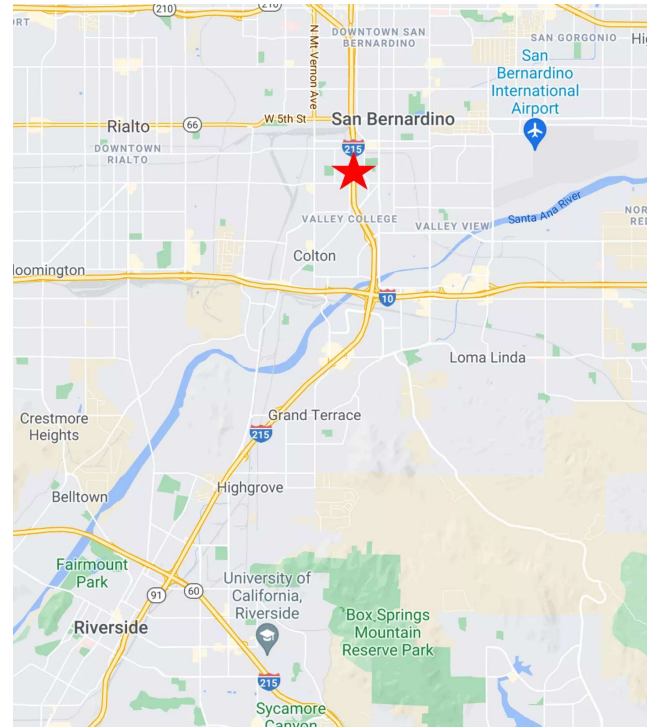


# Zone I San Bernadino/Riverside: Digital Billboard

**Location:** 215 Fwy ES. South Facing

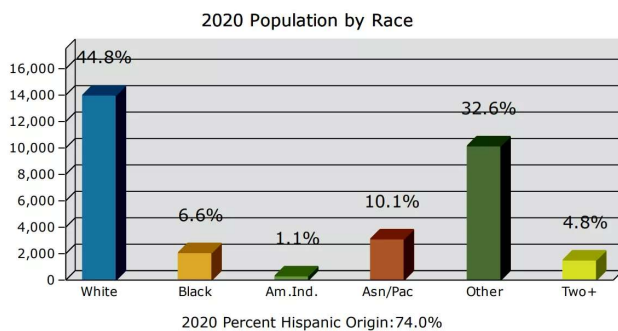
**Display Dimensions:** 14' x 48'

**Total ( 4 period) 18+ Impressions:** 1,191,624



## Location Highlights:

- High visibility and traffic area located near San Manuel Stadium and San Bernadino International Airport.
- 215 Freeway is a popular connector for commuters traveling from San Diego, San Bernadino, and Riverside.



## Ward 3 Demographics\* (2020):

- Hispanic origin: 74%
- Black: 6.6%
- Asian/Pacific Islander: 10.1%
- Other (non-white): 32.6%

\*Billboard located in Ward 3 of San Bernadino County.

## Digital Billboard Cost

Location	Periods	
215 FWY South Facing	4- 4 week periods	

**\* BONUS OFFER: FREE Production**

\*Sources: 2020 Geopath Impressions. GEOPATH AUDIENCE LOCATION MEASUREMENT™ data, <http://www.sbcity.org>

\*Locations not held at this time. Locations guaranteed only upon booking.

# Zone I San Bernadino/Riverside: 10 Poster Billboards

Location: 10 Zone I Locations\* + 3 Bonus

Display Dimensions: 10'5 x 22'8

Weekly 18+ DMA Impressions: 825,045



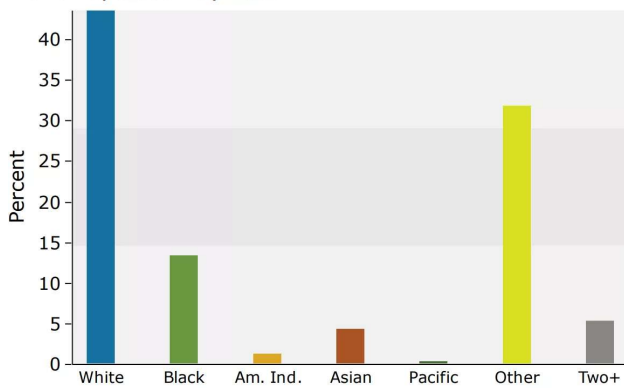
## San Bernadino Demographics (2020):

