



BRINGING BUSINESS TO YOU THROUGH RADIO

Whether you're a small business looking for opportunities, a prime contractor seeking a broader bidding pool or a public entity wanting to extend its information platform, the Small Business Exchange has the resources you need to succeed.

SMALL **BUSINESS** EXCHANGE

RADIO VISIBILITY MEANS BUSINESS!

Hosts of the Small Business Exchange (SBE) Talk Radio



Marcia Bent-Henry and Terrie Guerin

In addition to your print and online advertising, radio visibility offers:

- A new audience you may not reach otherwise—local, and interested in area resources.
- An opportunity to showcase your company in the content of the business specific programming.
- A forum to display a leadership role in maximizing the opportunities which the industry offers—new projects, new contracts, new partnerships.

Program topics

Topics will include regulations, partnering, business tools, project details, certification and much more...





KCAA 1050AM

Inland Empire / Los Angeles News and Information Resources

In addition to visibility as part of our local presence with our 'offline' publication, and our 'online' website, we now also offer businesses the chance to sponsor our 'on air' radio program on KCAA 1050AM—aired every Monday at 5pm, in the heart of drive time. Recognized for both its local coverage, as well as its NBC News affiliation, the station reaches a diverse adult listener base eager to know what's 'news' in their area.

Our program offers a focus on the local business community, featuring industry experts and major Prime Contractors, highlighting current and future opportunities on projects throughout the Region.

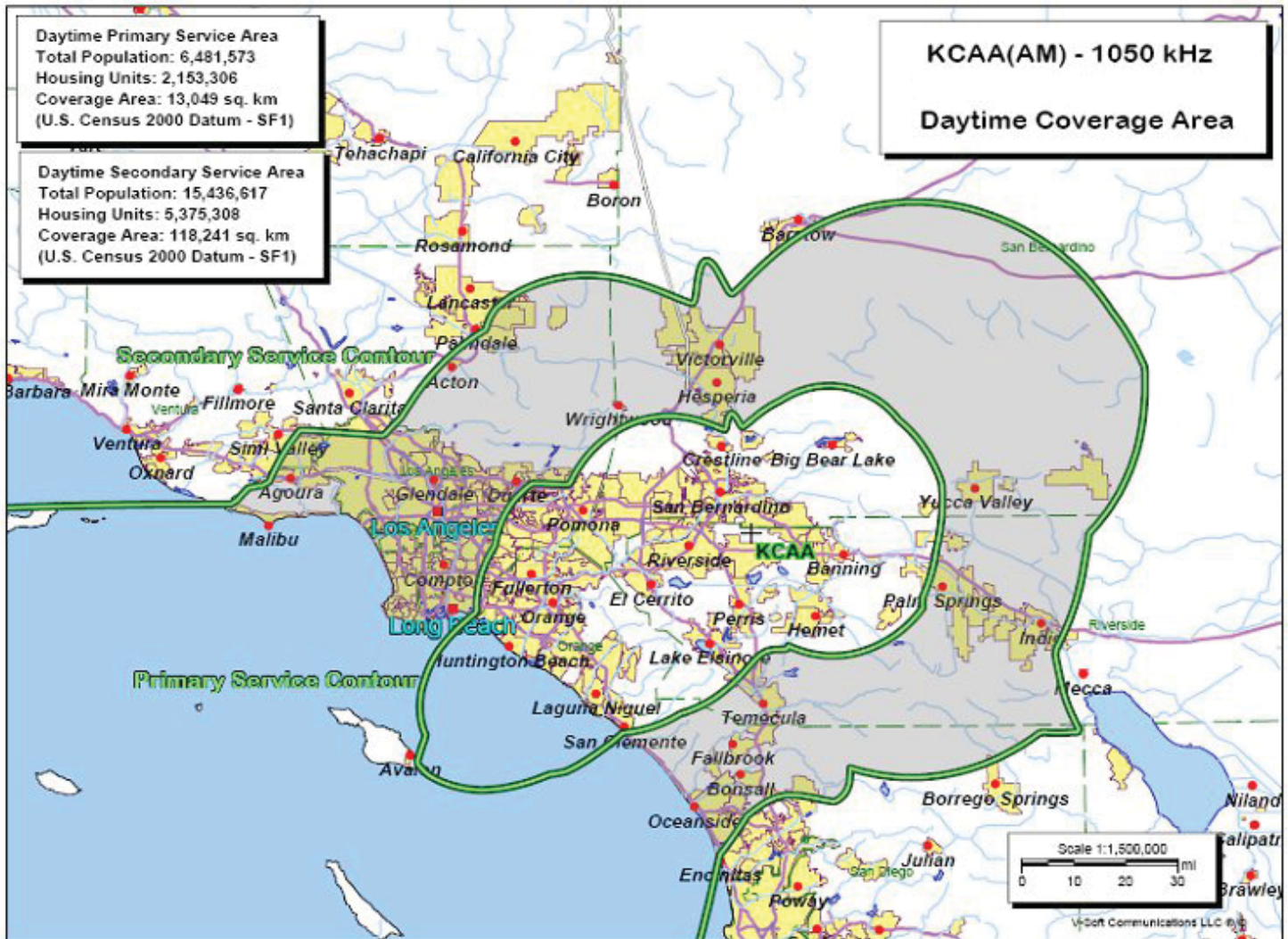
Your support of the program will showcase your business, and provide a unique opportunity to participate in our business promotional platform.

