

sierrah.com

sierra MULTIMEDIA

VETERAN FOUNDED - EST. 1993

101.1^{THE}BOUNCE

THE VALLEY'S #1 FOR **THROWBACKS**



@101thebounce

KZCE-FM



WHO WE ARE

Locally Owned. Veteran Founded.

Sierra H Multimedia and The BOUNCE 101.1-FM 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 and multicultural Phoenix Market, while providing results for its clients.



101.1 **THE BOUNCE**

The Valley's *EXCLUSIVE* Throwback Station!!!



KZCE Remains a TOP Ranked Station in Key Adult Demos!

Ranker

PHOENIX (Metro Survey Area)
MAY26

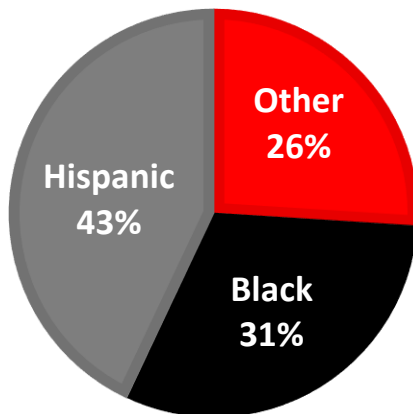
Adults 25-54					
M-F 6a-10a					
Station	Format	Average Rating*	Average Persons	Weekly Cume Persons	
1t KESZ-FM	Adult Contemporary	0.4	7,400	181,500	
1t KYOT-FM	Adult Hits	0.4	6,700	85,700	
3 KTAR-FM	News Talk Information	0.3	6,100	52,700	
4t KZCE-FM	Rhythmic AC	0.2	4,100	84,500	
4t KDKB-FM	Alternative	0.2	3,000	65,300	
4t KMVA-FM	Hot Adult Contemporary	0.2	3,800	55,100	
4t KMXF-FM	Hot Adult Contemporary	0.2	2,900	86,500	
4t KNIX-FM	Country	0.2	4,700	69,800	
4t KOOL-FM	Classic Hits	0.2	3,600	97,300	
4t KSLX-FM	Classic Rock	0.2	3,000	71,400	
4t KUPD-FM	Active Rock	0.2	3,700	66,800	
4t KZZP-FM	Pop Contemporary Hit Radio	0.2	3,900	89,100	

Adults 25-54					
M-F 10a-3p					
Station	Format	Average Rating*	Average Persons	Weekly Cume Persons	
1 KESZ-FM	Adult Contemporary	0.6	11,200	199,400	
2 KYOT-FM	Adult Hits	0.4	8,000	115,200	
3t KOOL-FM	Classic Hits	0.3	4,800	118,500	
3t KSLX-FM	Classic Rock	0.3	6,000	125,800	
5t KZCE-FM	Rhythmic AC	0.2	3,700	83,300	
5t KDKB-FM	Alternative	0.2	3,000	86,900	
5t KMVA-FM	Hot Adult Contemporary	0.2	4,200	81,500	
5t KNIX-FM	Country	0.2	3,900	87,700	
5t KTAR-FM	News Talk Information	0.2	3,500	38,100	
5t KUPD-FM	Active Rock	0.2	4,700	111,200	
11t KAJM-FM	Soft Adult Contemporary	0.1	1,000	28,700	
11t KALV-FM	Pop Contemporary Hit Radio	0.1	2,400	85,600	
11t KMLE-FM	Country	0.1	2,300	52,600	
11t KMVP-FM	All Sports	0.1	1,500	46,300	
11t KMXF-FM	Hot Adult Contemporary	0.1	2,100	87,300	

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Who is Listening to The Valley's Fastest-Growing Throwback Station?

Multicultural Mass Appeal

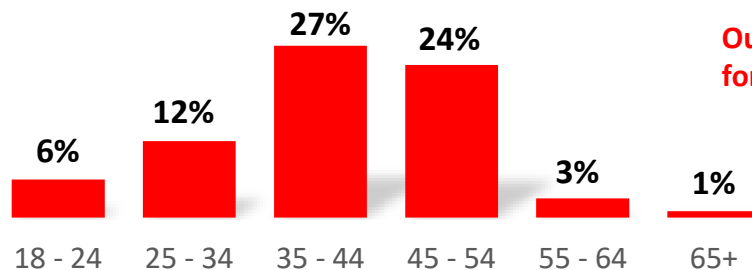


Median Age

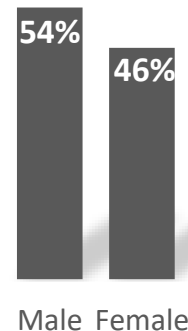
PHOENIX (Metro Survey Area)
MAY26 / APR26 / MAR26
M-Su 6a-12m
P 12+

Station	Average Persons Median Age *
KALV-FM	34
KDKB-FM	35
KKFR-FM	35
KZCE-FM	39
KMVA-FM	40
KZZP-FM	42
KMXP-FM	45
KUPD-FM	45

A top-ranked station to effectively deliver Adults, Men, Women and the multicultural consumers!