- Hispanic origin: 66%
- Black: 13.4%
- Asian/Pacific Islander: 4.7%
- Other (non-white): 31.8%

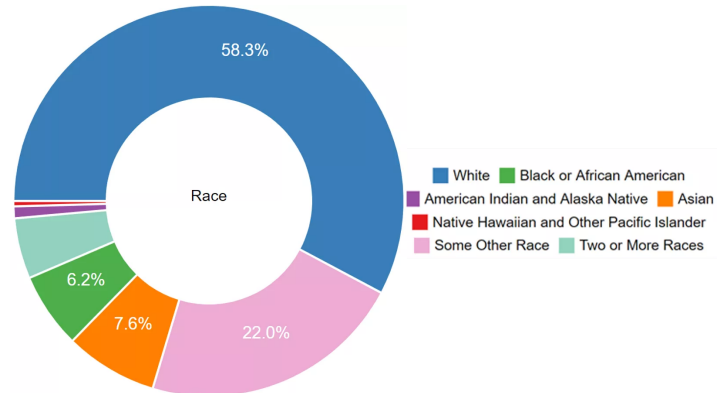
## Riverside Demographics (2020):

- Hispanic origin: 50%
- Black: 6.2%
- Asian: 7.2%
- Other (non-white): 22%

2020 Population by Race



2020 Percent Hispanic Origin:66.0%



## Poster Billboard Cost

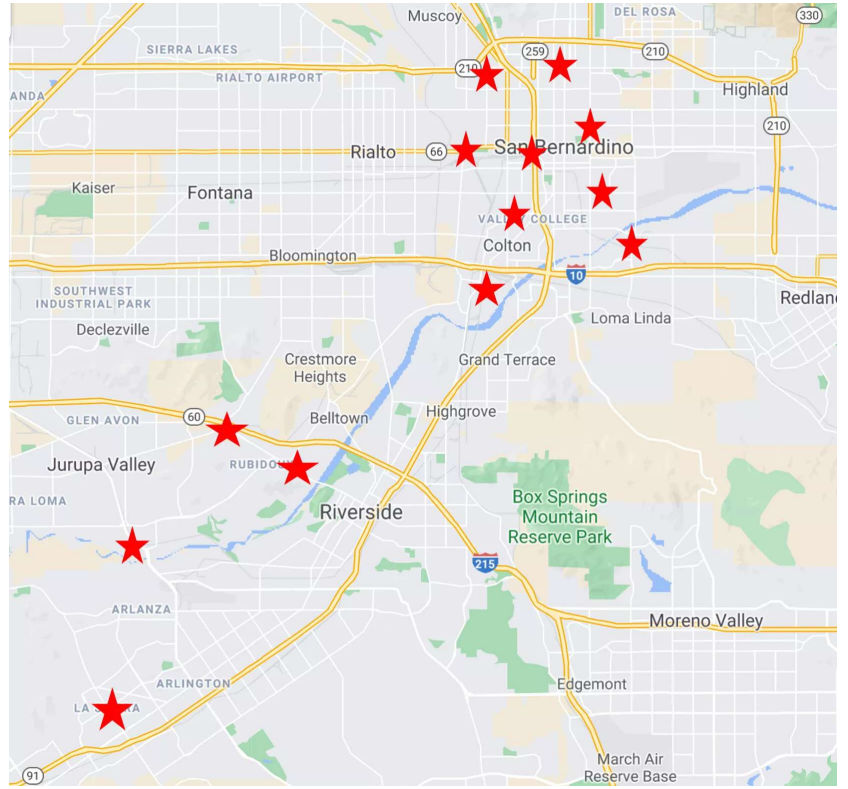
Locations	Periods	
10 (+3 bonus) locations listed below	4- 4 week periods	

\* **BONUS OFFER:** 3 bonus poster billboards (space available)

\*Sources: 2020 Geopath Impressions, GEOPATH AUDIENCE LOCATION MEASUREMENT™ data,  
<http://www.sbcity.org>, <https://worldpopulationreview.com/us-cities/riverside-ca-population>

