



**HOLLYWOOD**

L O S A N G E L E S

**KTNQ**  
1020 AM

**KLVE**  
107.5 FM

# KTNQ/KLVE

1020 AM 107.5 FM

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TenQ proudly presents...

## The Road to the '98 WORLD CUP

The next WORLD CUP, the #1 sporting event throughout the world, is already underway with pre-games. TenQ, LA's #1 station for sports, brings all the excitement of professional soccer with play-by-play coverage of these selected games LIVE direct from the LA Coliseum to the over 6,000,000 Hispanics in Southern California.

<u>GAME DATE</u>	<u>TEAMS</u>	<u>START TIME</u>
Wed, Nov. 20	Mexico vs. El Salvador	7:00 pm
Sun, Nov. 24	Guatemala vs. Costa Rica	6:00 pm
Sun, Dec. 8	Guatemala vs. Trinidad/ Tobago	6:00 pm

PLUS...a game LIVE from Palo Alto, CA...

Sat, Dec. 14	USA vs. Costa Rica	1:30 pm
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Sponsorship Package includes:

- One (1) :60-second commercial in the Pre-game
- One (1) :60-second commercial in the Post Game
- One (1) :30-second commercial in the Halftime
- Four (4) "Drop-ins" during the game ( 2x per half)
- Sponsorship Billboard

Investment Per Game: \$ 2,000

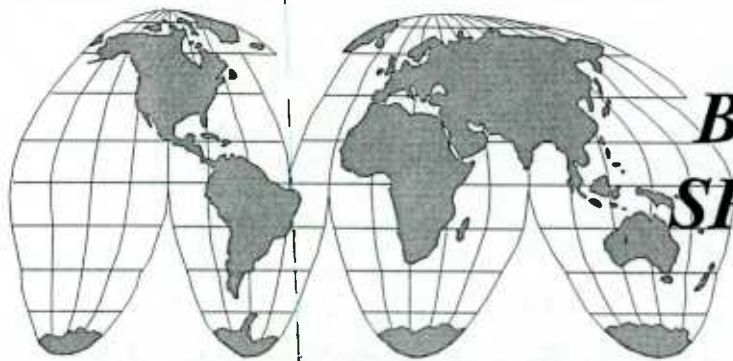
INVESTMENT 4-Game Package: \$ 6,500

All Sponsorships are subject to availability.

For reservations and additional information contact your KTNQ/KLVE Sales Marketing Consultant at their direct number or call (213) 465-3170.

soccer1





# **NEWS BROADCASTS SPONSORSHIPS**

TenQ is the news and information voice for Southern California Hispanics. Every hour of the day, seven days a week, TenQ presents live, locally written and produced newscasts.

And we do it twice an hour in drive times...a total of over 200 local newscasts a week. TenQ's staff of seven journalists deliver updates and bulletins when needed, too!

Satellite delivered Mexican news, local, national and international wires, and correspondents throughout Latin America bring the latest and most important news to TenQ listeners.

## **SPONSORSHIP PACKAGES**

Advertisers can take advantage of these special promotional opportunities via sponsorship of the Newscasts:

### **TenQ -AM**

Newscasts are aired at the top of the hour, 24 hours per day.... Monday-Friday. Each sponsorship includes an opening billboard and one (1) 60-second commercial.

AAAA  
(6a-10a)  
\$500

AAA  
(3p-8p)  
\$400

AA  
(10a-3p)  
\$300

A  
(8p-Mid)  
\$200

**All Packages Subject To Availability.**

**For reservations and additional information, contact your KLVE/TenQ Sales Marketing Consultant at their direct number or call (213) 465-3170**

**TenQ**  
La 10-20

# Bailables Del Sabado

# KLVE

107.5 FM

presents

## "Saturday Night Dance Music" (Bailables del Sabado)

*KLVE-FM, Los Angeles #1 contemporary music station, brings Los Angeles dance music lovers the enjoyment of tropical sounds -- Salsa, Cumbia, Meringue, etc...played by the most popular musical groups form around the world...from Mexico and Puerto Rico to Cuba, Central and South America.*

*Every Saturday Night -- 8:00 p.m. to 6:00 a.m.*

### *A Sponsorship Package Includes:*

- ♪ *Fifteen (15) :60-second commercials*
  - ♪ *Five (5) on Friday, 7:00p.m.-Midnight (1x per hour)*
  - ♪ *Ten (10) on Saturday 6:00 p.m.-6:00 a.m.*
- ♪ *Ten (10) Sponsorship Promotional Mentions per week per client*  
*(Each mention contains a maximum of 3 clients)*
- ♪ *Four (4) Sponsorship Billboards during the program*  
*Saturday 8:00 p.m. -6:00 a.m.*

**Total Investment:\$3,000**

*Sponsorship packages subject to availability.*

**KLVE**  
107.5 FM

*For reservations and additional information, contact your KLVE/TenQ Sales Marketing consultant at their direct phone number or call (213) 465-3170*





# ESTRELLAS EN CONCIERTO

PRESENTS...

...the most exciting musical advertising and promotion opportunity in Southern California...*KLVE's* exclusive musical series... *ESTRELLAS EN CONCIERTO*, (*STARS IN CONCERT*) ...Monday-Saturday, 7 p.m. - 8 p.m. ... featuring the most popular international recording artists hosting their own series...including personal commentary.

