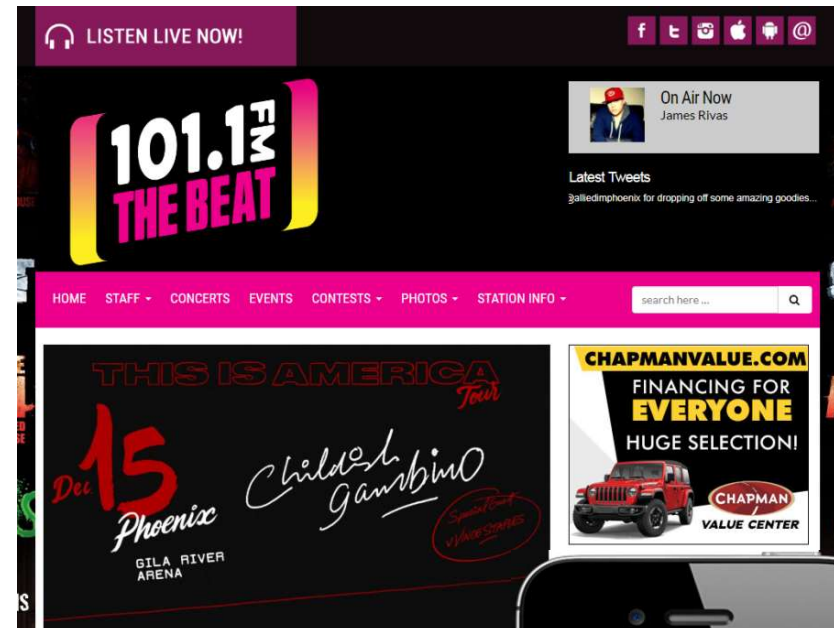
- AZTHEBEAT.COM
- YouTube
- Apple & Droid APPS
- Texting
- Email Blasts
- Streaming
- Pre-Roll Videos
- Digital Marketing

Social

Follow Us!



