



CALIFORNIA STATE UNIVERSITY LONG BEACH

2017 MEDIA KIT

WHO WE ARE

OUR HISTORY

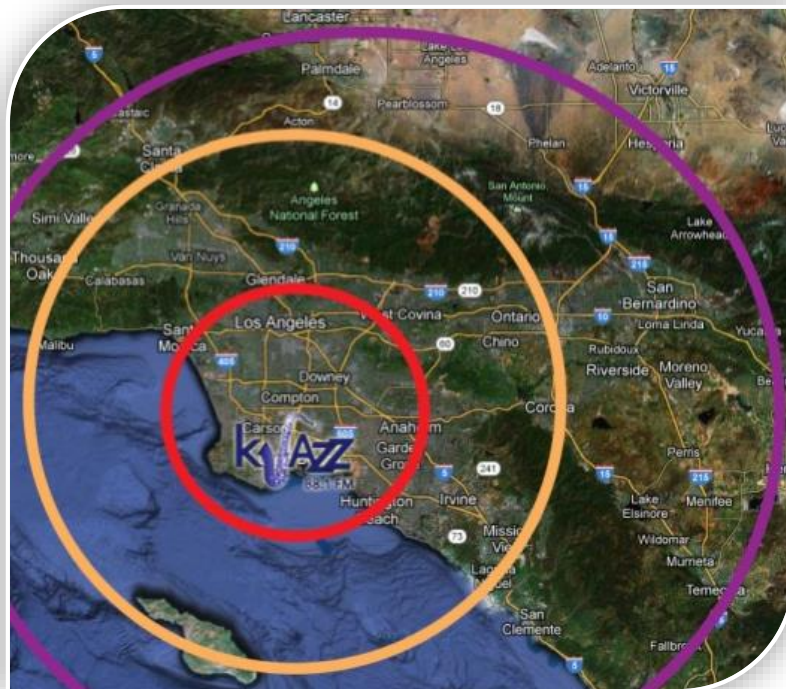
KJazz 88.1 is committed to the promotion and preservation of the rich cultural heritages of jazz and blues through engaging, inspiring and informative programming that satisfies the most dedicated jazz and blues aficionados while attracting newcomers of all ages.

FACTS

KJazz 88.1 FM, a service of California State University, Long Beach, has been officially ranked as the nation's most listened-to jazz radio station.

KJazz 88.1 has over 499,200* devoted listeners per week, most notably distinguished by their educational excellence and professional success.