## SPONSORSHIP PROMOTIONAL PACKAGES

### THIRTEEN WEEKS (MINIMUM)

- ★ Two (2) :60-second commercials per show (12 per week)
- ★ Sponsorship billboard
- ★ Ten (10) Sponsorship "Live" announcements per week per client (maximum of 3 clients per announcement)

TOTAL WEEKLY INVESTMENT: \$6,000

### FOUR TO TWELVE WEEKS (MINIMUM)

- ★ Two (2) :60-second commercials per show (12 per week)
- ★ Sponsorship Billboard
- ★ Five (5) Sponsorship "Live mentions per week (maximum of 3 clients per announcement)

TOTAL WEEKLY INVESTMENT: \$6,600

### ONE TO THREE WEEKS (MINIMUM)

- ★ Two (2) :60-second commercials per show (12 per week)
- ★ Sponsorship Billboard
- ★ Five (5) Sponsorship "Live mentions per week

TOTAL WEEKLY INVESTMENT: \$7,200

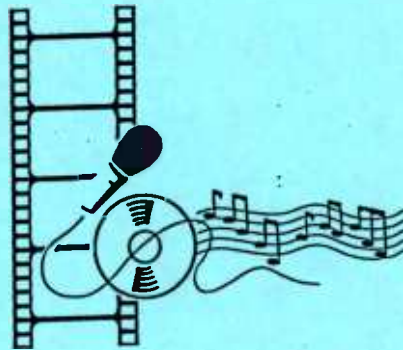
All packages are subject to availability. All contracts are non-cancelable and subject to short rates



For reservations and additional information, contact your KLVE/TenQ Sales Marketing consultant at their direct phone number or call (213) 465-3170

# KLVE

107.5 FM



## LIVE ENTERTAINMENT

### PACKAGE A

KLVE, the #1 rated station in all of Los Angeles, takes special pride in the ability to fill the seats of entertainment venues throughout Southern California. Advertisers will benefit from the right blend of advertising and on-air promotion that will allow KLVE to do what it does best.. Sell tickets!

Benefits of *LIVE ENTERTAINMENT* Package A include:

- \* Twenty (20) :60- second commercial announcements to air one week prior to the event (i.e..... Monday-Saturday, 5a-12m BTA)
- \* Twenty (20) :15-second promo announcements to air week prior

**TOTAL INVESTMENT: \$15,000**

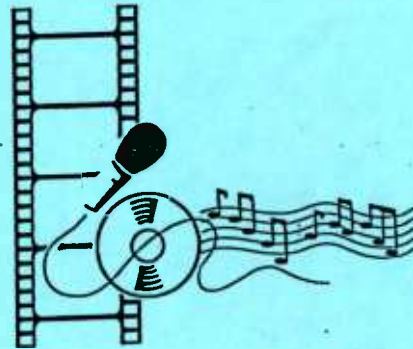
**PLUS...**

At station's option, up to 50 pairs of tickets to be given away either through on-air contesting or via on-air promotion for station remotes.

*For reservations and additional information, contact your KLVE/KTNQ SalesMarketing Consultant at their direct phone number or call (213) 465-3170*

# KLVE

107.5 FM



## LIVE ENTERTAINMENT

### PACKAGE B

KLVE, the # 1 rated station in all of Los Angeles, takes special pride in the ability to fill the seats of entertainment venues throughout Southern California. Advertisers will benefit from the right blend of advertising and on-air promotion that will allow KLVE to do what it does best... sell tickets!

Benefits of *LIVE ENTERTAINMENT* Package B include:

- \*Ten (10) :60-second commercial announcements to air one week prior to the event (i.e... Monday - Saturday, 5A-12M, BTA)
- \*Fifteen (15) :15-second pre-recorded announcements to air one week prior to the event (Monday - Saturday, 5A-12M BTA)

**TOTAL INVESTMENT : \$ 10,000**

### Ticket Giveaway:

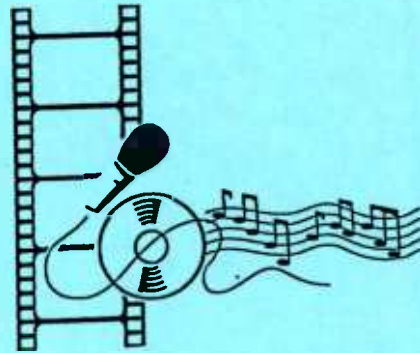
At station's option, up to 25 pairs of tickets can be given away either through on-air contesting or via on-air promotion for station remotes.

*For reservations and additional information, contact your KLVE/KTNQ Sales Marketing Consultant at their direct phone number or call (213) 465-3170*



# KLVE

107.5 FM



## LIVE ENTERTAINMENT

### PACKAGE C

KLVE, the # 1 rated station in all of Los Angeles, takes special pride in the ability to fill the seats of entertainment venues throughout Southern California. Advertisers will benefit from the right blend of advertising and on-air promotion that will allow KLVE to do what it does best... sell tickets!

Benefits of *LIVE ENTERTAINMENT* Package C include:

\*Seven (7) :60-second commercial announcements to air one week prior to the event (i.e...Monday-Saturday, 5A-12M, BTA)

\*Ten(10) :15-second pre-recorded announcements to air one week prior to the event (Monday - Saturday, 5A - 12M, BTA)

**TOTAL INVESTMENT : \$7,500**

### Ticket Giveaway:

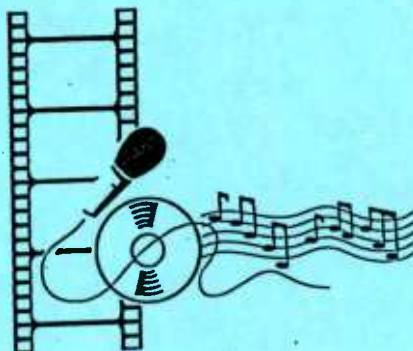
At station's option, up to 10 pairs of tickets can be given away either through on-air contesting or via on-air promotion for station remotes.

*For reservations and additional information, contact your KLVE/ KTNQ Sales Marketing Consultant at their direct phone number or call (213) 465-3170*



# KLVE

107.5 FM



## LIVE ENTERTAINMENT

### PACKAGE D

KLVE, the #1 rated station in all of Los Angeles takes special pride in the ability to fill the seats of entertainment venues throughout Southern California. Advertiser will benefit from the right blend of advertising and on-air promotion that will allow KLVE to do what it does best.. Sell tickets!