# Zone I San Bernadino/ Riverside:

## Poster Billboard Location List



Location Description	City
Van Buren W/L S Studio Pl Face: N	Riverside
La Cadena E/L 100 S 'O' St Face: S	San Bernadino
Mission Blvd N/L 184 E Canal Face: W	Riverside
Highland S/L 585 W Medical Center Face: E	San Bernadino
Mission Blvd & Fort Dr Se Face: E	Riverside
Mill S/L 1220 E Waterman Face: E	San Bernadino
Highland N/L 110 E Arrowhead Face: W	San Bernadino
Tippecanoe E/L 200 S Victoria Face: S	San Bernadino
Mt Vernon W/L 620 S Johnston Face: N	San Bernadino
Hole S/L 284 E La Sierra Face: E	Riverside
5Th S/L 783 E L Face: E	San Bernadino
Waterman & Temple Sw Face: N	San Bernadino
Foothill S/L 850 W Rancho Face: W	San Bernadino

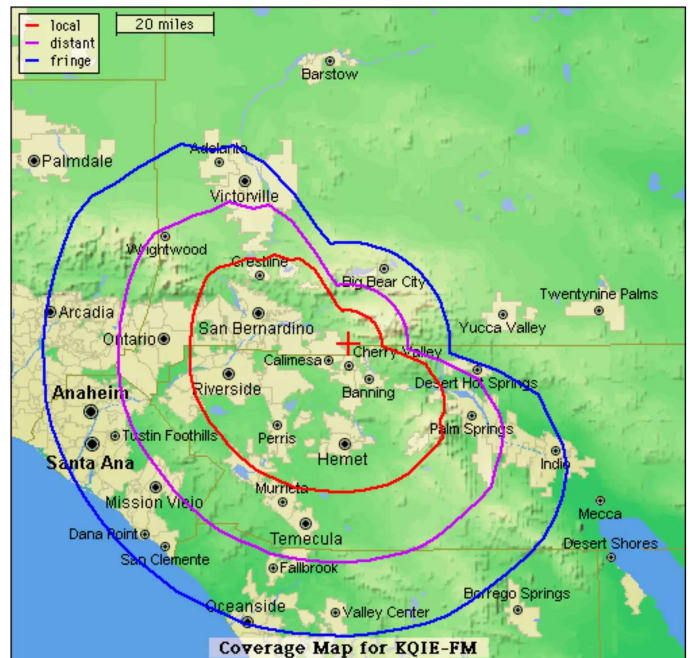
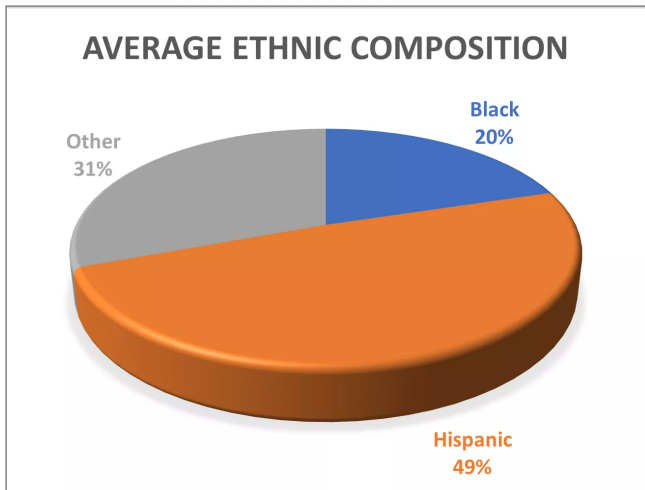
\*Locations not held at this time. Locations guaranteed only upon booking.

# Zone I San Bernadino/Riverside

## Radio: **KQIE-FM**



**Format: Rhythmic Oldies**  
**Core Demo: Adults 35-64**



## KQIE-FM Spot Cost

Daypart	Length	
Mon-Fri 7A-6P	:60	
Mon-Fri 7A-6P	:30	
Sat 10A-3P	:60	
Sat 10A-3P	:30	
Mon-Sun 5A-12A	:60	
Mon-Sun 5A-12A	:30	