Take part in the construction industry's amazing opportunities in the largest market in the nation.

CALL 1-800-800-8534

OR EMAIL: SBE@SBEINC.COM, TO GET THE VISIBILITY YOUR BUSINESS NEEDS!

KCAA COVERAGE MAP



Markets and Audience:

KCAA 1050-AM is part of the Riverside/San Bernardino broadcast market in Southern California. KCAA 1050's primary broadcast signal covers about 4 million people in Riverside, San Bernardino, and Orange counties. The station also streams its signal over the Internet at www.kcaaradio.com. KCAA's weekly cumulative audience is nearly 100,000 persons with an average quarter hour audience (AQH) of 4,265 persons. KCAA's demographics primarily reflect a listening audience of 35 years and older, according to the ratings service, Solutions Broadcast Media Group. With the age group 50 plus, KCAA 1050-AM rated #5 among Southern California Inland Empire talk radio stations.

- 100,000 weekly 1050-AM radio listeners
- 277,680 monthly Internet listeners
- 90,000 Facebook impressions per month

According to information released (March 2013) by the U. S. Census Bureau on migration. . .

"An estimated 44,020 people — or an average of about 121 per day — moved from Los Angeles County to San Bernardino County, Calif., which is the largest number of people moving from one county to another in the nation."

KCAA is proud to announce another new service for all North American listeners. Now, you can listen to our station on your telephone by calling us at 832 999 1050. Our service is available on any standard telephone, cell phone or smart phone. Simply call 832 999 1050 that's 832 triple 9 1050

AD PACKAGES

RADIO SPOT ADS

ONE SPOT PER WEEK	1X	4X	8X	12X
RADIO SPOT: 30 SEC.	\$150	\$570	\$1,080	\$1,530

Number of Radio Spots on a weekly basis. Example: 1x is for **One** 30 second spot ad.
4x is for **One** 30 second spot ad for 4 weeks.

RADIO AD UNIT PRICES

	WEEK 1
OPEN AD	\$150
SPOT AD	\$150
CLOSING AD	\$150

Each AD is 30 seconds and the fee is \$150.

SPONSORSHIPS

The Radio Sponsorship Level is determined by the size and frequency of print, electronic and radio ads.

SPONSORSHIP LEVEL	INCLUDES	INVESTMENT
GOLD SPONSOR	<ul style="list-style-type: none"> 1/3 page ad in SBE weekly newspaper Banner ad on www.sbeinc.com Two 30 second spots on weekly radio program Two 15 minute guest appearances during contract term 	3 months at \$5,926 6 months at \$11,218
SILVER SPONSOR	<ul style="list-style-type: none"> 1/4 page ad in SBE weekly newspaper Banner ad on www.sbeinc.com Two 30 second spots on weekly radio program One guest 15 minute appearance during contract term 	3 months at \$5,147 6 months at \$9,920
BRONZE SPONSOR	<ul style="list-style-type: none"> 1/4 page ad in SBE weekly newspaper One 30 second spot on SBE weekly radio program 	3 months at \$2,937 6 months at \$6,900

Fill in your information below:

Name of COMPANY _____

Contact _____

Address _____

City _____ State/Province _____ Zip code: _____

Phone _____ Fax _____ E-mail _____

SMALL BUSINESS EXCHANGE

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**TO ADVERTISE
CALL 1-800-800-8534**

**OR EMAIL: SBE@SBEINC.COM
TO GET THE VISIBILITY YOUR BUSINESS NEEDS!**

FACEBOOK:

[HTTPS://WWW.FACEBOOK.COM/BRINGINGBUSINESSTOYOU](https://www.facebook.com/BRINGINGBUSINESSTOYOU)

SPANISH LANGUAGE:

[HTTPS://WWW.FACEBOOK.COM/PAGES/TRAYENDO-NEGOCIOS-A-TI-BRINGING-BUSINESS-TO-YOU/411301745617599](https://www.facebook.com/PAGES/TRAYENDO-NEGOCIOS-A-TI-BRINGING-BUSINESS-TO-YOU/411301745617599)