@AZTheBeat

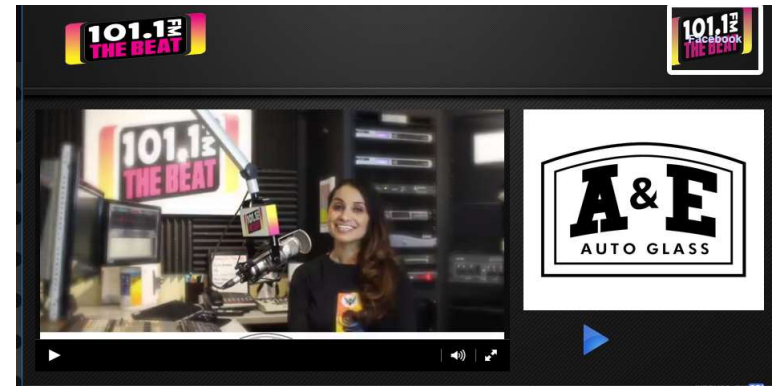


THE BEAT DIGITAL STREAM



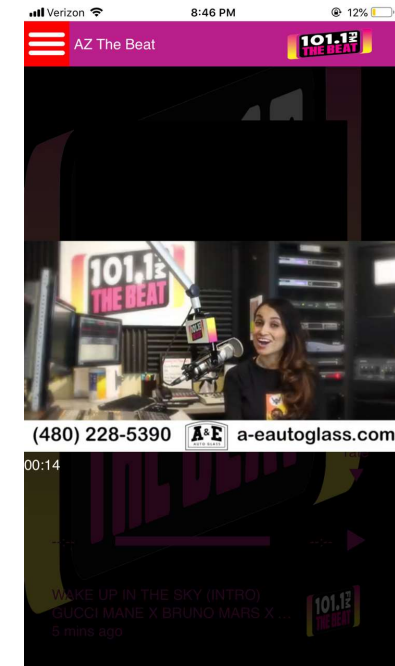
DESKTOP PRE-ROLL

- :10 VIDEO WITH 300X250 COMPANION AD



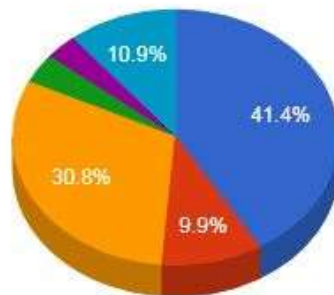
SMARTPHONE APP PRE-ROLL

- :10 VIDEO WITH 1280X200 COMPANION AD



26,000 SESSIONS PER MONTH*

DEVICE TYPE*



- Desktop 31,841
- iOS 7,603
- Android 23,699
- Amazon Alexa 2,889
- Google Home/Chromecast 2,454
- Directories/Portals/Others 8,388

THE BEAT IN THE COMMUNITY



The BEAT Promotional Family

- A team of promotional representatives who have deep-rooted ties to the community and are in touch with all that is Hip Hop including The BEAT's loyal listeners.



A Few BEAT Events

- Community involvement, concerts, club nights & car shows
- Rock & Run 5K
- World Greatest Yard Sale
- Low Rider Car Shows
- JDRF One Walk
- Viva Phoenix – Music Festival
- Kidney Walk



THE BEAT – ON THE STREETS MARKETING



101.1 The BEAT 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 BEAT ADVERTISERS



VALLEY TOYOTA DEALERS



Ben Bridge



LERNER & ROWE
INJURY ATTORNEYS



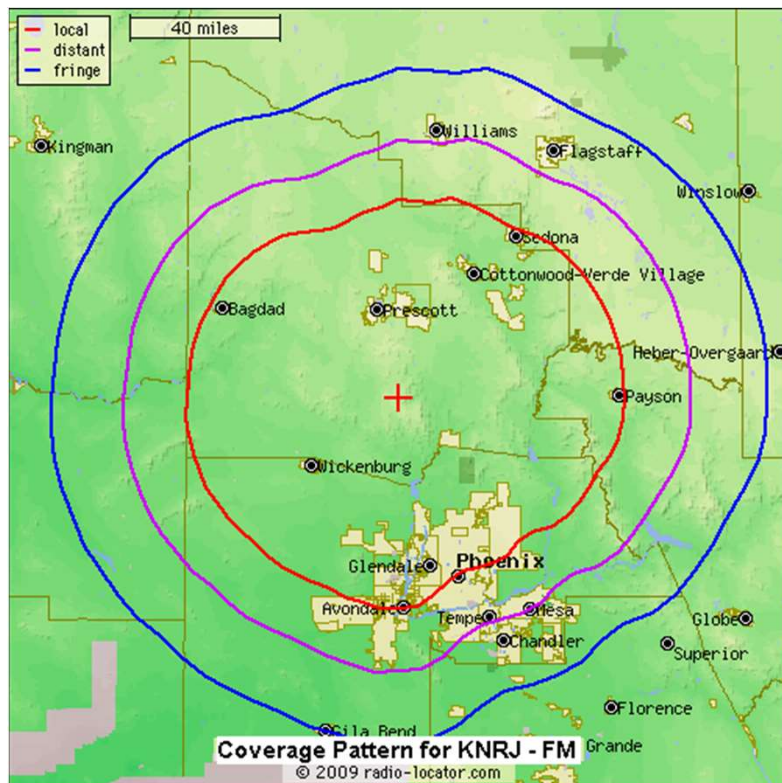
AUDIO EXPRESS



THE BEAT COVERAGE



KNRJ 101.1 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

THE BEAT LEADERSHIP

Program Director

Fred Rico

fred.rico@sierrah.com

Sales Director

Paul Holton

sales@sierrah.com

Promotions Director

Viviana Aguilar

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Production Director

Emmanuel Taylor

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Traffic Manager

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