



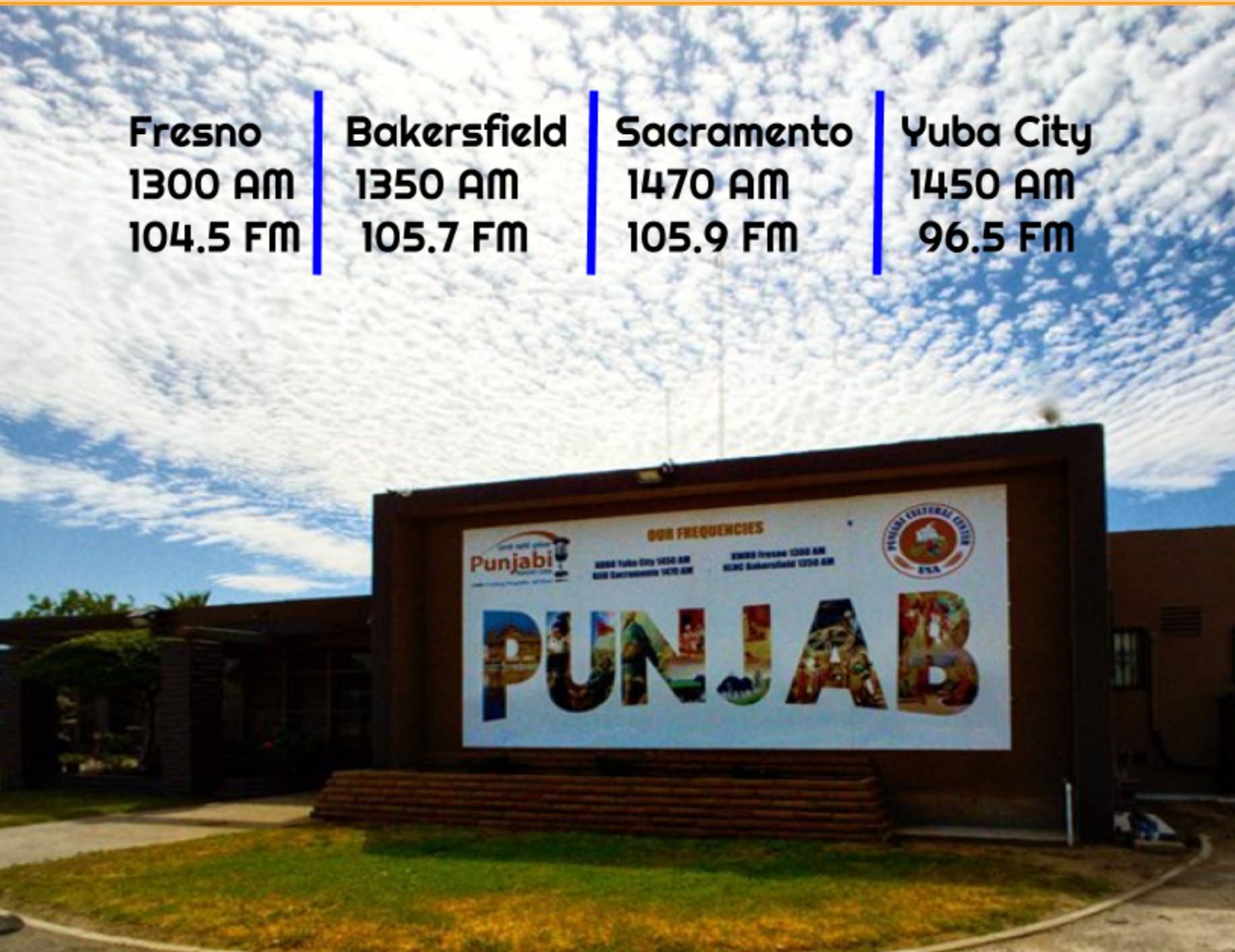
MEDIA KIT

Fresno
1300 AM
104.5 FM

Bakersfield
1350 AM
105.7 FM

Sacramento
1470 AM
105.9 FM

Yuba City
1450 AM
96.5 FM





BACKGROUND

HISTORY

In August 2010 a group of concerned Punjabis noticed the glaring lack of media that catered to the needs of the Punjabi speaking diaspora. They launched Punjabi Radio USA with the idea of being a radio station 'of the people, by the people, and for the people'.

Now operating four AM stations, two FM stations and several other sideband stations throughout California, Punjabi Radio USA has distinguished itself as the largest Punjabi radio station in the world with its coverage area. With office locations in Fresno and San Jose, California, Punjabi Radio USA broadcasts 24/7, 7 days a week in Punjabi.

MISSION

We are a team of inspired individuals who believe in the beauty of the Punjabi culture and in the importance of preserving our cultural roots.

We are inspired by our cultural values of service, friendship, laughter and humanity. Our mission is to express the colorful tapestry of Punjab by providing programs that help our listeners stay connected to their roots.

