

MEDIA KIT

**XLNC1**

**104.9 FM**

# Who We Are



**104.9 FM XLNC1** is considered the most recognizable radio station in the San Diego and Baja California region for its unique format broadcasting classic hits and reaching the most exclusive audience for more than a decade.

## **Our Special Programming Is Tailored To:**

- + *Broadcasting the most beautiful music of all time moving through generations*
- + *Ensuring the growth of our most loyal, influential and affluent audience*
- + *Enhancing the corporate image of our sponsors during our exclusive sponsorship programming*

# Our Audience

**XLNC1** (Excellency One) strives to provide a medium where the community can learn, enjoy, and connect with the best music of all time. Broadcasting a wide variety of light classical programming, we provide an uninterrupted service to the San Diego/Baja CA region because...

**We believe that this music is for everyone!**

## WATCHED, LISTENED OR READ IN THE PAST 7 DAYS: SAN DIEGANS 18+

**89.1%**

RADIO

**77.8%**

BROADCAST TV

**68.6%**

CABLE TV

**30.3%**

NEWSPAPER

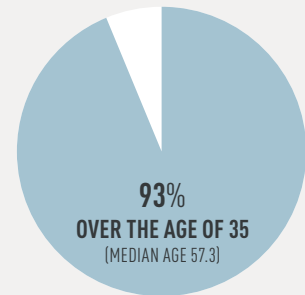
## XLNC1 LISTENERS



**36.9%**



**63.1%**



**57% HAVE COLLEGE EXPERIENCE**



**55% BOUGHT THEIR LAST VEHICLE NEW**



**62% OWN THEIR HOME**



**\$54,200 MEDIAN INCOME**



**37% PAST YEAR: UPSCALE HOTEL OR RESTAURANT**

# Around The World

With our online streaming and mobile applications, **104.9 FM XLNC1** can ensure that your message will be heard around the world in more than **169** countries.

## TOP TEN COUNTRIES



**169** COUNTRIES REACHED

## AVERAGE LISTENER TIME



# Our Coverage Area



104.9 FM XLNC1

1690 Frontage Road, San Diego, CA 91911

P 619.575.9090 | F 619.423.1818

www.xlnc1.org

# Contract Agreement

This is a binding agreement between \_\_\_\_\_ and 104.9 FM Radio Station.

## Service Agreement Detail

Company Name \_\_\_\_\_  
Address \_\_\_\_\_  
City & State \_\_\_\_\_ Zip Code \_\_\_\_\_  
Phone (\_\_\_\_) \_\_\_\_\_  
Cell (\_\_\_\_) \_\_\_\_\_  
Fax (\_\_\_\_) \_\_\_\_\_  
Email \_\_\_\_\_  
Contact Name \_\_\_\_\_

Service Description \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Specify Payment Cash  Credit/Debit  Check  Other   
Service Agreement Amount NAME \_\_\_\_\_ Card # \_\_\_\_\_ Exp. \_\_\_\_ / \_\_\_\_  
\$ \_\_\_\_\_  
Commencing \_\_\_\_\_ Ending \_\_\_\_\_

Company Representative \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_  
NAME TITLE DATE

- \* A total of four weeks must be paid in order to start contract
- \* Make all checks payable to 104.9 FM XLNC1