**\* BONUS SPOT OFFER: 10X :30 MON-SUN 5A-12A PER WEEK**

\*Sources: Nielsen Audio, <https://radio-locator.com>

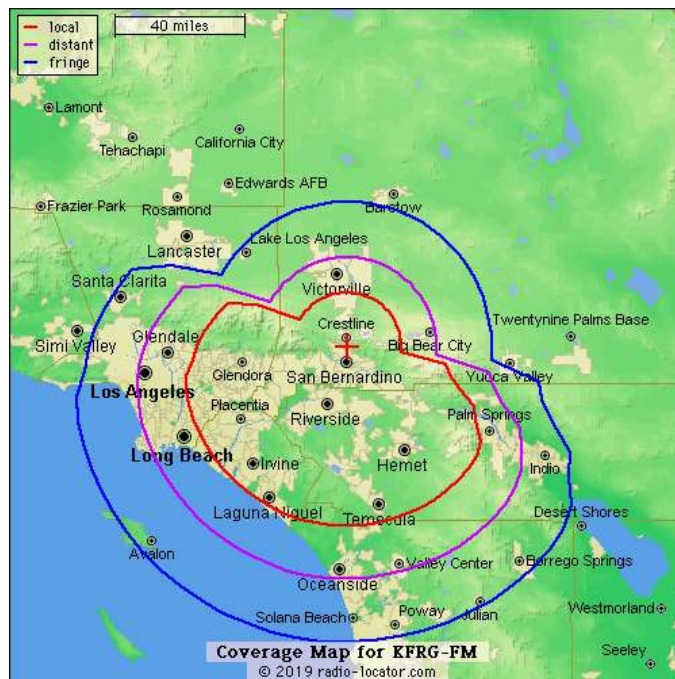
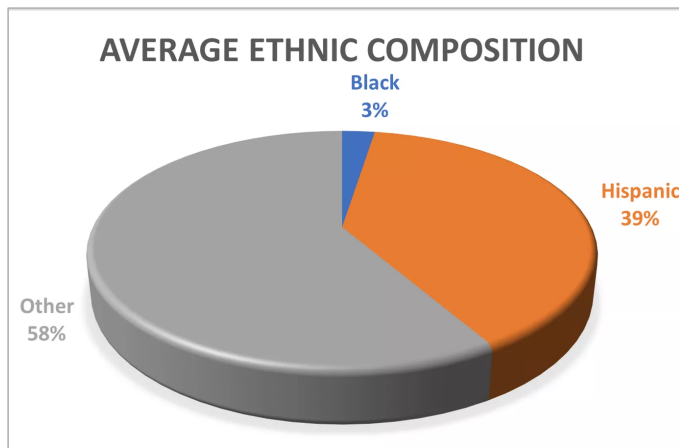


# Zone I San Bernadino/Riverside

## Radio: **KFRG-FM**



**Format: Country**  
**Core Demo: Adults 25-54**



## KFRG-FM Spot Cost

Daypart	Length	
<b>Mon-Fri 6A-7P</b>	:60	
<b>Mon-Fri 6A-7P</b>	:30	
<b>Sat-Sun 8A-5P</b>	:60	
<b>Sat-Sun 8A-5P</b>	:30	
<b>Mon-Sun 5A-12A</b>	:60	
<b>Mon-Sun 5A-12A</b>	:30	

**\* BONUS SPOT OFFER:** 7X :60 MON-SUN 6A-12A PER WEEK, 7X :60 MON-SUN 6A-12A PER WEEK

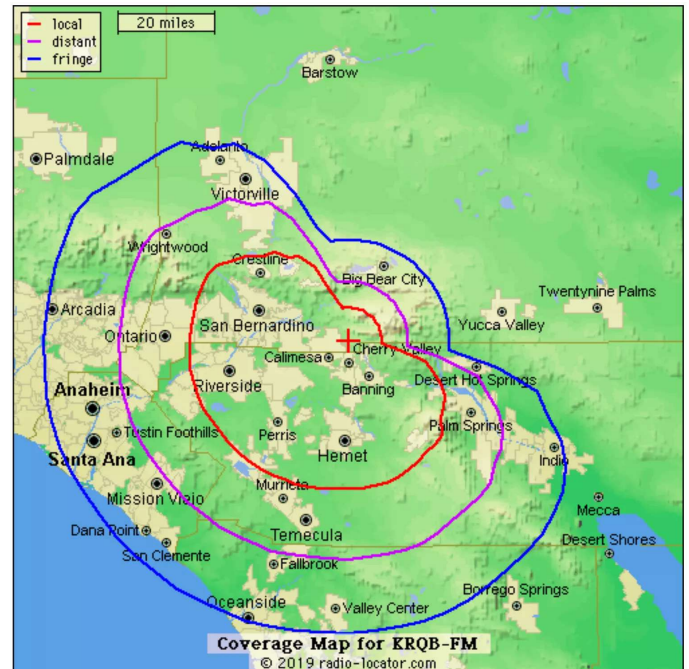
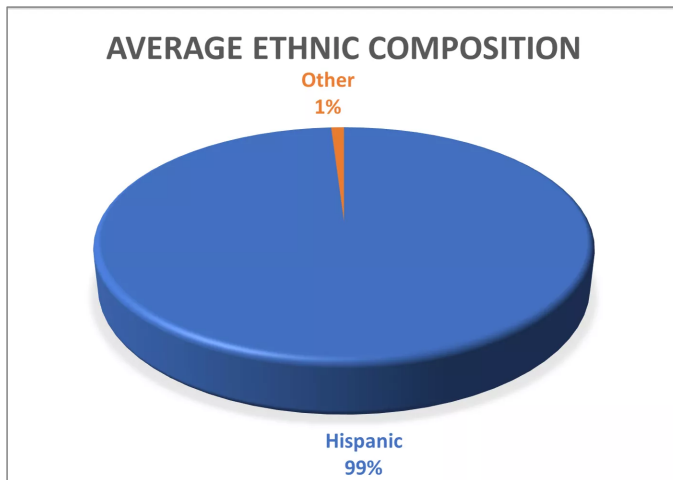
\*Sources: Nielsen Audio, <https://radio-locator.com>