Benefits of *LIVE ENTERTAINMENT* Package D include:

\*Fifteen (15) :15-second promotional announcements to air one week prior to event... (Monday-Saturday, 5A-12M, BTA)

**TOTAL INVESTMENT : \$5,000.00**

*For reservations and additional information, contact your KLVE/KTNQ Sales Marketing Consultant at their direct phone number or call (213) 465-3170*

**KLVE**  
107.5 FM

**THE FIESTA**  
**REMOTE PROMOTION**

KLVE's exclusive **FIESTA MOVIL** Remote Promotion, *La Fiesta*, featuring popular KLVE disc jockeys will surely increase traffic, build awareness, highlight an event...or move merchandise! The **FIESTA MOVIL** is a completely self-contained entertainment unit ... 40-foot trailer painted a striking blue with the KLVE logo on it as well as room for your approved logo. It has everything you need to grab the attention of your customers...a complete stage, electrical power, and an on-board sound system. With well-known KLVE deejays personally coming to your front door, the rest is sales history!

For your investment, you get the following:

- ★ A KLVE deejay and the **FIESTA MOVIL** for two solid hours.
- ★ Four (4) "LIVE" cut-ins from your location.
- ★ A musical group for two hours.
- ★ Giveaway of station promotional items.
- ★ Placement of station banner at your location prior to your event.
- ★ All necessary broadcast lines to provide quality on-air transmission.

**★★ PLUS ★★ PLUS ★★ PLUS ★★ PLUS ★★ PLUS ★★**

- ★ Thirty (30) :30-second announcements promoting the remote...BTA, 5 a.m. - Midnight, Monday-Sunday.

**TOTAL INVESTMENT = \$15,000**

All **FIESTA MOVIL** Remote Broadcasts Subject to Availability and Accepted on a Non-Refundable Deposit Basis.

Contact Your KLVE/TenQ Sales Marketing Consultant for Reservation and Additional Information at their direct phone number or call

**213/465-3170**



# KLVE

107.5 FM

## CARAVANA REMOTE PROMOTION

The *KLVE* CARAVANA means lots of excitement and valuable prizes, and that's why our listeners are always on the lookout for this unique merchandising vehicle.

The CARAVANA goes everywhere and anywhere in the Los Angeles area. It is a brightly colored van with station logos that can be spotted easily by our listeners. The *KLVE* CARAVANA is designed with your merchandising needs in mind. When a CARAVANA pulls up to your place of business, your special promotional event will begin.

For your **CARAVANA REMOTE** investment you get the following:

- ★ KLVE deejay and the van at your location for one hour.
- ★ Two (2) LIVE cut-ins during an hour from your location.
- ★ Station promotional giveaways.
- ★ Prize(s) giveaway (courtesy of client).

★★ PLUS ★★★★★ PLUS ★★★★★ PLUS ★★★★★ PLUS ★

- ★ Fifteen (15) :30-second commercials, BTA, 5 a.m. - Midnight, Monday-Sunday.

**TOTAL INVESTMENT : \$5,500**

All Remote Broadcasts are Subject to Availability and Accepted on a Non-Refundable Deposit Basis.

For Reservations and Additional Information,  
Contact Your *KLVE/TenQ* Sales Marketing Consultant  
at their direct phone number or call 213/465-3170


**KLVE**  
107.5 FM

**TenQ**  
Line 100-200

# **KLVE**

**107.5 FM**

## *DEEJAY LINEUP*



5:00 A.M. - 10:00 A.M.	<b>PEPE BARRETO</b>
10:00 A.M. - 3:00 P.M.	<b>MARTHA SHALHOUB</b>
3:00 P.M. - 7:00 P.M.	<b>PIO FERRO</b>
7:00 P.M. - MIDNIGHT	<b>CARLOS ALVAREZ</b>
MIDNIGHT - 5:00 A.M.	<b>OMAR LAINEZ</b>



## *SPECIAL PROGRAMS*

7:00P.M.-8:00P.M.	Monday - Saturday	<b>ESTRELLAS EN CONCIERTO</b>
8:00P.M.-3:00A.M.	Saturdays Only	<b>BAILABLES DEL SABADO</b>

# **KLVE**

**107.5 FM**

1645 N. VINE STREET. SECOND FLOOR. LOS ANGELES, CA 90028. (213) 465-3170



# KLVE

107.5 FM

presents...

**Billboard**

magazine

**"TOP 20" COUNTDOWN**

For nearly a century, *Billboard* magazine has been recognized as the international "bible" of the recording industry. *Billboard* charts reflect the most popular in recorded music in all markets and in a variety of musical tastes.

KLVE is both proud and excited to bring to the over 6,000,000 Hispanics of Southern California a new and exclusive musical program of Adult Contemporary hits...

### **"HOT LATIN TRACKS DE BILLBOARD"**

Every Sunday from 9-11am, music lovers will be tuning in to this program to hear their current favorite hits...from Luis Miguel to Juan Gabriel; Jose Jose to Cristian; Julio as well as Enrique Iglesias...whomever is hot at the moment. The program is emceed by Javier Romero (co-host of "Sabado Gigante").

Advertisers can take advantage of this unique opportunity with the following sponsorship package:

When: Sundays, 9-11am

Media: Four (4) 60's (2x per hour) during the program

Plus...2 billboard mentions during the program

Promotion: Ten (10) 15-second promo mentions aired during the week  
5am-12mid, BTA

**TOTAL INVESTMENT: \$ 3,500**

Sponsorships are on a limited basis and subject to availability.

For reservation and additional information, contact your KLVE/TenQ Sales Marketing Consultant at their direct number or call (213) 465-3170.

