

sierrah.com

sierra

MULTIMEDIA

VETERAN FOUNDED - EST. 1993

SUNNY 104.3

RELAXING FAVORITES FOR A BETTER WORKDAY



@sunny1043az

KZNY-FM



WHO WE ARE

Locally Owned. Veteran Founded.

Sierra H Multimedia and the new SUNNY 104.3 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 Multimedia, 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 Multimedia salutes all Veterans past and present and continually thanks them for their service in protecting us!

Sierra H is committed to delivering quality content, entertainment, and service to the diverse, multigenerational Phoenix Market, while providing results for clients.



ABOUT SUNNY 104.3

- SUNNY is the exclusive, mass-appeal Soft AC station in Phoenix!
- SUNNY delivers a highly desirable audience!
- Valley listeners know the new SUNNY 104.3 offers the perfect blend of relaxing favorites with artists from diverse eras, genres, and hits!
- The variety of songs you know are alive and well, and heard right here at SUNNY 104.3, where the music is your companion!

A FEW SUNNY 104.3 ARTISTS

Ed Sheeran

Kelly Clarkson

Chicago

Celine Dion

Whitney Houston

Backstreet Boys

Jewel

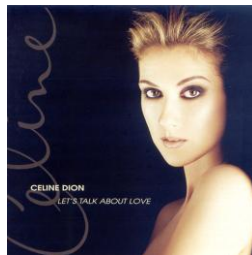
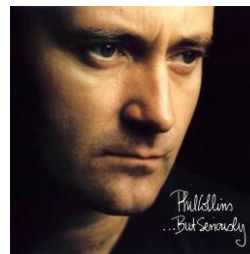
Wilson Philips

Green Day

Beach Boys

Madonna

Tears for Fears



Fleetwood Mac

Phil Collins

U2

Billy Joel

Michael Jackson

Bee Gees

Marvin Gaye

Huey Lewis & The News

Adele

Faith Hill

Wham

Hall & Oats

THE SUNNY DEBUT

Market-Wide Outdoor Campaign



Digital Campaign



THE SUNNY 104.3 LISTENER

- *Females and Adults 25-64, with a core of 25-54*
- *60% Female / 40% Male*
- *Decision-Makers*
- *Affluent - High Purchasing Power*
- *Working Professionals & Suburban Parents/Parents to Be*
- *High Time Spent Listening - At Work Companion*
- *Active Families with Kids*
- *Contribute to their Communities*
- *Active on Station Social Media*



SUNNY 104.3 TALENT



WEEKDAYS 6A-10A

LINDSAY



WEEKDAYS 10A-3P

DIANA STEELE

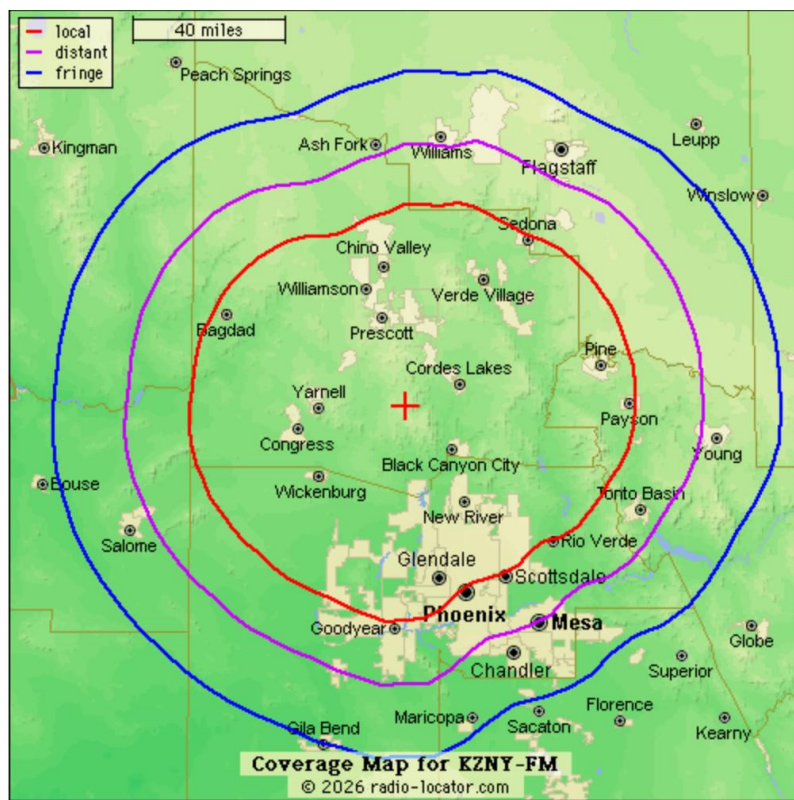


WEEKDAYS 3P-7P

LIZETTE

SUNNY 104.3 COVERAGE

Reaching the Phoenix Metro and Northern Arizona!



Antenna Pattern Non-Directional
Full Class C, FCC Rated Station



Height Above Ground Level
52 meters (171 ft)
Height Above Sea Level
2323 meters (7626 ft)



Effective Radiated Power
40,000 Watts
Height Above Avg. Terrain
807 meters (2649 ft)

SUNNY Covers the Phoenix Metro, and can also be heard in
Yavapai, Gila, Pinal, and Coconino counties!