# Zone I San Bernadino/Riverside

## Radio: KRQB-FM



**Format: Regional Mexican**  
**Core Demo: Adults 25-54**



## KRQB-FM Spot Cost

Daypart	Length	
Mon-Fri 6A-7P	:60	
Mon-Fri 6A-7P	:30	
Sat 10A-3P	:60	
Sat 10A-3P	:30	

**\* BONUS SPOT OFFER:** 7X :60 MON-SUN 6A-12A PER WEEK, 7X :60 MON-SUN 6A-12A PER WEEK

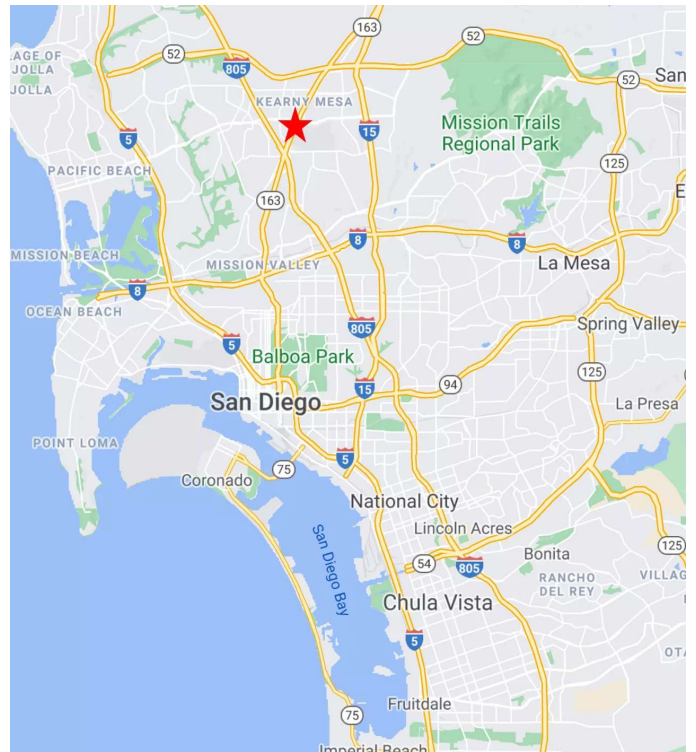
\*Sources: Nielsen Audio, <https://radio-locator.com>

# Zone K San Diego/Imperial: **Billboard and Transit**

**Location:** 163 Frwy WS Facing North

**Display Dimensions:** 14' x 48'

**Total (4 period) 18+ Impressions:** 11,468,943



## **Location Highlights:**

- High traffic billboard located next to the Montgomery Airfield on a heavily bottlenecked freeway. It connects with the I-805, I-15, and I-8 freeways reaching many commuters.
- This billboard location reaches high percentages of Asian and Black residents.