## KTNQ/KLVE

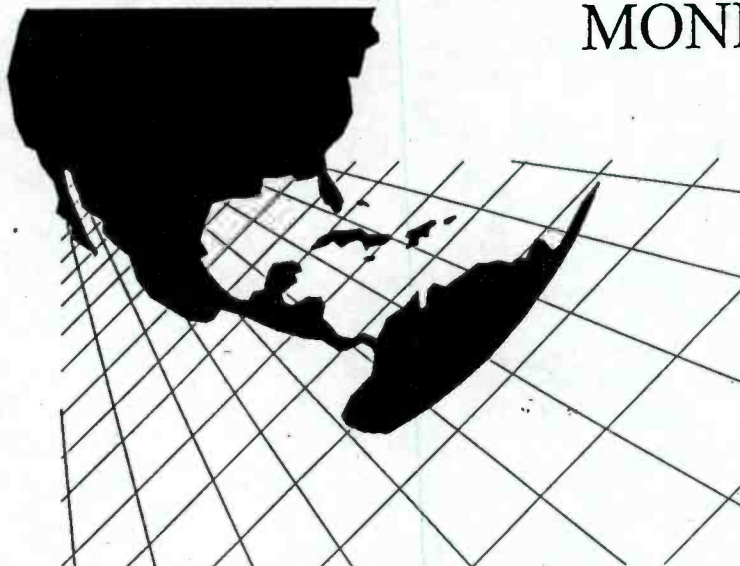
1645 NORTH VINE STREET/P.O. BOX 1140/HOLLYWOOD, CA 90028/TELEPHONE (213) 465-3171

# KLVE

107.5 FM

presents...

## MONEY MAGAZINE REPORT



KLVE-FM is proud to air "Money Magazine Report", a two-minute report providing listeners with a broad range of financial related subjects covering business, financial and investment information.

The Money Magazine Report provides:

- ✓ High Quality Audience
- ✓ Credibility...the Money Magazine Report, launched in 1972, has earned respect among journalists
- ✓ Prime-Time Audience Levels...the report is part of the Morning Drive daypart 5A-6A

Advertisers can take advantage of this unique advertising opportunity with a Sponsorship Package that includes:

- ⇒ Opening Sponsorship Billboard
- ⇒ One (1) Commercial Unit (:60 or :30)

**Total Investment Per Program: \$300**

Sponsorships are accepted on the following terms:

- Minimum of 10
- Non-cancelable contract
- All sponsorships are subject to availability

Contact your KLVE/TenQ Sales Marketing Consultant at their direct phone number or call (213) 465-3170

# KLVE

107.5 FM

1645 N. VINE STREET. SUITE 200. HOLLYWOOD. CA 90028



Bring Action and Excitement to your business with...



# INSTANT WINNER REMOTES!



Take advantage of the promotional responsiveness of LA's top rated radio stations, KLVE/TenQ, with remotes that bring customers to your doorstep via INSTANT WINNER REMOTES.

By themselves, or in conjunction with a media campaign, INSTANT WINNER REMOTES are designed and executed to create immediate promotion and awareness via exciting giveaways such as tickets to:

- \* Disneyland
- \* Magic Mountain
- \* Knott's Berry Farm
- \* L.A. Galaxy Soccer
- \* Concerts (i.e...Luis Miguel...)
- \* Dodger games
- \* Closed Circuit telecasts
- \* Dances
- \* Universal Studios
- \* Ringling Bros. Circus
- \* Circus Vargas
- \* Movie screenings
- \* Disney on Ice shows
- \* Restaurants
- \* Professional Boxing

INSTANT WINNER REMOTES are ideal for:

- Creating store traffic
- Promoting daily/weekly specials
- Pre-Grand Opening promotion
- Build awareness during the week prior to a weekend sale

Each INSTANT WINNER REMOTE package includes:

- \* Ten (10) 15-second teaser promos to air from Mid-10am...1x per hour
- \* One (1) LIVE 60-second cut-in by station promotion staff from location

PLUS...the tickets! (# of tickets to be awarded varies by supply and ticket value)

TOTAL INVESTMENT      KLVE only: \$ 2,000 per remote  
   TenQ only: \$ 1,500 per remote

Adding to the excitement and draw can be pricing provided by the client!

All remotes subject to availabilities.

For reservations and additional information, contact your KLVE/KTNQ Sales Marketing Consultant at their direct phone number or call (213) 465-3170.

## KTNQ/KLVE

1645 NORTH VINE STREET/SUITE 200/HOLLYWOOD, CA 90028

[www.americanradiohistory.com](http://www.americanradiohistory.com)

# KTNQ/KLVE

1020 AM 107.5 FM

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KLVE presents...

In Concert at BILLBOARD LIVE

LA's hottest new club, BILLBOARD LIVE, on the infamous Sunset Strip, and KLVE combine to bring the most popular INTERNATIONAL recording artists LIVE in concert.

KLVE is proud to be the official radio host for the evening and the only outlet for the 250 very desirable, high-in-demand tickets.

A sponsor can take advantage of this unique opportunity and benefit from:

- \* Fifty (50) tickets to the evening's performance...  
Ideal for employee appreciation, vendor appreciation, customer added value, etc...
- \* Fifty (50) :30-second promo announcements to air on KLVE...Mid-Mid, BTA..over a 2-week period.
- \* One (1) Instant winner remote at your location in which a selected amount of tickets to the concert will be given away.

TOTAL INVESTMENT: \$ 10,000

For reservation and additional information, contact your KLVE/TenQ Sales Marketing Consultant on their direct phone number or call (213) 465-3170.

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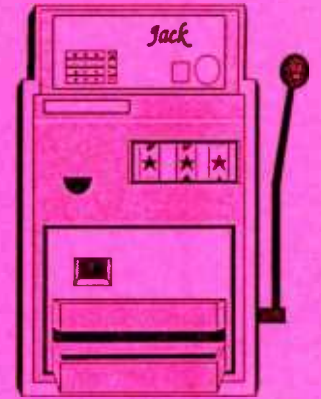


# KLVE

107.5 FM

## La Maquina de Dinero!

(The Money Machine)



KLVE, the top rated radio station in Southern California, has just added to its remote opportunities... "La Maquina de Dinero". An exciting and fun-filled promotion designed to bring crowds to your front door...and it's a complete turnkey operation for you!