OUR REACH



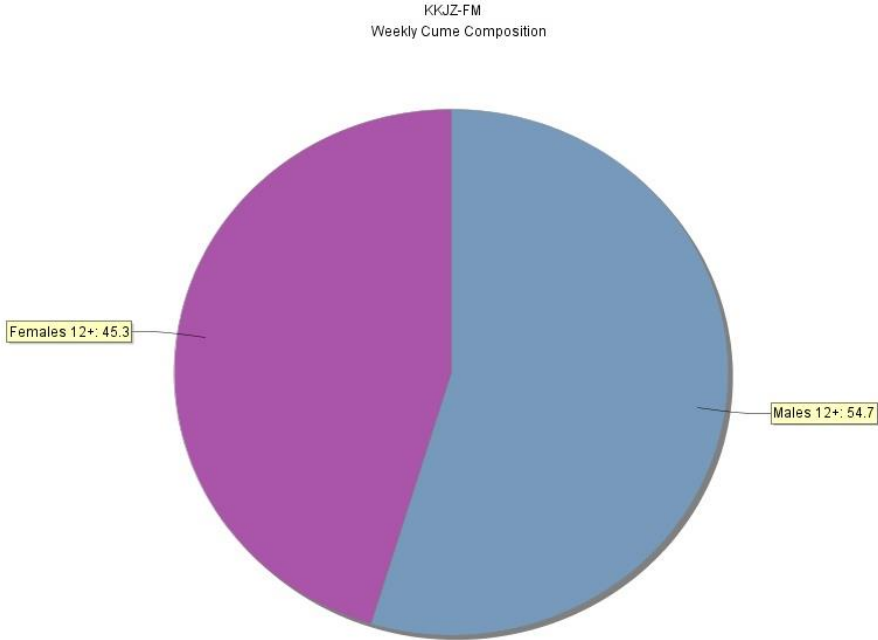
Signal Coverage Map

Local **Distant** **Fringe**

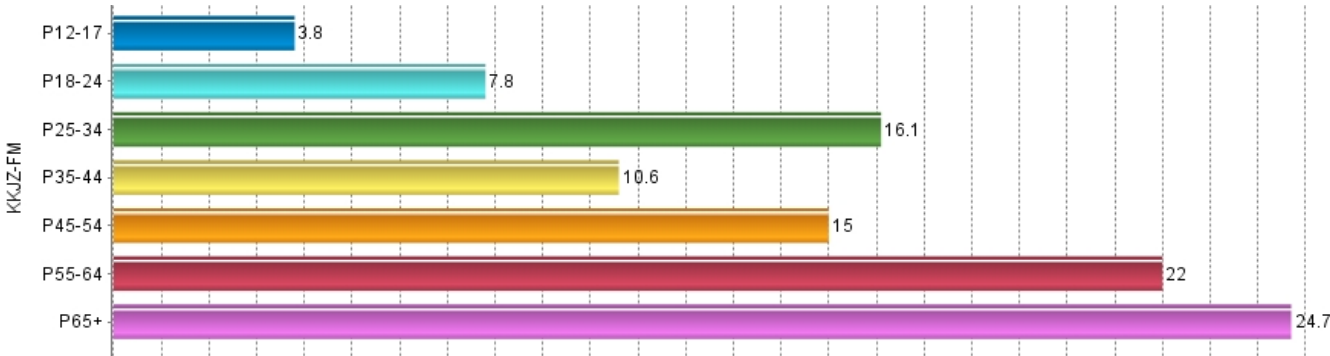
*Metro, Persons 6+, Mon-Sun, 6AM - Midnight. Nielsen Date for February 2017.

DEMOGRAPHIC PROFILE

KJAZZ has a Balanced Male/Female Composition



Age Composition

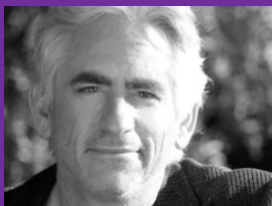


Source: Nielsen LA Radio Feb '17 M-Sun 6a-12mid 12+

PROGRAM GUIDE

DAVID BENOIT

Monday-Friday 8am-12pm



A five time Grammy nominated composer and pianist, David has had an expansive career as a jazz pianist that has included over 25 charting solo recordings. Benoit also is the conductor of leading orchestras around the world.

BUBBA JACKSON

Monday – Friday 12pm-5pm



Bubba is well known as an award winning Television and Radio personality and also Program Director. Bubba has worked for XM Satellite Radio, KPCC, KZAZ, KACE, EUROJAZZ, KADX, KBPI, and KLON.

STEVE TYRELL

Monday – Friday 5pm-8pm



Grammy Award-winning vocalist Steve Tyrell is truly a renaissance man. In over four decades in the music business, he has achieved great success as an artist, producer, songwriter, music supervisor, and performer.

JOSE RIZO

Friday 8pm – 11pm; Saturday 6pm – 10pm



In 1975 Jose hosted "La Voz de la Raza" at KIST. In 1982 Jose hosted a KCSB-FM show called "Barrio Soul," which featured a mix of Latin music & Latin jazz. Now, Jose is hosting "Jazz on the Latin Side".

JOHNNY MAGNUS

Saturday-Sunday 7am-10am



Johnny scored in the Jazz category as the second most influential. In 1975, he was a TV host of KTLA-5's Calendar show, and lent his voice as the West Coast announcer for the ABC Network. Johnny currently hosts "Swing Time" on KJazz 88.1.

GARY WAGNER

Saturday 2pm-6pm; Sunday 2pm-7pm



Gary "The Wagman" Wagner began hosting "Nothin' but the Blues" at KLON (now KJazz) in 1992, and for the next 9 years, the show was the highest rated program on the station and one of the largest revenue sources for fundraising.