## **Billboard Cost**

Location	Periods	
163 FWY North Facing	4- 4 week periods	

**\* BONUS OFFER:** 10 FREE Transit Shelters + FREE Production

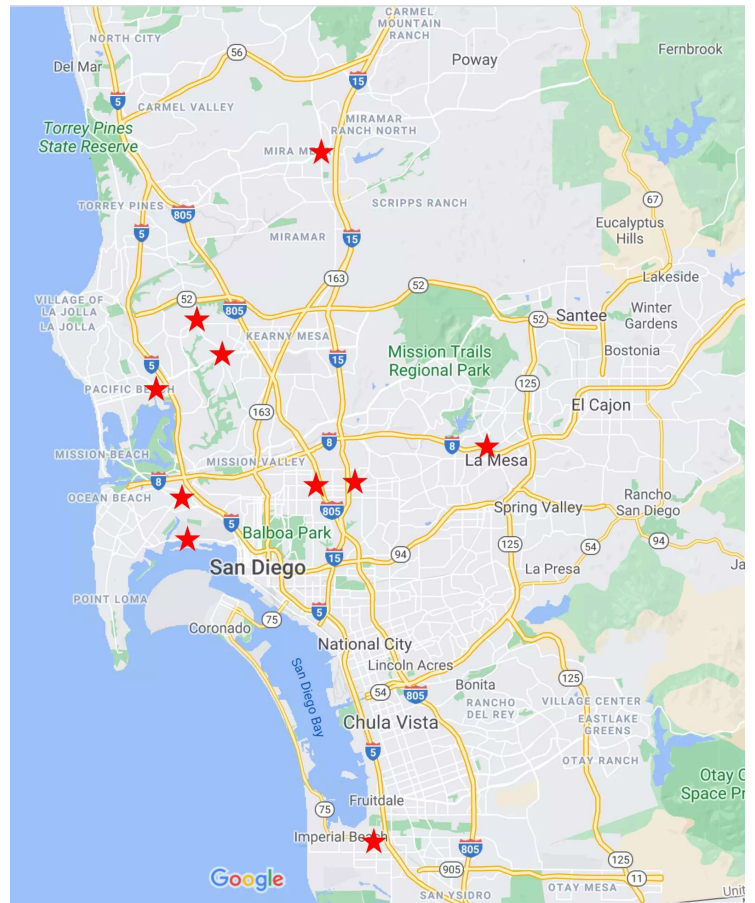
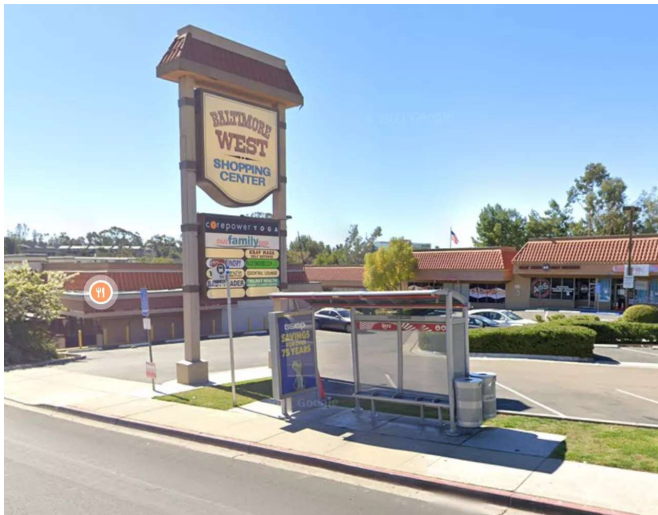
\*Locations not held at this time. Locations guaranteed only upon booking.

\*Sources: 2020 Geopath Impressions. GEOPATH AUDIENCE LOCATION MEASUREMENT™ data, <http://www.sbcity.org>



# Zone K San Diego/ Imperial: 10x Transit Shelter Location List

Display Dimensions: 69" x 48"



Location Description	City
Palm Ave SS W/O Saturn Blvd Face: W	Imperial Beach
Baltimore Dr ES N/O Parkway Dr Face: South	La Mesa
El Cajon Blvd NS W/O Marlborough Ave Face: East	East San Diego
El Cajon Blvd NS W/O Illinois St Face: East	University Heights
N. Harbor Dr SS S/O Harbor Island Dr Face: East	San Diego (Airport)
Rosecrans St ES S/O Sports Arena Blvd Face: South	San Diego
Grand Ave SS E/O Bond St Face: West	Pacific Beach
Genesee Ave. SS E/O Linda Vista Rd Face: West	Clairemont
Mira Mesa Blvd NS W/O Black Mountain Rd Face: West	Mira Mesa
Genesee Ave. ES N/O Clairemont Mesa Blvd. Face: North	Clairemont

\*Locations not held at this time. Locations guaranteed only upon booking.

