



Bay Area Metro Radio 1400 AM

Media Kit



灣區新城新媒體集團
BAM AREA METRO GROUP

About Bay Area Metro

Bay Area Metro 1400AM is a local Chinese language radio station with dynamic personalities and results-proven programming. A medium that is unparalleled in the Bay Area with coverage from San Francisco, Oakland, San Jose to Sacramento, Bay Area Metro is the most effective and efficient way to reach potential customers.

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.

Source: Radio Advertising Bureau

Why advertise on Bay Area Metro Radio?

- Bay Area Metro has a loyal Chinese speaking audience who tune in for extensive periods of time
- Asian median household income is upwards of \$66,000, the highest among all race groups¹
- Asian buying power is upward of \$163 Billion in California alone²
- Chinese Americans are the largest Asian population group
- Bay Area Metro has the very popular and features a variety of radio programs that keep listeners tune in. See our program!

About 1400AM

¹ (US Census Bureau 7/09, American Community Survey)

² (University of Georgia Selig Center for Economic Growth 2009)

- 1000 watts – unmatched in power
- The ONLY Chinese radio programmed station that reaches San Francisco, Oakland, San Jose and beyond
- Reaches 90% of the total Bay Area Chinese population

Predicted Coverage Area for [KVTO 1400 AM](#), Berkeley, CA



KVTO-AM Technical Details:

Status Licensed Class C

Antenna Mode Non-Directional - 1 Pattern

Power 1000 Watts

Number of Towers 1

Transmitter Location 37° 50' 58" N, 122° 17' 44" W

License Expires December 01 2021

Last FCC Update November 22 2013

KVTO's radio coverage is the **largest and most powerful Chinese AM in the continental United States** for Chinese programming!

Technical

- 1000 Watts at 1400AM, Bay Area Metro is on one of the strongest frequencies in the Bay Area
- *Listener frequency*
- *Listener Length*

Audience Demographics

- Entirely Chinese Audience, Upscale and Educated. Over 500,000 ethnic Chinese in 9 Bay Area Counties
- Fast Growing Population. 31.5% growth compared to 10% in general California in past 10 years
- Income highest across all races. Medium income 25% higher than national average
 - *Gender*
 - *Age*
 - *Marital Status*
 - *Household*

Chinese Demographics

- The median family income of Chinese Americans is approx. **\$62,705** compared with the national median of \$48,451. This high affluence makes them invaluable to advertisers who want a great return on their investment.

Source: Los Angeles Times

- 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

Source: 2002 Roslow Research Group

- **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.

Source: National Education Association, Census Bureau

Programming

- Bay Area Metro designs programming to meet the needs and interests of our ever expanding Chinese audience. Our team of talented hosts discusses a range of relevant topics including Local News and Events, Health and Nutrition, Education and Employment, Hit Music and Entertainment and much more.
- The radio station that airs Cantonese programming Monday – Friday, 2:00 PM - 4:00PM, 8:00PM – 9:00PM and Sunday 10:00AM-12:00PM; Mandarin programming Wednesday 8:00PM-9:00PM.
- Live in-programming flexibility for clients to develop targeted messages specifically for our listeners, create high-value programming that delivers results.

Promotion Tools for you

- ◆ Talk shows
- ◆ Ad spots
- ◆ Host-mentions
- ◆ Infomercials
- ◆ Weather and finance sponsorships
- ◆ Event sponsorships
- ◆ Joint programs

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

資訊型廣告 Infomercial	Saturday / Sunday	3 Minutes	\$180.00
		5 Minutes	\$220.00
		10 Minutes	\$380.00
*特約時段” Self-Programming Professional Contents	Monday - Friday	30 Minutes	\$380.00
		1 Hour	\$720.00
*特約時段 Self-Programming Professional Contents	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	

iPhone, Android 電話程式開發 iPhone, Android App build up	\$428 and up
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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

*** No additional cost for commercial design, but \$50 additional cost after two times commercial renew or rerecord. * 25% additional cost for premium time or specific order.**



