



## TJS RADIO MEDIA KIT 2020



# LET'S TAKE ADVANTAGE OF RADIO'S POWER TO INFLUENCE AND MOTIVATE PEOPLE!

**TJS RADIO presents news, sports & entertainment, & other useful local information throughout the LA Metropolitan area on FM106.3 in Japanese.**

- Airing Live: Monday- Friday 8:00-9:00AM during peak commuting hour. About 50K people listen to our radio live, and about 90K people listen in online! (Data from Oct 2019)
- Our popular program “LA Morning” has become an integral part of the morning routine for many Japanese listeners in Southern California. Survey reveal that our listeners tune in as they prepare & drive for work, school, or even while relaxing at home.
- FM106.3 reaches people from all age groups. Average age of TJS listeners: 43.2yrs old

**TJS is the “Only One” station which broadcasts Japanese radio program In LA.**

- Messages conveyed on radio is quickly shared with non-listeners.
- Radio advertisement can supplement other forms of ads.
  - Auditory message stick better than visual messages.

<http://www.tjsla.com> E-mail: [radio@tjsla.com](mailto:radio@tjsla.com)

**TJS RADIO 1405 Marcelina Ave. Suite 104, Torrance, CA90501 TEL:310-782-8279 / FAX:310-782-6948**



## TJS RADIO MEDIA KIT 2018



# LET'S TAKE ADVANTAGE OF RADIO'S POWER TO INFLUENCE AND MOTIVATE PEOPLE!

## TJS Internet Radio

- In addition to the live broadcast, we began operating the highly demanded TJS Internet Radio in 2016. The Internet Radio airs “LA Morning” show at the same time as the FM broadcast, plus unique programs throughout the day that are only available online. Our listener base is growing in SoCal but also throughout CA & other states/countries, for a total of 90,000 listeners! Since October 2017, thanks to collaboration with FM Fuji Radio, TJS radio is starting to be known in Japan as well.

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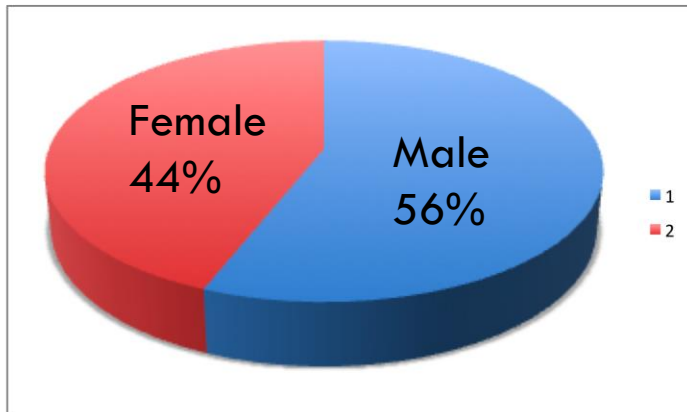
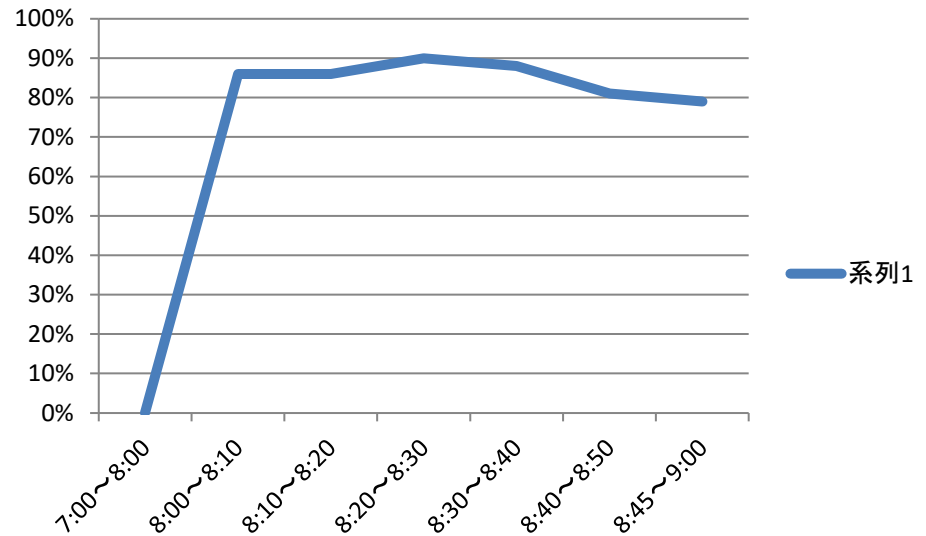
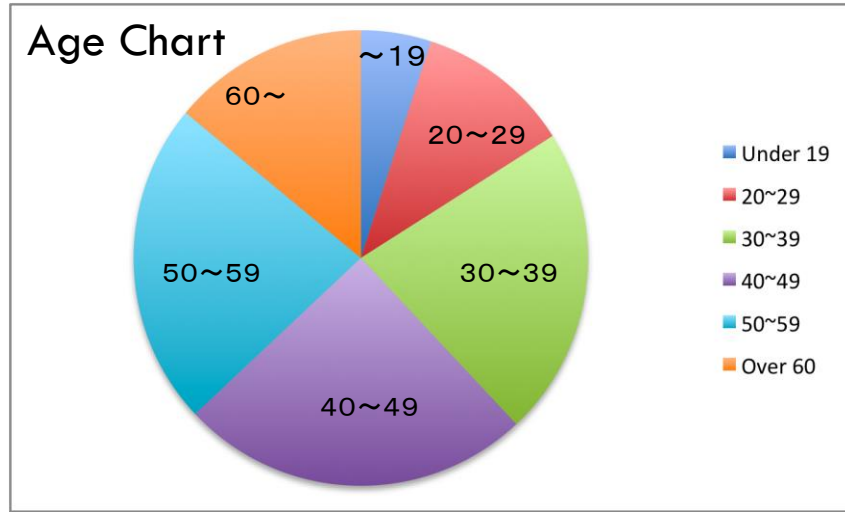
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# TJS Radio FM106.3 Listener Survey