In this spirit, we are dedicated to serving the Punjabi Diaspora in the USA with our philosophy of giving our listeners their own platform and voice.



FACTS AT A GLANCE

Punjabi Radio USA creates a variety of programs for our diaspora audience. We reach listeners statewide and nationally across many platforms - on the radio, online, mobile app.

Expand your reach. Elevate your Brand.

- Our listeners are among the most loyal and listen to an average of 15 hours/week
- 100k weekly radio listeners
- 40k radio sets sold
- 100k+ app downloads
- 10 million mins streamed each month on mobile
- 2 million minutes streamed monthly on YT/FB
- Extensive Reach: 4 AM stations, 4 FM stations, 5 sideband stations

Ways to Listen...

- 1) Radio (AM, FM, Sideband stations)
- 2) Listen live at punjabiradiousa.com
- 3) Download free app at AppStore or GooglePlay
- 4) Dial call-to-listen number



1300 AM FRESNO 1350 AM BAKERSFIELD 1450 AM YUBA CITY 1470 AM SACRAMENTO

COVERAGE

Zone 1. 1470 AM KIID.

Sacramento, Elk Grove, Antelope, Roseville, Rancho Cordova, Folsom, Citrus Heights) and surrounding areas. *Estimated 30,000 listeners*

Zone 2. 1450 AM KOBO and 96.5

FM. Yuba City, Live Oak, Gridley, Marysville, nearby areas. *Estimated 20,000 listeners*

Zone 3. 1300 AM KWRU. Fresno,

Madera, Clovis, Visalia, Selma, Sanger, Fowler, Kerman. *Estimated 20,000 listeners*

Zone 4. 1350 AM KLHC.

Bakersfield and nearby areas like Kingsburg, McFarland, and Delano. *Estimated 10,000 listeners*

Zone 5. Santa Clara & Alameda

County (sideband) - San Jose, Sunnyvale, Santa Clara, Fremont, Hayward, Oakland, Pleasanton, Livermore and all cities in between. Estimated 12,000 listeners

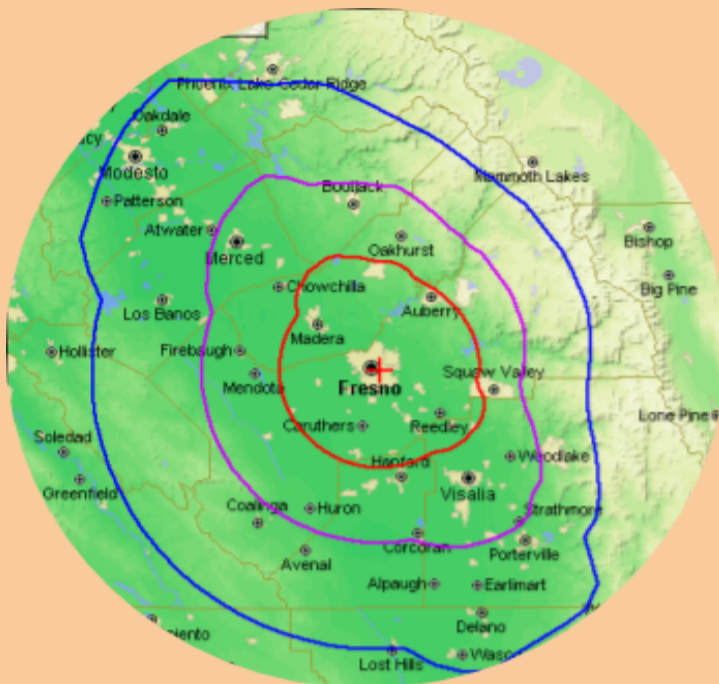
Zone 6. San Joaquin & Modesto

County (sideband) - Tracy, Manteca, Stockton, Lathrop, Lodi, Modesto, Turlock, Livingston, Merced and surrounding areas. *Estimated 15,000 listeners*