Our listeners choose 101.1 The Bounce for the soundtrack of their active lives.



The Bounce Talent Line-Up!



WEEKDAYS 6A-10A
**JUSTIN
CREDIBLE**



WEEKDAYS 10A-3P
**LIZETTE
LOVE**



WEEKDAYS 3P-7P
**ERIC
ROSADO**

azfoothills.com
**BEST
OF
OUR
VALLEY**
2024 WINNER

**WINNER
WINNER
WINNER**

101.1 THE **BOUNCE**

**BEST RADIO
STATION**

COMMUNITY - COMMITMENT

The BOUNCE Promotional Family

A team of promotional representatives with deep-rooted ties to the community and who are in touch with all that is Throwback, including The BOUNCE's loyal listeners, can be at your location to host a live event 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 Sierra H Multimedia Events

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



A FEW BOUNCE PARTNERS



THE WORLD'S GREATEST COLLECTOR CAR AUCTIONS®



Client Success

We loved working with the Sierra H Broadcasting team! Jessica made the entire process so smooth and seamless. Jackie and Deana made our promotions amazing. Will definitely be working with the Sierra H Broadcasting again! Can't thank them enough for everything! BL Spa

Upper Crust Bakery is an international bakery manufacturing plant in Phoenix. Like every other company, we are trying to get through the labor shortage and getting creative with our recruiting methods. We decided to give BOUNCE a try and see how it works. NO REGRETS!!! At one of our past job fairs, every person except one, said they heard it advertised on BOUNCE and came to our job fair! We are looking forward to building a lasting work relationship with BOUNCE! Regards, Jackie

Our partnership with Bounce has benefited many families in our program and has helped them as they work towards self-sufficiency. Brenda has also been responsive and resourceful in addressing our program needs. We appreciate all the staff's hard work and commitment in providing effective and engaging marketing solutions and customer service. FRIENDLY HOUSE

I have been an advertiser with "Mega 104.3" for many years and have recently added "101.1 The Bounce" as another outlet to reach my target audience. Every time I work with you and your team, you go over and above the call of duty and always make sure I'm happy and reaching my goals. I just wanted to say thank you and let you know that I plan to continue advertising with Sierra H Broadcasting for many years to come. Simply stated, you over-deliver on your promises and I am a very happy customer. Your commitment to your clients shines through each and every time we work together. Thank You All for your integrity and hard work!! Alan Beck - President of Pacific Concert Group

We have actually hired 4 people in the first week that it ran, so it's already been worth it!!! Joshua at ReddyIce Phoenix

Client Success



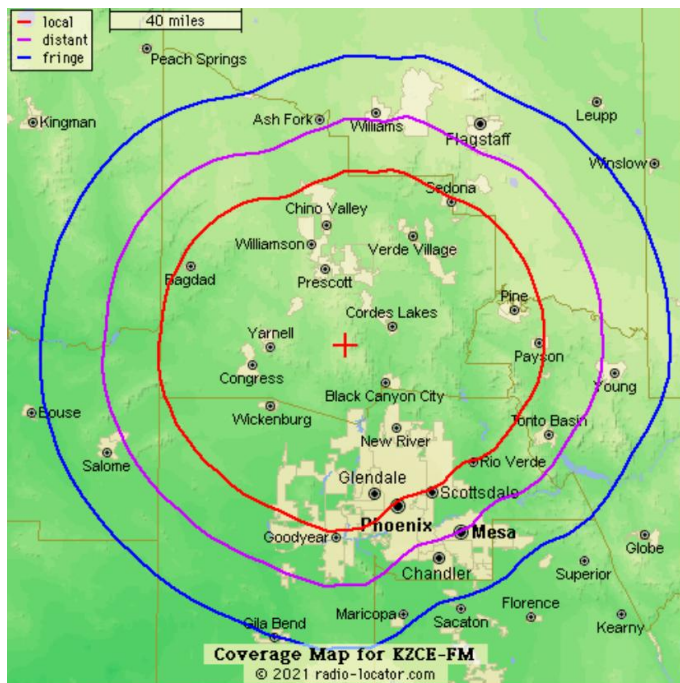
The billboard features a portrait of John Morgan, a man in a suit and tie, on a yellow background. To his right, the text reads: "I DON'T P**S MONEY AWAY FOR NO REASON... I BUY RADIO BECAUSE IT WORKS." Below the portrait, the text "MORGAN & MORGAN" and "FORTHEPEOPLE.COM" are visible. The billboard is set against a cityscape background.

RI
radio

THIS IS A MORGAN & MORGAN CONSUMER UPDATE:
**JOHN MORGAN TELLS
BRANDS, 'YOU CAN'T GROW
WITHOUT RADIO'**

KZCE-FM 101.1 THE BOUNCE COVERAGE

The Valley's Fastest-Growing, *EXCLUSIVE* Throwback Station Reaching The Phoenix Metro, Northern Arizona and Beyond!



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)

KZCE covers the Phoenix Metro, and can also be heard in Yavapai, Gila, Pinal, and Coconino Counties!