sierrah.com

sierra H MULTIMEDIA

VETERAN FOUNDED - EST. 1993

101.1 THE BOUNCE

THE VALLEY'S #1 FOR THROWBACKS

@1011thebounce

KZCE-FM

sierra H MULTIMEDIA

WHO WE ARE

Locally Owned. Veteran Founded.

Sierra H Broadcasting 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 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!

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!!!

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KZCE Remains a TOP Ranked Station in Key Adult Demos!

Ranker

PHOENIX (Metro Survey Area)
OCT26

Adults 18-49
M-F 6a-7p

	Station	Format	*Average Rating**	Average Persons	Weekly Cume Persons
1t	KESZ-FM	Adult Contemporary	0.3	5,500	328,400
1t	KMVA-FM	Hot Adult Contemporary	0.3	5,400	186,300
1t	KSLX-FM	Classic Rock	0.3	5,700	203,300
1t	KUPD-FM	Active Rock	0.3	5,900	232,100
5t	***KZCE-FM***	***Rhythmic AC***	***0.2***	***3,500***	***163,900***
5t	KALV-FM	Pop Contemporary Hit Radio	0.2	3,600	191,700
5t	KDKB-FM	Alternative	0.2	4,500	199,100
5t	KMXP-FM	Hot Adult Contemporary	0.2	4,100	225,100
5t	KNIX-FM	Country	0.2	3,300	142,300
5t	KOOL-FM	Classic Hits	0.2	3,600	215,300
5t	KTAR-FM	News Talk Information	0.2	3,600	82,000
5t	KYOT-FM	Adult Hits	0.2	4,800	280,200
13t	***KZNY-FM***	***Soft Adult Contemporary***	***0.1***	***1,200***	***66,100***
13t	KKFR-FM	Rhythmic Contemporary Hit Radio	0.1	1,600	101,500
13t	KMLE-FM	Country	0.1	2,200	96,500
13t	KMVP-FM	All Sports	0.1	3,100	87,200
13t	KZZP-FM	Pop Contemporary Hit Radio	0.1	2,500	132,500

Adults 25-54
M-F 6a-7p

	Station	Format	*Average Rating**	Average Persons	Weekly Cume Persons
1	KSLX-FM	Classic Rock	0.4	7,500	201,000
2t	KESZ-FM	Adult Contemporary	0.3	6,200	319,400
2t	KMVA-FM	Hot Adult Contemporary	0.3	5,200	185,800
2t	KUPD-FM	Active Rock	0.3	5,400	199,400
5t	***KZCE-FM***	***Rhythmic AC***	***0.2***	***3,400***	***148,600***
5t	KALV-FM	Pop Contemporary Hit Radio	0.2	3,100	183,300
5t	KDKB-FM	Alternative	0.2	3,200	178,100
5t	KMVP-FM	All Sports	0.2	3,900	91,500
5t	KMXP-FM	Hot Adult Contemporary	0.2	3,800	204,200
5t	KNIX-FM	Country	0.2	3,600	129,100
5t	KOOL-FM	Classic Hits	0.2	3,500	206,900
5t	KTAR-FM	News Talk Information	0.2	4,500	87,800
5t	KYOT-FM	Adult Hits	0.2	4,700	257,200
14t	***KZNY-FM***	***Soft Adult Contemporary***	***0.1***	***1,100***	***59,700***
14t	KAZG-AM	Oldies	0.1	1,100	30,700
14t	KKFR-FM	Rhythmic Contemporary Hit Radio	0.1	1,400	96,000
14t	KMLE-FM	Country	0.1	1,800	86,300
14t	KZZP-FM	Pop Contemporary Hit Radio	0.1	2,500	140,800

Adults 35-64
M-F 6a-7p

	Station	Format	*Average Rating**	Average Persons	Weekly Cume Persons
1	KSLX-FM	Classic Rock	0.7	11,900	211,700
2	KESZ-FM	Adult Contemporary	0.5	8,500	324,100
3t	KMVP-FM	All Sports	0.4	6,400	101,000
3t	KUPD-FM	Active Rock	0.4	6,500	192,300
5t	KMVA-FM	Hot Adult Contemporary	0.3	5,100	159,400
5t	KMXP-FM	Hot Adult Contemporary	0.3	4,500	229,000
5t	KNIX-FM	Country	0.3	4,700	133,900
5t	KOOL-FM	Classic Hits	0.3	4,800	212,600
5t	KYOT-FM	Adult Hits	0.3	5,700	262,400
10t	***KZCE-FM***	***Rhythmic AC***	***0.2***	***2,700***	***124,600***
10t	KDKB-FM	Alternative	0.2	3,500	169,200

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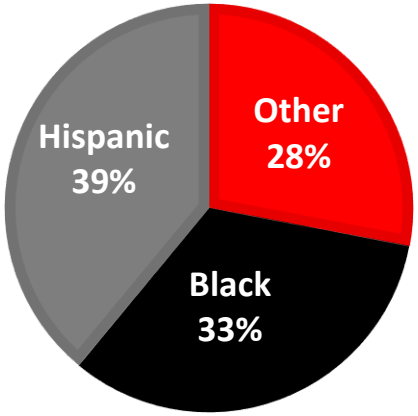
Who is Listening to The Valley's Fastest-Growing Throwback Station?