JAZZ MUSIC

Monday-Thursday 8pm-12am/Saturday 10am-12pm

PROGRAM GUIDE

JERRY SHARELL

Saturday 10pm-12am/Sunday 10am-12pm



With a stellar history and hit-making track record, Jerry F. Sharell's experience in the entertainment industry has brought success with each endeavor. In addition to that success, Sharell brings unmatched passion, creativity and drive for what he does.

GORDON GOODWIN

Saturday 12pm-2pm



Gordon Goodwin aspired to lead a big band from a time before he can even remember. His position at the forefront of 18-piece Big Phat Band, one of the most innovative and versatile collectives of the past thirty years, speaks reams about his seemingly limitless talents as an instrumentalist, composer, arranger, conductor and bandleader.

OUR CUSTOMER

CATEGORY	KKJZ QUAL. INDEX*
PROFESSIONAL/MANAGEMENT	119
HOUSEHOLD INCOME \$100K-249k	161
COLLEGE GRADUATE	122
OWN RESIDENCE	145
AMOUNT SPENT ON INTERNET PURCHASES THIS YEAR: \$1,000-\$2,500	136

Global Jazz, Inc.
1500 Cotner Ave,
LA, CA 90025
310.478.5540
FAX 310.445.1439
www.jazzandblues.org

***Index Over 100 is Above Average**
Source: Los Angeles Scarborough Feb 16-Jul 16 Qual. Cume Index

CHOOSE THE RIGHT PRODUCT

ON-AIR

Underwriting spots are available at :15 or :30 in length
*\$250 per :15 underwriting spot; \$300 for :30 underwriting spots

STREAMING

- 378,000 Average Monthly Streams
- 63,000 unique listeners



**300 x 250 Rotating Banner
on KJazz homepage
Price: \$250 per week**



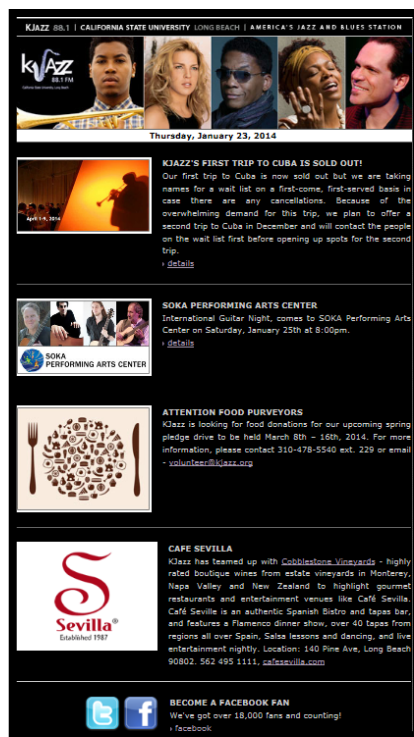
**300 x 250 Rotating Banner and Pre-Roll
on KJazz Streaming Music Player
Price for :15 sec audio pre-roll and banner
(up to 4 per week): \$100

Price for :15 sec video pre-roll and banner
(up to 4 per week): \$100**

CHOOSE THE RIGHT PRODUCT

EMAIL

- KJazz 88.1 Newsletter reaches over 20,000 members



Monthly Newsletter Inclusion
105 words or less and logo and link
Price: \$1,000 per email blast

Exclusive E-mail Blast
Price: \$1,500 per e-mail blast

WEB

- 335,000 page views
- 42,500 unique visitors

Display Advertising



Custom Webpage
on KJazz with keyword
Price: \$2,000 per month



Takeover Ad Sponsorship
Takeover Banner Ad 800 x 450 for 24 hours
300 x 250 Rotating Banner for a week
Price: \$500

CHOOSE THE RIGHT PRODUCT

SOCIAL MEDIA

- 30,000+ fans on the KJazz FB page
- 4,700+ Twitter followers for KJazz twitter page



**Facebook Post & Twitter Post
includes 140 characters or less and
must be related to an offer or event
Price: \$500 per post. Limit 1 per week**



CONNECT WITH US



For business inquiries, please contact:

Stephanie Levine (Station Manager)

(310) 478-5540 x233

stephanie@kkjz.org

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