Included in the La Maquina de Dinero remote promotion is:

- A KLVE deejay for 2 hours.
- Four (4) LIVE cut-ins from your location.
- The Money Machine (a slot machine that dispenses numbered tokens that are then used to determine prizes.)
- Station provides some prizes (CDs, concert tickets, amusement park tickets, etc.)
- The advertiser provides a minimum of \$1,000 in prizes.
- KLVE provides all broadcast lines necessary for high quality on-air transmission.

PLUS...PLUS...PLUS...

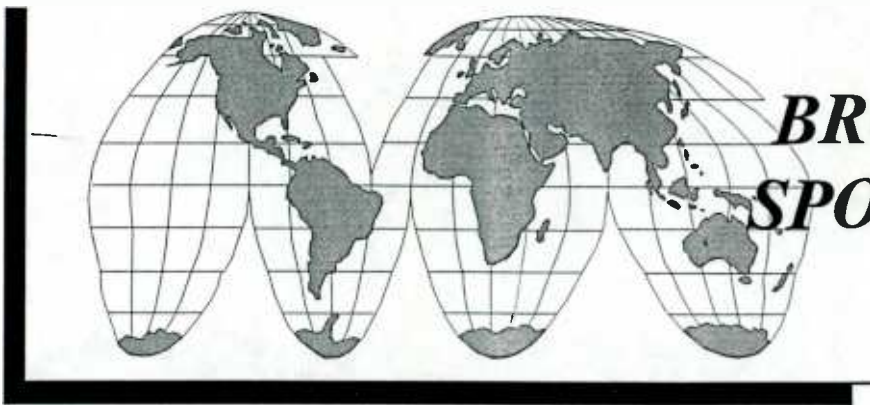
Thirty (30) :30-second announcements promoting the remote, Wed-Sat (or Sun) 5am-12mid.

**TOTAL INVESTMENT: \$ 10,000**

All remotes are subject to availability and are accepted on a non-refundable deposit basis.

Contact your KLVE/TenQ Sales Marketing Consultant for reservations or additional information at their direct phone number or call (213) 465-3170.

1645 NORTH VINE STREET/POST OFFICE BOX 1140/HOLLYWOOD, CALIFORNIA 90028/TELEPHONE: (213) 465-3171  
HOLLYWOOD & VINE



# **NEWS BROADCASTS SPONSORSHIPS**

KLVE news programs provide listeners with local, national and international news during the highest-rated morning drive program in Los Angeles radio. Anchored by Richard Santiago, KLVE News has ready access to City News Service, Notimex (the official news agency of the Mexican government), Reuters News Service around the world, and a team of news reporters and writers right here in Southern California.

## **SPONSORSHIP PACKAGES**

Advertisers can take advantage of these special promotional opportunities via sponsorship of the Newscasts:

### **KLVE-FM**

Newscasts are aired Monday-Friday...5:50am, 6:50am, 7:50am, 8:50am.... Each sponsorship includes an opening billboard and one (1) 60-second commercial.	
(5:50am)	(6am-9am)
\$400	\$1,500

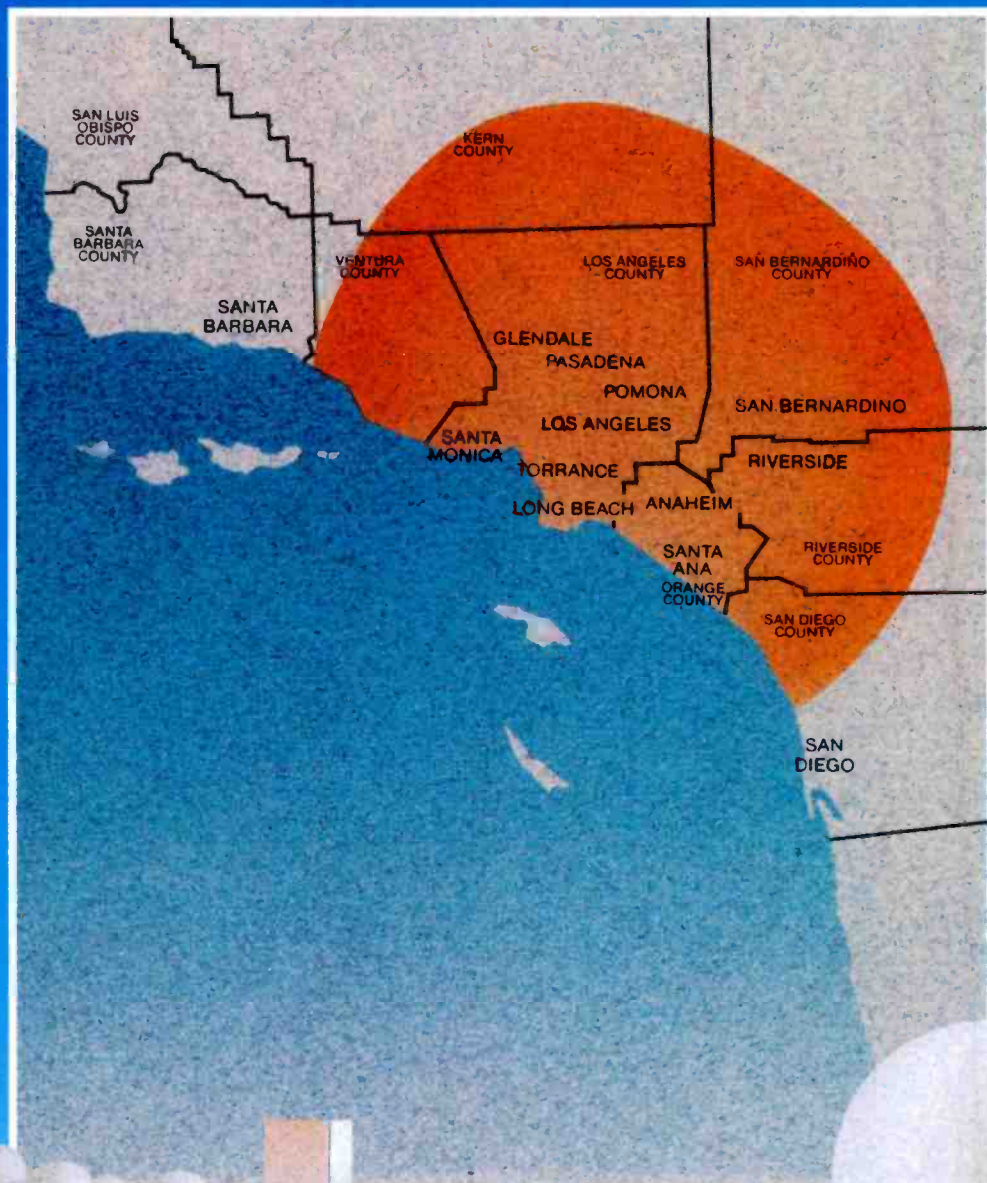
**All Packages Subject To Availability.**

