

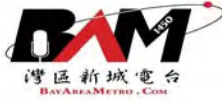


Bay Area Metro Radio

1450AM

Diversified Talk and News

Media Kit



About Bay Area Metro

Bay Area Metro Radio on 1450AM is a largest locally programmed Chinese language radio station in the Bay Area. Bay Area Metro Radio can be heard from San Francisco, Oakland to Fremont while also covering the Peninsula to large parts of San Jose. Bay Area Metro Radio is quickly becoming the radio choice for the large Chinese community in the Bay Area. Bay Area Metro Radio has the longest consecutive local Chinese radio programming in the Bay Area. The Chinese market tunes in and stays tuned in everyday Monday - Friday 8am - 12am and key hours on weekends. Bay Area Metro Radio, Chinese programming that features dynamic high profile Bay Area on-air personalities.

Why Radio?

Radio is best at targeting your customers

- Radio is everywhere...cars, homes, offices, and stores.
- Targeted program naturally picks up targeted customers
- Influential and experienced radio hosts earn the trust and can move people to respond to your messages.

People tune in when they drive

- More so when they have a radio station that they can depend on that also speaks their language 7 days a week, 365 days a year.
- Radio has the **shortest time** between initial ad exposure and product purchase of **all media formats!** Radio is more likely to be the last media they hear before leaving their car to make a purchase.



Why Advertise with Bay Area Metro Radio


- Loyal Chinese audience tune in for extensive periods of time. No need to search and guess for Chinese programming
- No other Chinese radio station air as many nor consecutive local programming daytime hours
- Has convenient studios in San Francisco and South Bay for clients traveling convenience
- Clients advertisements have “in-programming” positions
- Traffic, Weather and Financial up-dates that are sponsorable
- Locally owned and operated. Extremely committed to the community and its issues
- Freedom to cater to the suggestions of clients for their benefit
- In-house production
- Promotional team that will assist clients during production
- Award winning Talk show hosts that are revered within the Chinese community

Predicted coverage area for KEST 1450 AM, San Francisco, CA



This image is intended solely for entertainment purposes. Radio-Locator makes no claims as to the accuracy of this information, nor towards its suitability for any intended purpose.

KEST-AM Technical Info:

Status	Licensed Class C  AM Station
Area of Coverage	View Coverage Map
Hours of Operation	Unlimited
Antenna Mode	Non-Directional - 1 Pattern
Power	1000 Watts
Number of Towers	1
Transmitter Location	37° 45' 37" N, 122° 22' 56" W
License Granted	August 16 1999
License Expires	December 01 2013
Last FCC Update	August 16 1999



Chinese market... Large, Affluent and Educated

Chinese Americans are the largest Asian group in the Bay Area as well as the United States. The 500,000 plus Chinese Americans makes the Bay Area one of the largest Chinese populated metropolitan markets in the United States. California continues to be the destination of choice for Chinese immigrants. 31% during the past 10 years vs. 10% for other groups.

Chinese is the **most widely used Asian** language in the country! Commercials in Chinese are *more effective* at increasing awareness, *more likely* to be recalled and are *more persuasive* than those in English. Close to 80% of all Chinese households speak some Chinese.

Over 145,000 Chinese households in the Bay Area. Household size averages 3.5 persons per household. About 49% male and 51% female. 70% are foreign born.

The median family income of Chinese Americans is approximately **25% higher** than the national income. **\$62,705** compared with the national median of \$48,451. Buying power of \$163,000 billion in California alone. This high affluence makes them invaluable to advertisers who want a great return on their investment. 19% of Chinese households earn more than \$100,000 and 14% earn in excess of \$75,000 annually.

48% of all Chinese Americans over the age of 25 have a bachelor's degree, whereas less than 1/3 of America has a bachelor's degree. Chinese Americans are among the most educated ethnic groups in the United States.



Diversified Talk and News Programming

Bay Area Metro Radio designs programming to meet the needs and interests of our ever expanding Chinese audience. Our team of talented hosts discusses a wide range of relevant topics that are pertinent to the lives of the Chinese community. The only radio station that airs continuous, Chinese programming Monday - Friday 8:00am - 12am. Chinese programming also airs on Saturday's 2:00pm - 12am and Sunday's 9am - 3:00PM.

Live in-programming flexibility for clients to develop targeted messages specifically for our listeners, create high-value programming that delivers results.

Bay Area Metro Radio's Diversified Talk and News format boasts a number of very popular personalities in the Chinese community:

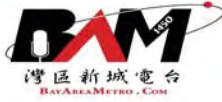
Jay Stone Shih

A television and radio host in Taiwan and here in the Bay Area for many years, Jay brings his special talents as well as his huge audience to Bay Area Metro Radio. International guests, current affairs overseas and nationally make Jay a must listen.