Survey Period: August 2019



● Population of Japanese People in LA & OC - 95,426

● Population of Japanese Americans (same area) - 270,000

(2019 Consulate General of Japan in Los Angeles research )



**Population that can speak/understand Japanese  
- about 120,000**



**Estimated # of TJS radio listeners - 50,000**

# TJS Radio Cover Area



**106.3 FM**

**Call Sign : KALI**

**Frequency: 106.3MHz 6kw**

**Transmitting Station: Santa Ana**

**Broadcast Area: Los Angeles**

**Orange County**

☆TJS Radio Studio

Address: 1405 Marcelina Ave. #104

Torrance, CA 90501

## TJS RADIO presents “ LA Morning” Program

Time	Contents
8:00 am	KALI announce
	Opening ~ Weather ~ Traffic Info
	CM 1
	THE HEADLINE NEWS
	CM2
8:15 am	Spotlight news
	CM3
8:20 am	SPORTS NEWS
	CM4
	Letters from Listeners, Song Requests ~ Traffic Info
8:35 am	CM5
	Daily Special: Mini-Program/Interviews
	CM6
8:45 am	LOCAL INFORMATION
	CM7
	Daily Special : Mini-Program/Interviews
8:56 am	Ending

## Advertisements

### 30sec commercial

Broadcast 1x / week : \$820/mo (\$210/ea)

Broadcast 10x / month: \$3,000/mo (\$200/ea)

Broadcast Every day: \$3,600/mo (\$180/ea)

### 20sec commercial

Broadcast 1x /week: \$600/mo (\$150/ea)

Broadcast 3x /week: \$1,560/mo (\$130/ea)

Broadcast Every day : \$2,000/mo (\$ 100/ea)

\*Production fee: \$200 each

### Sponsored segment + 30sec Commercial

#### Pre- & Post Credit:

“This segment is / was brought to you by...[your business name]”

Credit + 30sec commercial / 1x a week: \$1,450 /mo

We can also accommodate schedules other than 1x/week.  
Please feel free to contact us to discuss.

TJS Radio TEL(310)782-8279 / e-mail radio@tjsla.com

# TJS RADIO presents “ LA Morning” Mini Program & Present Week

Time	Contents
8:00am	Opening ~ Weather ~ Traffic Info etc
	1. PRESENT WEEK /INFOMERCIAL
	CM1
	THE HEADLINE NEWS
	CM2
8:16 am	Spotlight News
	CM3
8:20 am	Sports News
	CM4
8:26 am~	2. PRESENT WEEK /INFOMERCIAL Letters from Listeners, Song Requests ~ Traffic Info
	CM5
8:39 am	Daily Special: Mini-Program/Interviews
	CM6
8:45 am	Local Info
	CM7
8:50 am	Today's Topics / Local Info
	PRESENT WEEK /INFOMERCIAL
	Ending

(Due to the nature of live broadcasting, actual timeline may vary)

## Mini-Program

Length: 4 minutes including credit roll

Plan (1) Broadcast Every Week \$3,800/mo

Plan (2) Broadcast Every other Week \$2,500/

Production fee: additional \$100/mo

## Present Week

○Length : 60 sec / each (3x /day ~ see left chart)

○Rate: \$380/day Minimum 5 days guarantee

\$1900 / 5days

**\* Please prepare a “gift” for the listeners to expect as a winning prize.**

**\* The rate to utilize this plan without the “present” will be \$500/ day.**

## Infomercial (Live announce information)

○Length: 60 sec /each

○Rate: \$350 each

**\* Rates will be negotiated based on the frequency of broadcasts on a per week or per month basis.**

TJS Radio TEL(310)782-8279

# Ways to use Radio Ads!

## Examples

### REGULAR COMMERCIAL

Allows listeners to become familiar with your company/product name by hearing it repeatedly on radio broadcast



Gives your brand an advantage when customers make shopping / dining choices

### HIGH INTENSITY ADS

High potential for customer action by frequent & concentrated advertising in a short period of 1-2 weeks.