Multicultural Mass Appeal

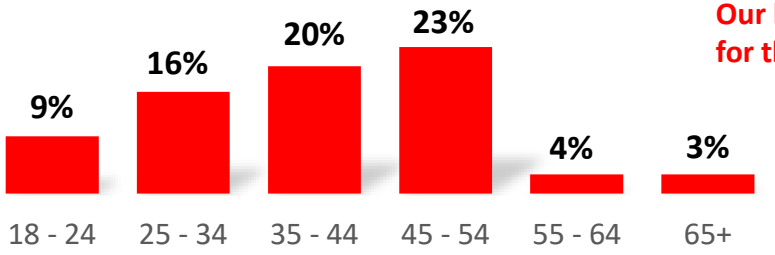


Median Age

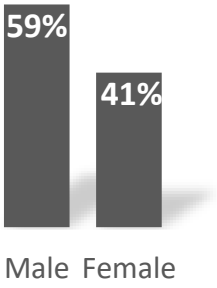
PHOENIX (Metro Survey Area)
OCT26
M-Su 6a-12m
P 12+

Station	*Average Persons Median Age **
KALV-FM	35
KKFR-FM	36
KZCE-FM	***37***
KMVA-FM	41
KDKB-FM	42
KUPD-FM	43
KZZP-FM	44
KMXP-FM	45
KZNY-FM	46
KTAR-FM	49
KYOT-FM	49
KESZ-FM	52

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.



Nielsen Sep26 – Oct26

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The Bounce Talent Line-Up!



WEEKDAYS 6A-10A

JUSTIN CREDIBLE

WEEKDAYS 10A-3P

LIZETTE LOVE

WEEKDAYS 3P-7P

ERIC ROSADO

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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 Broadcasting 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



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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

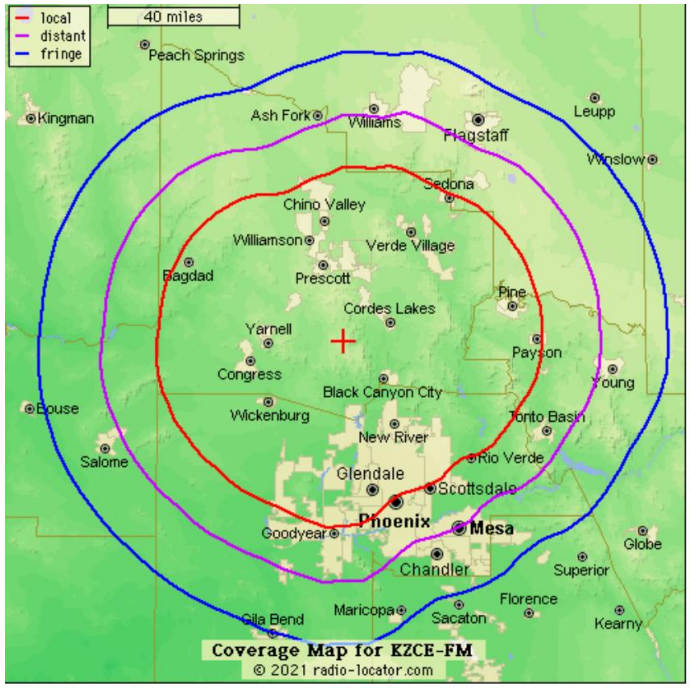
Client Success





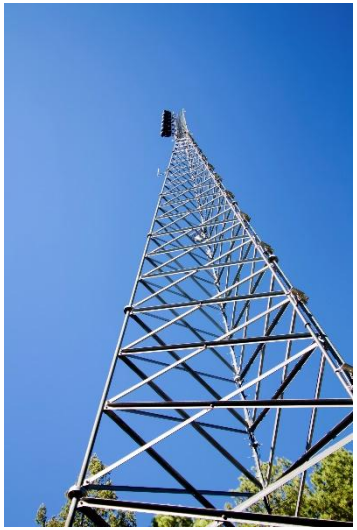
KZCE-FM 101.1 *THE BOUNCE* COVERAGE

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!

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