**For reservations and additional information, contact your KLVE/TenQ Sales Marketing Consultant at their direct number or call (213) 465-3170**





# KLVE 107.5 FM COVERS THE MARKET





# HISPANIC

## The fifth largest

### A MARKET WITHIN A MARKET

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We all know Los Angeles as the nation's second largest market. Filled with over 16 million active, mobile consumers.

However, there is another Los Angeles. And it has *6 million* active, mobile, family-oriented, brand conscious consumers...this is Hispanic Los Angeles.

If Hispanic Los Angeles were



# LOS ANGELES

## city in the United States.

a city, it would be the *5th* largest metro in the USA. It is larger than Miami. Larger than Detroit. In fact, after Mexico City, it is the second largest Hispanic city in the world. Hispanic Los Angeles is filled with a population that has a disposable income in excess of 45 billion dollars.

Eighty percent of Los Angeles Hispanics speak Spanish in their homes. They were raised in and continue to thrive in their Hispanic culture. These Spanish speaking Los Angelesños represent a vital and powerful buying force. To miss out on the Hispanic market would mean ignoring nearly 6.0 million of the consumers in Los Angeles... but to reach them you need to speak their language.

### **THERE ARE ONLY TWO STATIONS THAT COVER ALL OF HISPANIC LOS ANGELES**

Only two Spanish language stations can reach all of Hispanic Los Angeles and Orange County. KTNQ 1020 AM. And KLVE 107.5 FM. We speak the language, *and* cover the territory.

To the citizens of Hispanic Los Angeles who'll spend over 45 billion dollars this year on everything from baby food to luxury cars...we are the music, the news, the entertainment, the finger on the pulse of this vibrant, rapidly expanding Southern California Community.



# TenQ-AM

## STATION INFORMATION

### LOCATION

Address: 1645 North Vine Street  
Second Floor  
Hollywood, CA 90028

Telephone: (213) 465-3170  
Facsimile: (213) 465-0230

### FACILITIES

Dial Pos: 1020 AM  
Power: 50,000 watts day  
50,000 watts night  
Tower Site: City of Industry  
Coverage:  
Metro: Los Angeles and Orange  
Counties  
ADI: Metro, plus Ventura,  
Riverside, San Bernardino  
counties, plus San Diego

### PERSONALITIES

5-10AM	Humberto Luna
10AM-1PM	Amalia Gonzalez
1-2PM	"La Respuesta"/Juan Manuel
2-6PM	Contacto 1020 with Antonio Gonzalez & El Gordo
6-9PM	Rolando Gonzalez / Sportstalk
9-11PM	"Pancho del Rancho" with Francisco Avelar
11PM-1AM	Juancarlos Ortiz/Marta Lomeli
1-5AM	Victor Camacho

### MANAGEMENT

Owner: Heftel Broadcasting Co.  
Pres/GM: Richard Heftel  
VP/GSM: Jerry Symon  
VP/Mktng: Bill Beadles  
NSM: Gina Hahn  
Prog Dir: David Gleason

### PROGRAMMING

TenQ's overall format is entertainment, news, talk and sports. Mornings are hosted by 20-year market veteran Humberto Luna with news, sports and traffic. Middays and afternoons invite listener participation on subjects of community interest. The three hour sports segment includes news, reports, commentary and listener reaction. Evenings feature calls and interviews on the subject of relationships. Sunday afternoons feature sports reports and talk starting at Noon; a 3-hour weekend sports wrap up begins at 5PM.

### SPECIAL MARKETING OPPORTUNITIES

SPANPlan Events:	La Feria de la Mujer	Viva Mexico - Independence Day
	Cinco de Mayo	La Feria Navidena - Christmas
	Extravaganza Sin Fronteras	
Remotes:	Fiesta Movil	Caravanas





## IS THE #1 HISPANIC FM STATION IN AMERICA

For a lot of reasons...one of the most important is the dominant coverage of KLVE's 24 hour signal. It is second only to sister station KTNQ, a 50,000 watt AM powerhouse. It is the only Hispanic FM station that covers all of the exploding greater Los Angeles Hispanic market. The Los Angeles Hispanic population is no longer geographically isolated. It is spread throughout the Southland from Ventura county to San Diego county. Like no other community, L.A.'s 6 million Hispanics are bound together by radio.

And KLVE delivers its signal in crystal clear stereo...with fewer commercial interruptions. KLVE's unique format has been designed to provide the market with the most effective environment for commercial messages. An environment filled with music, music, music. Latin International favorites targeted to the upwardly mobile 18-49 Hispanic—one of the most desirable target groups emerging in Southern California. A varied blend of current hits and oldies gives the KLVE audience familiarity, variety and consistency which translates into long, loyal listening.