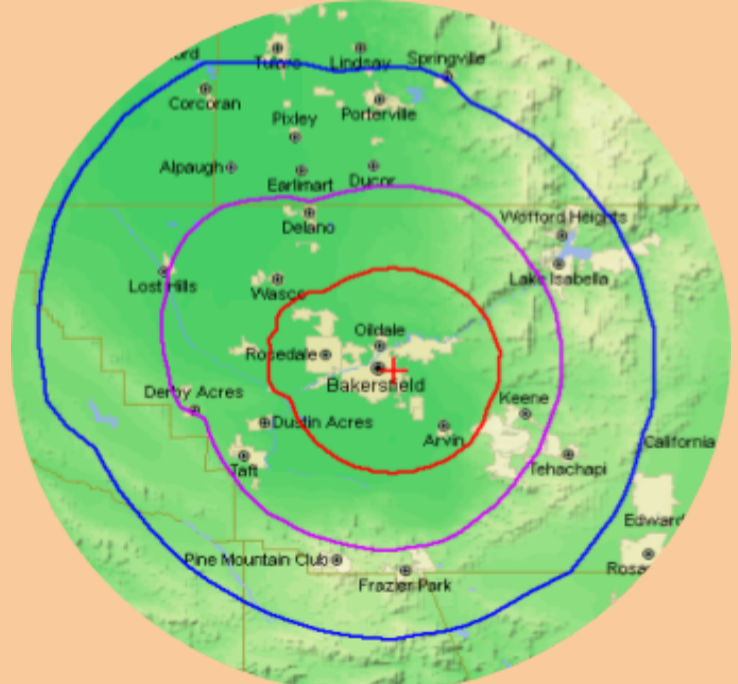
Zone 7. Mobile. Our mobile app,

internet, call to listen options. We have over 100,000+ app downloads and over X00k minutes streamed every day on average.

*The red line represents the local coverage. Purple line represents the fringe and blue represents distant.



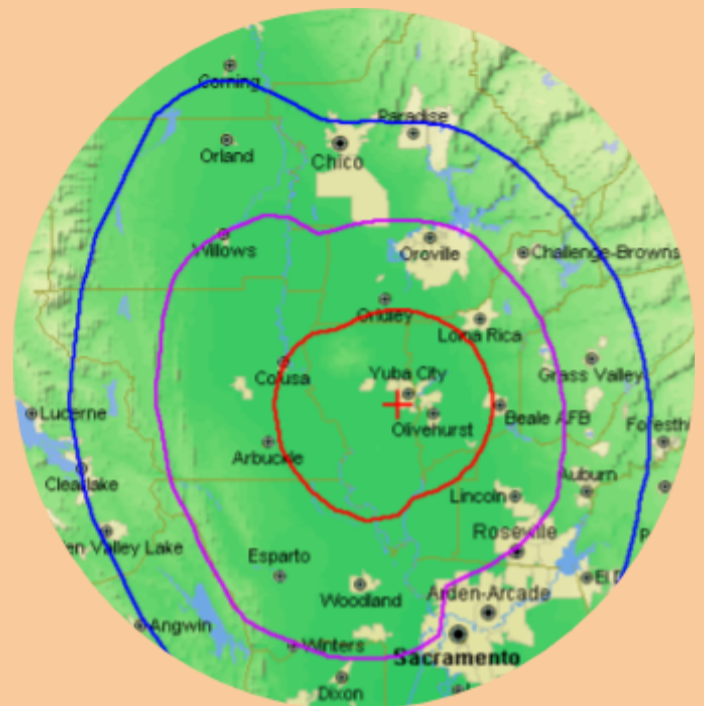
Fresno



Bakersfield



Sacramento



Yuba City



ADVERTISING

Truckers Love Us

- Weekly Truckers news show, every Thursday 9-10 am. Hosted with founder of NAPTA and American Trucking Show.
- Broadcast partner of NAPTA
- Very easy for truckers to listen to us because of the many options to listen via radio, dial to listen , app, website, facebook, youtube, podcasts sent via whatsapp

Advertising Capabilities

- Platforms: radio, mobile, social media, whatsapp
- Total ad production: script, voice, editing
- Translation (english to punjabi)
- Radio advertising: radio spots (60/30 sec ad spot), live reads, sponsorship tags, educational talk show
- flexibility: quick turnarounds

Interested in reaching the Punjabi market? Contact Us

Email: info@punjabiradiousa.com

Phone: 408-722-7698

ABOUT THE PUNJABI LANGUAGE

BACKGROUND

Punjabi is the 10th most spoken language in the world, with over 100 million speakers worldwide, also making it the 3rd most spoken language in Canada and the 4th most spoken in the United Kingdom. It originated in the border region of northwest India and southeast Pakistan.

PUNJABI IN CALIFORNIA

Punjabi is one of only 16 languages in California with over 100,000 speakers, far higher than more well-known languages like Italian, Portuguese and Hmong. Due to a census miscategorization in the past, the Punjabi language data has not been integrated in all areas of state services, but it will be soon. Punjabi is the 3rd most spoken language in the Central Valley (after English & Spanish) and is one of the top 12 most-spoken

languages in California with over 250,000 speakers. Nearly 50% of Punjabi are limited English proficient (LEP).

GEOGRAPHIC DISTRIBUTION OF PUNJABI SPEAKERS

Punjabi is a mandated language according to the 2020 California Census - Language and Communications Access Plan (LACAP) in the following counties: Alameda, Santa Clara, Sutter/uba, Sacramento, San JOaquín, Merced, Fresno, and Kern.

QUICK FACTS

- 250,000+ speakers in California
- >50% of Punjabi speakers are LEP (limited english proficient)
- 4th fastest growing language in the U.S.
- Most popular Punjabi media: Radio, Television, Print