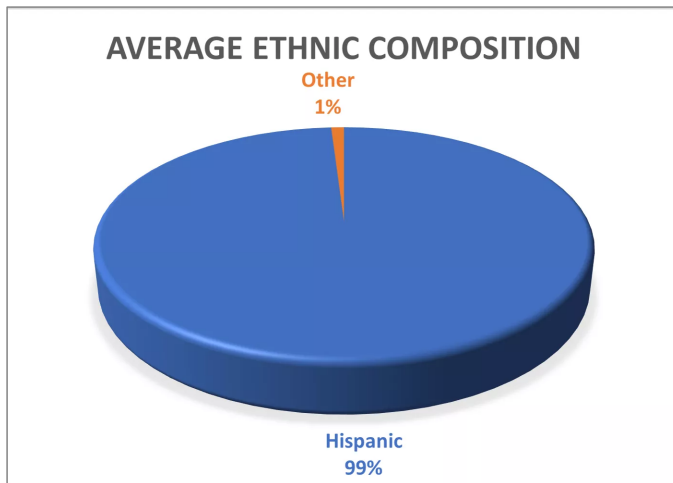


# Zone K San Diego/Imperial

## Radio: **KLNV-FM**



**Format: Regional Mexican**  
**Core Demo: Adults 18-49**  
**90% Spanish Dominant**



## KLNV-FM Spot Cost

Daypart	Length	
Mon-Fri 6A-7P	:60	
Mon-Fri 6A-7P	:30	
Sat-Sun 8A-5P	:60	
Sat-Sun 8A-5P	:30	
Mon-Sun 5A-12A	:60	
Mon-Sun 5A-12A	:30	

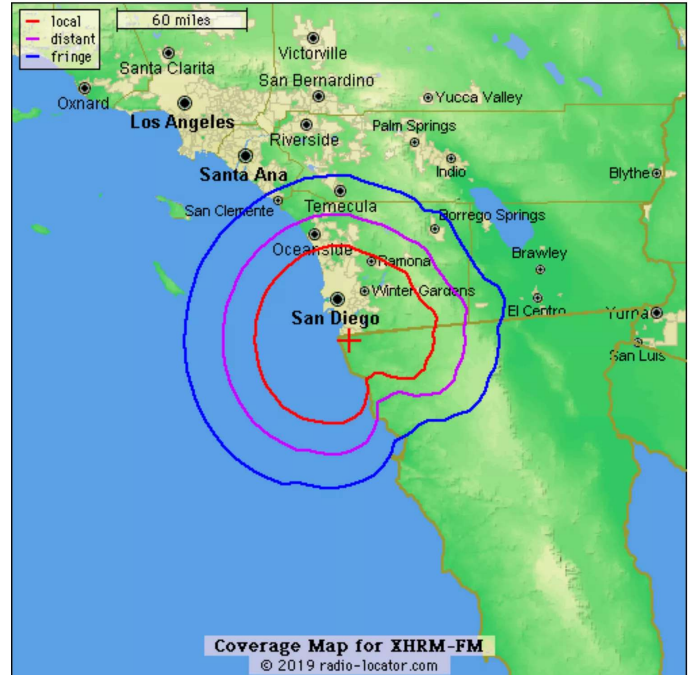
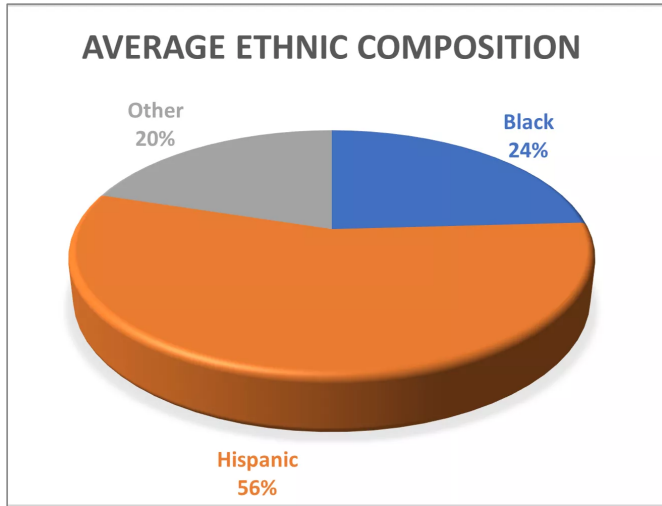
\*Sources: Nielsen Audio, <https://radio-locator.com>