**107.5 FM**

# LUNA REMOTE PROMOTION

# TenQ

10-20 AM

TenQ's exclusive FIESTA MOVIL Remote Promotion featuring America's #1 radio personality, Humberto Luna, is an exciting way to increase traffic, build awareness, highlight an event ... or just move merchandise! The FIESTA MOVIL is a completely self-contained entertainment unit ... a 32-foot trailer, painted a striking blue with the TenQ logo on it and room for your approved logo. It has everything you need to grab the attention of your customers ... a complete stage, electrical power, and an on-board sound system.

## THE LUNA REMOTE

With Humberto Luna personally coming to your front door, the rest is sales history!  
For your investment, you get the following:

- Luna and the FIESTA MOVIL for two hours.
- Four (4) "LIVE" cut-ins from your location.
- Popular musical group for two hours.
- Station giveaway of promotional items.
- Placement of station banner at location prior to remote.
- All necessary broadcast lines to provide quality on-air transmission.

★★ PLUS ★★★★★ PLUS ★★★★★ PLUS ★★★★★ PLUS ★★★★★

- Twenty-five (25) :60-second commercial announcements, BTA, 5 a.m. - Midnight, Monday-Sunday.
- Minimum twelve (12) Promotional Announcements

**TOTAL INVESTMENT : \$15,000**

All Remote Broadcasts subject to availability and accepted on a non-refundable deposit basis.

For reservations and additional information, contact your KLVE/TenQ sales marketing consultant at their direct phone number or call 213/465-3170



# TenQ

La 10-20

## CARAVANA REMOTE PROMOTION

The *TenQ* CARAVANA means lots of excitement and valuable prizes, and that's why our listeners are always on the lookout for this unique merchandising vehicle.

The CARAVANA goes everywhere and anywhere in the Los Angeles area. It is a brightly colored van with station logos that can be spotted easily by our listeners. The *TenQ* CARAVANA is designed with your merchandising needs in mind. When a CARAVANA pulls up to your place of business, your special promotional event will begin.

For your **CARAVANA REMOTE** investment you get the following:

- ★ KTNQ deejay and the van at your location for one hour.
- ★ Two (2) LIVE cut-ins during an hour from your location.
- ★ Station promotional giveaways.
- ★ Prize(s) giveaway (courtesy of client).

**\*\* PLUS \*\*\*\*\* PLUS \*\*\*\*\* PLUS \*\*\*\*\* PLUS \*\***

- ★ Twenty Five (25) :30-second commercials, BTA, 5 a.m. - Midnight Monday-Sunday.

**TOTAL INVESTMENT : \$5,500**

All Remote Broadcasts are Subject to Availability and Accepted on a Non-Refundable Deposit Basis.

For Reservations and Additional Information, Contact Your *KLVE/TenQ* Sales Marketing Consultant at their direct phone number or call 213/465-3170

**TenQ**  
La 10-20

**KLVE**  
107.5 FM

**TenQ**  
10-20 AM

**Presents...**



Just imagine being host to a LIVE 4-hour radio broadcast of one of LA's most popular radio personalities! This LIVE broadcast of LA's favorite Spanish radio personality, and the only one to have a star on the Hollywood Walk of Fame, can be at your location on Friday mornings, from 6-10am.

Humberto Luna will bring the crowd via on-air promotion (a minimum of 20x during his program, Mon-Thur) to your selected location...you bring the food (estimated audience: 400+). All of the quality broadcast transmission equipment will be provided by TenQ.

How can you be a part of this most exciting and unique opportunity? It's as easy as 1-2-3...

- 1** Provide an area for the broadcast. Enough to accommodate 300...400... or more people.
- 2** Provide "breakfast" type food (i.e., coffee, donuts, juice, even tamales!)
- 3** Provide prizing for giveaways by Humberto.

...and sit back, relax, and enjoy the show.

**PLUS**...Fifteen (15) 60-second commercials to air 3x per day, Mon-Fri, during Humberto's program.

**TOTAL INVESTMENT: \$ 10,000**

Availabilities are very limited and the selected location must have station promotion management prior approval.

For reservation and additional information, contact your KLVE/KTNQ Sales Marketing Consultant at their direct phone number, or call (213) 465-3170.

KTNQ 1020 AM / KLVE 107.5 FM  
1645 NORTH VINE ST./SECOND FLOOR/HOLLYWOOD, CA 90028/(213) 465-3170



# TenQ

10-20 AM

## THE FIESTA REMOTE PROMOTION

KTNQ's exclusive **FIESTA MOVIL** Remote Promotion, *La Fiesta*, featuring popular KTNQ disc jockeys will surely increase traffic, build awareness, highlight an event...or move merchandise! The **FIESTA MOVIL** is a completely self-contained entertainment unit ... 40-foot trailer painted a striking blue with the KTNQ logo on it as well as room for your approved logo. It has everything you need to grab the attention of your customers...a complete stage, electrical power, and an on-board sound system. With well-known KTNQ deejays personally coming to your front door, the rest is sales history!

For your investment, you get the following:

- ★ A KTNQ deejay and the **FIESTA MOVIL** for two solid hours.
- ★ Four (4) "LIVE" cut-ins from your location.
- ★ A musical group for two hours.
- ★ Giveaway of station promotional items.
- ★ Placement of station banner at your location prior to your event.
- ★ All necessary broadcast lines to provide quality on-air transmission.

★★ **PLUS** ★★ **PLUS** ★★ **PLUS** ★★ **PLUS** ★★ **PLUS** ★★

- ★ Thirty (30) :30-second announcements promoting the remote...BTA, 5 a.m. - Midnight, Monday-Sunday.

**TOTAL INVESTMENT = \$10,000**

All **FIESTA MOVIL** Remote Broadcasts Subject to Availability and Accepted on a Non-Refundable Deposit Basis.

