sierrah.com

sierra H MULTIMEDIA

VETERAN FOUNDED - EST. 1993



sierra H MULTIMEDIA

WHO WE ARE

Locally Owned. Veteran Founded.

Sierra H Multimedia and MEGA 99.3 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 and multicultural Phoenix Market, while providing results for its clients.

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MEGA 99.3 1580 AM

ABOUT MEGA 99.3

- MEGA is The Valley's Old School, playing the best R&B Hits and Pop titles for over 24 years!

- Valley listeners know the best R&B, Motown, Pop, Soul, Funk, Freestyle, Disco, and Old School can only be heard on MEGA 99.3! Our playlist matches our diverse audience!

- The variety of songs you grew up with are alive and well, and heard right here at MEGA 99.3, where Rhythm and the music you love has never sounded better!

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MEGA 99.3 1580 AM

THE MEGA LISTENER

- *Median age is 44*
- *64% are between 18-64 years old*
- *52% are female and 48% are male*
- *76% are employed, homemakers and/or students*
- *57% earn over $75,000 per year*
- *42% earn over $100,000 per year*
- *27% have children under age 18 living at home*
- *57% have some college or more education*
- *Multicultural Audience Composition:*
  - *48% Hispanic*
  - *16% African American*





Nielsen: Sep25 - Nov25 M-Sun 6a-12m
Scarborough R2 2025 Aug24-Jul25

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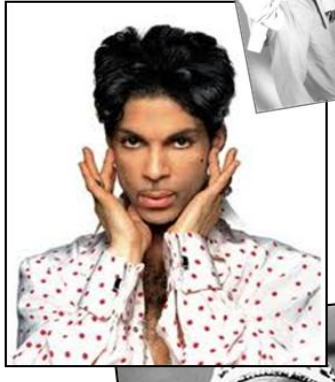
MEGA ARTISTS

Michael Jackson
Stevie Wonder
Bobby Brown
Chaka Kahn
Sade
Zapp
Prince
Bell Biv Devoe
Lisa Lisa
Keith Sweat
TLC
Beyonce
Boyz II Men






Earth Wind & Fire
Gap Band
Mariah Carey
Kool & The Gang
Janet Jackson
Marvin Gaye
Mary J. Blige
Jennifer Lopez
Bruno Mars
Rick James
Gap Band
Smokey Robinson
Commodores



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MEGA TALENT



WEEKDAYS 6A-12P & SUN 3P-7P

THE MANIC HISPANIC

WEEKDAYS 12P-6P

JACKIE MORALES

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MEGA 99.3 1580 AM

MEGA IS "BEST OF" PHOENIX!

MEGA 99.3 FM has been voted the Valley's BEST R&B Station 2011, 2014, 2015, 2016 and 2020!



Best Of :: Fiesta

BEST OF PHOENIX® /// FIESTA /// 2016

Mega 104.3 FM

BEST R&B RADIO STATION

Walking the tight rope between old-school soul, funk, and the *Quiet Storm* program with selections from contemporary artists, Mega 104.3 is the kind of station that knows how to draw the connecting line between Justin Timberlake's "Suit & Tie" to Earth Wind and Fire's "Shining Star." Things stay consistently funky, whether said funk's coming from the Bee Gees or Parliament-Funkadelic or Janet Jackson, and like its sister station 101.1 The Beat, the grooves here seem custom-engineered for smooth, languid listening. The station is often a lifesaver on backed-up Phoenix freeways: a soft, pillowy balm for road rage.

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MEGA 99.3 1580 AM

MEGA IN THE COMMUNITY

The MEGA Promotional Family

- A team of promotional representatives who have deep-rooted ties to the community and are in touch with Old School music and MEGA's loyal listeners

A Few MEGA Events

- Community involvement, concerts, club nights & car shows.
- *American Cancer Society – Making Strides*
- *World's Greatest Yard Sale*
- *Annual Low Rider Car Shows*
- *Arizona Super Show*
- *HeroZona*
- *Arizona State Fair – "Old School Jam"*
- *Super Love Jam*
- *National Kidney Foundation Walk*
- *Phoenix Cinco de Mayo*
- *JDRF Walk*
- *Summer Water Drive*



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MEGA - ON THE STREETS MARKETING



MEGA 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 MEGA PARTNERS

















































































Client Success

Our event was fantastic!! Close to sell out. The crowd event was electric. People had such a great time … on their feet dancing in the seats and in the aisles for most of the night. SO much fun. I know MEGA was a huge part of the success of this event. Thank you, again, for all of your help.
K –

You have an asset at your radio station in Emmanuel. Yes, he's one of the best in the business. I love working with him because he takes the ideas in my mind and turns them into a commercial that sounds exactly how I envisioned. I appreciate all the work you guys do.
-Gil

I have been an advertiser with Mega 104.3 for many years. Every time I work with you and your team, you go over and above the call of duty and always make sure I am happy and that I am reaching my goals. I just wanted to say thank you and let you know that I plan to continue advertising with Sierra H Multimedia for many years to come. Simply stated, you over deliver on the promises you make 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/Pacific Concert Group

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MEGA 99.3 1580 AM

MEGA COVERAGE