Program

下午 2-4pm	新城有约 (蔡綺儀/彭浩/吳穗瓊/醉一先生/邱文/魯湘蓮 /鄭少平/ 綠茵/慧慧/吱達/沙漠/黃詠倫/Charles)				
2-3pm	股旺金 來股市 分析 (蔡 明知,蔡 綺儀)	邱之文品 (邱文) 新城愛心照萬家 (黃詠倫)	同一片天 空 (慧慧, 陽 光, Maggie, 羅警官)	陀飛輪 (吱達、沙 漠)	愛回家 (蘇穎睿 牧師) MetroFoc us (綠茵) 葉振東 : 東南西北 風
	Money Talks / Stock Talks	QiuMan's Thoughts and Life- A Well-Known D.J from China	TV personality and Singer, Band Leader, Police Sergeant & Desert Cooking Instructor to Talk about Music such as Pop	Everything about Silican Valley : Hi Tech Products and Usage to Daily Life &	Love to Go Home - Home Sweet Home with Inspiratio nal True Stories
	Special News Topics	Love Shine Through Ten Thousand Families-Interview of People with Special Life and Experiences	Songs, Singers then Current Affairs, Health and Desert Making	Life Style and Thoughts of Hi-Tech People	The Best Places to Go for Weekend / News Analysis of China & Hong Kong

3-4pm	中國時尚 China Style (吳穗瓊)	魯少平安(魯湘蓮, 鄭少平) 易經醉談 (醉一先生)	風水與你 吾愛吾教 (石鄧曼玉 校長) / 新城有約	時事縱橫談 李少敏)/ 時事睇真D (鄭傑安/譚克成) 新城愛心照萬家(黃詠倫)	中國時尚 China Style (吳穗瓊)
	China Style: What to Eat in different Seasons or Special Time of the Year; What is Hot in China; All Aspects of	LoSiuPingOn-Well -Known HK Actress and TV Personalities Feature Funny and Hilarious Talks of Various Topics	FengShui (Geomancy) That Affects You	News Talks of Local, California & US Polices and News	China Style: What to Eat in Different Seasons or Special Time of the Year; What is Hot in China; All Aspects of
	Mediation that Affects Our Daily Life and Health	I-Ching Scholars & Teacher Explains and Uses the Wisdom of I-Ching to Interpret News and Current Affairs	An Retired School Principal Educates Parents How to Teach & Communicate Better With Their Children with Example of Current Related News or School Policies	Love Shine Through Ten Thousand Families-Interview of People with Special Life and Experiences	Mediation that Affects Our Daily Life and Health

8-9pm	金山之路	恐怖在線 (潘紹聰)	老謝聊天 下 (謝漢屏/ 王耀明)	時事廣場 (周禮樵、 招霞、陳小 焱)	矽情谷 (國/粵/ 英) Eric, Nobe
	Roads to Gold Mountain - KumSum Service Center Provides Info of Rental Policies, Travellin g & Job Opportun ities	Horror Talks & Called-In Ghost Stories - A Show From HK	Live Call-in News Talks from An Aid to State CongressW oman for Years with a Political Activist	Live Call-In News Talks	Live Call-In Show : Everythin g about Love in Silican Valley
8:30-9:0 0pm	今古閒 談 (伍剛 和)	心理健康(蘇劉君 玉博士)	老謝聊天 下 (謝漢屏/ 王耀明)	時事廣場 (周禮樵、 招霞、陳小 焱)	矽情谷 (國/粵/ 英) Eric, Nobe
	Talk of Present and Past from a Chinese Scholar and Historian of Ancient China	Talks of Psychology from a Psychology PhD	Live Call-in News Talks from An Aid to State CongressW oman for Years with a Political Activist	Live Call-In News Talks	Live Call-In Show : Everythin g about Love in Silican Valley
時間	星期日 (Sun)				灣區 新城電台
早上 10am - 12 pm	美麗星 期天 Beautiful				Bay Area Metro Radio

	Sunday 蔡綺儀/ 彭浩/魯 湘蓮/鄭 少平/綠 茵/吱達/ 沙漠/ Maggie/ 蔡明知				i-App: <u>灣區新城</u> <u>電台 or</u> <u>Bayarea</u> <u>metro</u>
	A Variety Show: Artist Interview, Weekend Fun Places, Weekly Stock Market Analysis & Predictions, Kick Starter, Christian Talks				

Subject to Change without Notice!