Contact Your KTNQ/KLVE Sales Marketing Consultant for Reservation and Additional Information at their direct phone number or call

**213/465-3170**

# LOS ANGELES GALAXY

## SPONSORSHIP PACKAGES

### 1997 SEASON

LEN	PROGRAMMING	GOLD PACKAGE	SILVER PACKAGE	BRONZE PACKAGE	SINGLE GAME
:30	Pre-game show	1	1	1	1
:30	Half-time show	1	1	1	1
:30	Post-game show	1	1	1	1
:05	Drop-ins within game	6	4	2	2
:10	Open/Close billboards	4	2	-	-
:30	Promotional Mentions (Mon-Sun 5am-12mid)	25/wk	15/wk	12/wk	-
	Total number of commercials	96	96	96	3
	Total number of drop-ins	192	128	64	2
	Total number of billboards	128	64	-	-
	Total number of promotional mentions	650	375	260	-
	Total number of announcements	1,066	663	420	5
	<b>Total investment</b>	<b>\$ 90,000</b>	<b>\$ 50,000</b>	<b>\$ 30,000</b>	<b>\$ 5,000</b>

#### COST PER POINT COMPARISONS

Adults 18+	\$ 169	\$ 122	\$ 104	\$ 556
Men 18+	132	96	83	442
Women 18+	236	168	140	746
Adults 25-54	\$ 123	\$ 89	\$ 76	\$ 403
Men 25-54	100	72	63	333
Women 25-54	168	119	99	526
Adults 18-49	\$ 146	\$ 106	\$ 90	\$ 481
Men 18-49	117	84	73	388
Women 18-49	216	153	127	676

Note: CPP comparisons do not take into account the value of billboards or promotional mentions.



TenQ presents...

# SUPER SPORTS PACKAGE

TenQ, the #1 station for sports serving the 6,000,000 Hispanics throughout Southern California, is proud and excited to offer advertisers an opportunity to reach deep into this target audience with...*Super Sports Package*.

TenQ brings the best and the most up-to-date coverage of all the sports news...especially sports of great interest to Hispanics. For example...TenQ brings the LIVE action of professional soccer (World Cup, L.A. Galaxy, Mexican National Team, etc...) as well as programming specials on the big boxing matches (Oscar de la Hoya vs. Julio Cesar Chavez)...PLUS Sportstalk...the #1 program for sports news hosted by Rolando "El Veloz" Gonzalez, the most popular play-by-play announcer for soccer!

Sponsorship package includes (per week):

- Eighteen (18) :60-second commercials in Sportstalk (1x per hour during the program, M-F 6-9pm, Sun 5-8pm)
- Three (3) billboards during the program per night...18 per week
- Five (5) :60's on Super Sports Sunday (12noon-5pm, 1x per hour...PLUS 5 billboards!

TOTAL INVESTMENT: \$ 5,000

All sponsorship packages are subject to availability.



**TenQ**  
10-20 AM

For reservations and information, contact your KTNQ/KLVE Sales Marketing Consultant at their direct phone number or call (213) 465-3170

[www.americanradiohistory.com](http://www.americanradiohistory.com)





# TRAFFIC BILLBOARD SPONSORSHIPS



LA is on the move...and millions of Angelenos every day turn on their favorite radio station for Traffic Reports to get them from here to there. Thousands of Hispanics turn to KLVE/TenQ as their favorite choice to get all the latest traffic information.

Advertisers can reach KLVE/TenQ's audience with LIVE :10-second sponsorship announcements during morning and afternoon drive time dayparts. By themselves, or integrated into a campaign, these sponsorship announcements offer advertisers:

- **Image Enhancement**  
A "live" delivery of your message adds tremendous credibility...comparable to an on-air personality endorsement!
- **Impact**  
Your message is in an environment of its own. It stands out from the others.
- **Positive editorial adjacency**  
Listeners tune in specifically to hear Traffic Reports, and your message is waiting for them.
- **Prime Time Audiences**  
Traffic reports air during peak listening times...morning and afternoon drive time dayparts...your message will be heard by each station's largest audiences.
- **Copy flexibility**  
Change copy to meet your needs...daily, weekly, monthly, etc...no additional production costs.
- **Great efficiency**  
Build frequency at a very efficient cost per impression.

## RATE SCHEDULE

Daypart	KLVE/TenQ	KLVE	TenQ
6AM-9AM	\$ 500	\$ 400	\$ 150
3PM-7PM	400	300	140

Traffic Sponsorships are subject to availability at the time of the order. Consult your KLVE/TenQ Sales Marketing Consultant at their direct phone number or call (213) 465-3170.





TenQ is proud to announce...

# Contacto 1020

Monday-Saturday 2-6PM

Contacto 1020 has returned to TenQ's airwaves, bringing to Southern California's 6,000,000 Hispanics a unique listener-involved program. The program, airing Monday-Saturday from 2-6PM, features Golden Mike award-winning newscaster Antonio Gonzalez, co-hosting with TenQ's afternoon personality "El Gordo".

Contacto 1020 focuses on everyday issues, problems and concerns within the Hispanic communities of Southern California, covering such diverse topics as:

- Street gangs
- Immigration
- Health care
- Safety in the classroom
- Parent/Child relationships
- Husband/Wife relationships
- The importance of education

...as well as discussions of the latest breaking news stories!

It will be serious...it will have comic relief...most important, the show will be entertaining and informative.

Contacto 1020 first aired in the Fall of 1994. In its brief run, and hosted only by Antonio Gonzalez, the acceptance by the listeners was very positive and promising, as witnessed by the immediate increase in audience over the previous rating period.

## Average Quarter Hour Listening

KTNQ / Mon-Fri 3-6PM

	Summer 1994 (00)	Fall 1994 (00)	Percent Increase
Adults 18-34	187	220	18%
Adults 18-49	332	350	5%
Adults 25-54	286	345	21%

Source: Los Angeles Arbitron, Metro Area

KTNQ/KLVE

1645 North Vine Street/Suite 200/Hollywood, CA 90028/Telephone (213) 465-3171/Fax (213) 465-0230



**KTNQ**  
1020AM TEN-Q

**KLVE**  
107.5 FM

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