# Zone K San Diego/Imperial

## Radio: **XHRM-FM**



**Format: Rhythmic Oldies**  
**Core Demo: Adults 35-64**



## XHRM-FM Spot Cost

Daypart	Length	
Mon-Fri 6A-7P	:60	
Mon-Fri 6A-7P	:30	
Sat-Sun 8A-5P	:60	
Sat-Sun 8A-5P	:30	
Mon-Sun 5A-12A	:60	
Mon-Sun 5A-12A	:30	

**\* BONUS SPOT OFFER: 5X :30 MON-SUN 5A-1A PER WEEK**

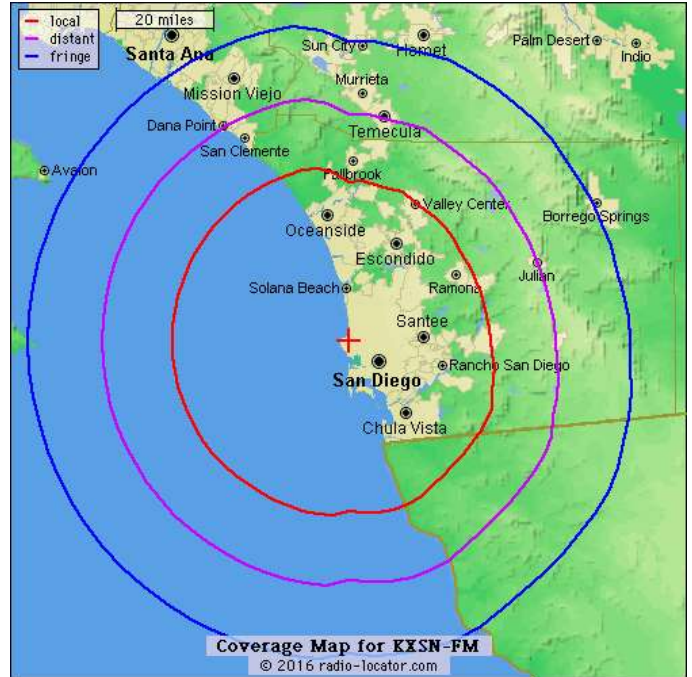
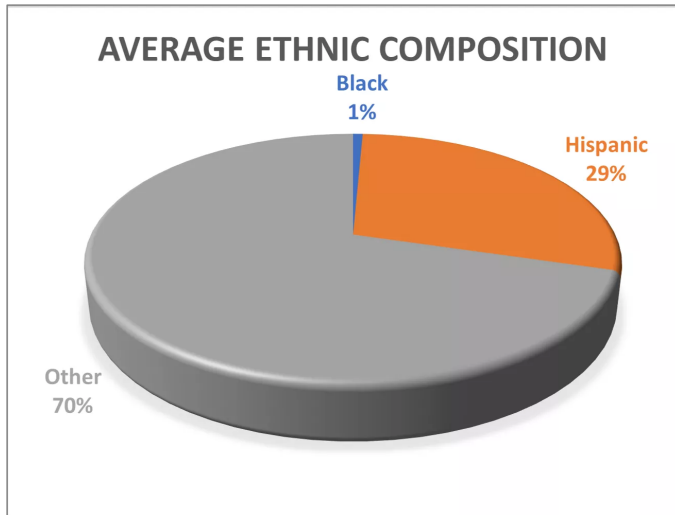
\*Sources: Nielsen Audio, <https://radio-locator.com>

# Zone K San Diego/Imperial

## Radio: **KXSN-FM**



**Format: Classic Hits**  
**Core Demo: Adults 35+**



## KXSN-FM Spot Cost

Daypart	Length	
<b>Mon-Fri 6A-7P</b>	:60	
<b>Mon-Fri 6A-7P</b>	:30	
<b>Sat-Sun 8A-5P</b>	:60	
<b>Sat-Sun 8A-5P</b>	:30	
<b>Mon-Sun 5A-12A</b>	:60	
<b>Mon-Sun 5A-12A</b>	:30	

\* **BONUS SPOT OFFER:** 2X :60 MON-SUN 12A-12A PER WEEK, 3X :30 MON-SUN 12A-12A PER WEEK

\*Sources: Nielsen Audio, <https://radio-locator.com>