High Cost Efficiency



E.g. Present Week Plan

### MINI PROGRAMS

3-5 minute program in which the advertiser personally explains in detail about the product / event /shops that they are advertising.



Gives a voice to your name, & Can lower people's guard towards your product

### COLLAB CAMPAIGNS

Your company and TJS Radio will collaborate to develop an event or product, and talk about it during the show.



Will be talked about among listeners, in turn lets non-listeners know



E.g. the "Gotochi Ramen Project"

### LIVE ANNOUNCEMENT

The radio personality will read a script of about 1 minute in length during the live broadcast, adding their own comments.



Delivers up-to-date info to the audience



Effective for short-term advertisement

## TJS Internet Radio: Access Data

Survey Period : 3/1/2021 -3/31/2021

Survey Domain : [www.tjsla.com](http://www.tjsla.com)

Unique User (UU) : 88.102

Bounce Rate : 0.84%

New user % : 32.2%

Usage Environment :

- **Mobile 64.48%**
- **Desktop 25.98%**
- **Tablet 8.54%**

Geographic location of users :

- **USA 80.17%**
- **Japan 13.48%**
- **Canada 4.34%**
- **Other 2.01%**

Internet Radio listen rate :  
**89.48% of website access**

Average listen time : **82.5 minutes**

Within the US :

- **California 62.57%**
- **Illinois 12.62%**
- **Michigan 8.34%**
- **Ohio 5.98%**
- **Texas 5.07%**
- **Washington 2.32%**
- **Other 3.10%**



## Online Radio Sponsorship Rates

◇ **30 sec Commercial ... \$500/Month** (\$50/Production Fee)

☆ Broadcast 5x/week

\*\*Single airing \$40/each

◇ **Segment Sponsor (for a 1hr program) ... \$1,500/Month**  
( Production Fee \$80/Month)

☆ Pre- & post-credits, +1 commercial

✂ Live 1x/week & re-air 2x/week

◇ **Program Sponsor (for a 2hr program) ... \$2,600/Month**  
( Production Fee \$100/Month)

☆ Pre-, mid- & post credits, +6 commercials

✂ Live 1x/week & re-air 3x/week

✂ Above rates may vary based on daypart of program broadcast.  
Please contact our staff for exact rates.



# TJS Radio: Achievements

## ☐ Businesses that participated in our radio ads

(Listed in no particular order, excerpt)

< **Travel** > JTB / HIS / Amnet / IACE / ANA Singapore Air etc

< **Auto** > Autobank / Eco Drive / Josho Auto / Suga Motors / Vortec / Mazda Motors etc

< **Restaurant** > ShinSenGumi / Gonpachi / Gatten Sushi / Capricciosa / Torihei / Torimatsu / Genki Sushi / Jidaiya / Habuya / Maison Akira / Sushi Boy etc

< **Media** > KDDI America / Docomo / Dish Network / TV Japan / PSP Inc. etc

< **Health** > KAMERYCAH INC. / Aminopure / Pi Water etc.

< **Food** > Wismettac / Mutual Trading Co, Inc. / JFC House / Sun Noodle / Morinaga / Takaoka-ya Nippon Ham Group/ Yakult/ Ito-en/Tamaki Rice Corp

< **Others** > Rakuten / Sato Pharmaceutical / Nitori / Hoken-no110ban / UNION BANK / Meiji Yasuda Life Insurance etc

## ☐EVENTS & Collaborations

### < Events >

- OC Japan Fair
- Concert: NAOKO KEN (Singer)
- Presentation: MASUMI KUWATA (Former Pro Baseball Player)
- Kabuki Presentation
- Concert: CROCKET (Korokke, comedian)
- Sake Tasting +others

### < Collab Projects >

#### ○ LA Gotochi Ramen Project

Our quest to create “LA’s locally unique ramen”, in collaboration with our radio listeners & Sun Noodle.

Announcement was made possible by support from Wismettac, Ito-en and Imuraya.

## Comments from Our Clients

From a beverage company “I, radio service utilized: ~ **Prize Raffles/Contests** ~

“We saw elevated product sales as the prize raffle went on. It stayed elevated even after the raffle was over.”

From food manufacturer “D” ~ **Collaborative campaign with Gift Raffle** ~

“With the combination of radio advertising and gift raffling, [our products] sold more rapidly, particularly from Japanese supermarkets in the area.”

Supermarket “M” ~ **Regular Live Announcement** ~

TJS Radio is helping us announce sale items which seems to have been increasing customer interest in our products. The in-store events have become quite lively due to radio.

Independent insurance broker “K” ~ **Regular Commercial Plan** ~

I received lots of calls from the people who heard my talk on the radio. The majority of them enthusiastically signs up for the plans I offer, which I really appreciate.

Family-owned restaurant “M” ~ **Present Week** ~

I have been utilizing the Present Week plan especially to advertise Mother’s day specials. The customer base is expanding recently, and I often hear them refer to TJS when asked about how they found our place.

Travel Agency “A” ~ **Regular Commercial Plan** ~

“Plan works well for branding our name into the listener’s memory. I believe we now have an advantage when customers choose the travel agency to use.”