David Tong, Gina Jin others bring you multitude of diversified topics such as Food, Cooking, Feng Shui, Auto, Real Estate, Beauty tips, Women Talk, Hi Tech, Education and much more. Mabel Chui-Wen and her Ann Landers type Women Talk will attract many women and men. Story telling is a fascinating hour of radio drama and entertainment that many other stations do not carry.

Multiple award winning newscaster Yee-yee Choy and along with Ka-kit Zeng anchor the news. Professional radio newscasters for many years, the Chinese community tunes in for their professional reports. Yee-yee Choy, Ka-kit Zeng along with Yik-man Sung and Xiang-xiang have become household names and will dominate the Chinese radio airwaves. Newstalk topics will be hosted by Yee-yee Choy. Yee-yee's charisma and wit will shine as the winner of multiple newstalk awards demonstrates her unmatched skills with Chinese community leaders and businesses.

Traffic, Weather, Financial News and individual program sponsorships available.



Promotional Tools

- ◆ Various industry related Talk shows
- ◆ Business Talk
- ◆ Ad spots
- ◆ Host-mentions
- ◆ Infomercials
- ◆ Weather, finance and traffic sponsorships
- ◆ Event sponsorships
- ◆ Joint programs
- ◆ There is nothing we won't consider for our advertisers success

Radio is :

***FAST,
EASY,
FLEXIBLE
and
AFFORDABLE!***

收費價目表

*廣告 (Advertisement Package)

Length/Shot	Shot (s) / Month	Monday – Friday	Saturday - Sunday
60 Seconds	Unit	\$200.00	\$168.00
	12	\$2,160.00	\$1,688.00
	20	\$3,600.00	\$2,900.00
	40	\$7,200.00	\$5,800.00
	60	\$10,800.00	\$8,200.00
45 Seconds	15	\$900.00	\$700.00
	30	\$1,250.00	\$1,050.00
30 Seconds	40	\$1,200.00	\$900.00
15 Seconds	30	\$600.00	\$450.00
	40	\$700.00	\$500.00

專訪/資訊型廣告/特約時段

(Interview / Infomercial / Self-Programming)

專訪 Interview	Monday – Friday	30 Minutes	\$400.00
		1 Hour	\$780.00
專訪 Interview	Saturday / Sunday	30 Minutes	\$380.00
		1 Hour	\$720.00
資訊型廣告 Infomercial	Monday – Friday	3 Minutes	\$180.00
		5 Minutes	\$220.00
		10 Minutes	\$380.00

		15 Minutes	\$520.00
資訊型廣告 Infomercial	Saturday / Sunday	5 Minutes	\$200.00
		10 Minutes	\$360.00
		30 Minutes	\$700.00
*特約時段 Self-Programming	Monday - Friday	30 Minutes	\$380.00
		1 Hour	\$720.00
*特約時段 Self-Programming	Saturday / Sunday	30 Minutes	\$360.00
		1 Hour	\$700.00

網上廣告 Online Advertisement

1 個月 One Month	\$ 180.00	
6 個月 Six Months	\$ 880.00	(\$50 for renew)
1 年 One Year	\$ 1,688.00	(One time free renew)

Off-Site 網上廣告推廣服務 Off-site Advertising Campaign (Include Facebook, Google, Yelp, Yahoo, Groupon etc.)

1 個月 One Month	\$120+ Facebook / Google/ Yelp / Yahoo / Groupon 廣告費用	Facebook / Google/ Yelp / Yahoo / Groupon 的任何廣告費用任君 選擇
6 個月 Six Month	\$700+ Facebook / Google/ Yelp / Yahoo / Groupon 廣告費用	
1 年 One Year	\$1300+ Facebook / Google/ Yelp / Yahoo / Groupon 廣告費用	

網站建立/管理 Website Buildup/Manage	
Static 網站建立	\$288 and up
Dynamic 網站建立 (包含 Database)	\$999 and up
Hosting (包括 Management, i.e. data base backup 備份, support)	\$50/月, \$450/年 \$50/month, \$450/year
iPhone, Android 電話程式開發 iPhone, Android App build up	\$428 and up
Graphic / Logo Design 圖像設計	\$100 and up
* 如需其他電腦技術服務, 敬請查詢 * Please ask for other computer technic services	
節目贊助 Advertising Sponsorship Billboard / Announcement	
秒數長度 Length	每次計 Each Time
5 秒 5 Seconds	\$45.00
10 秒 10 Seconds	\$55.00
15 秒 15 Seconds	\$65.00