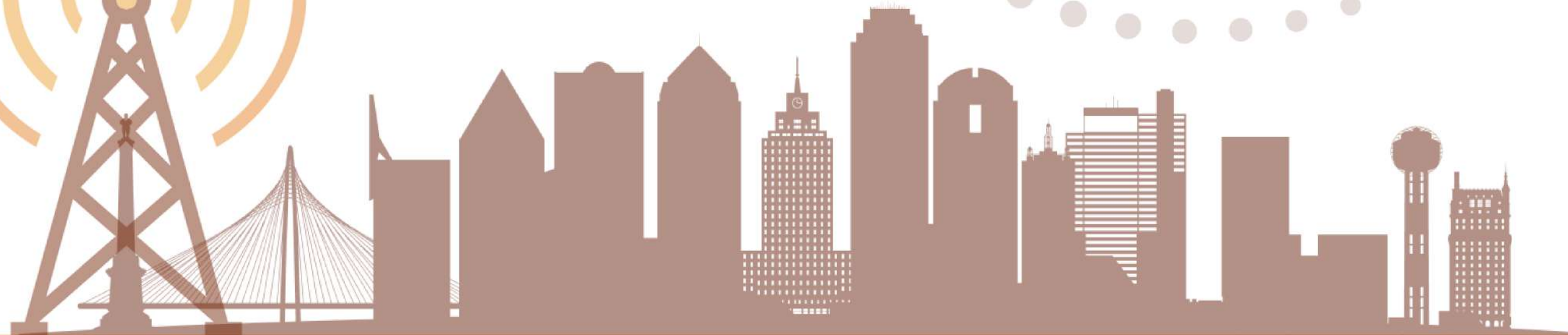




# FUNASIA

104.9 FM



[funasia.net](http://funasia.net)

# What is FunAsia?

Biggest South Asian Media House In USA. With a top 40 formats the station not only provides non-stop Bollywood and American hits, it also provides unique interactive segments to inform and entertain Listeners/Viewers.

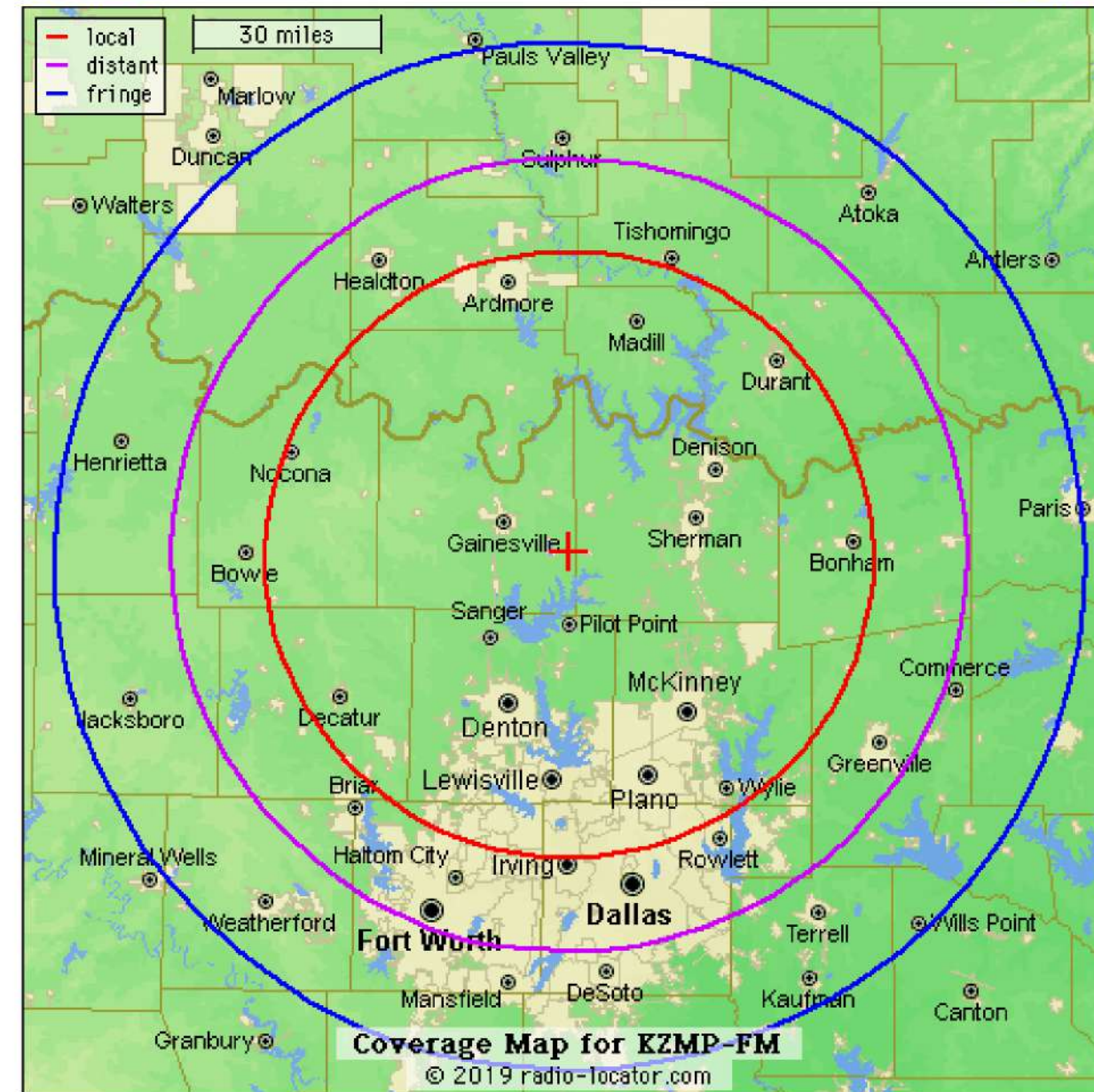


# FUNASIA COVERAGE MAP

Coverage Area for **KZMP 104.9 FM**, Pilot Point, TX

[Zoom Out](#)

[Zoom In](#)



**ON AIR**

One World Entertainment



As a leader in new radio technology our mission is to bring together and entertain South Asian Millennials worldwide, thereby living up to its Vision

“One World Entertainment.”

funasia.net

# Who Is FunAsia?



Managed by some of the most seasoned broadcast professionals in the industry, FunAsia boasts sought after South Asian Radio Jockeys whose education and background experiences are versatile and mature to deliver excellent music and well-versed content to its specific audiences

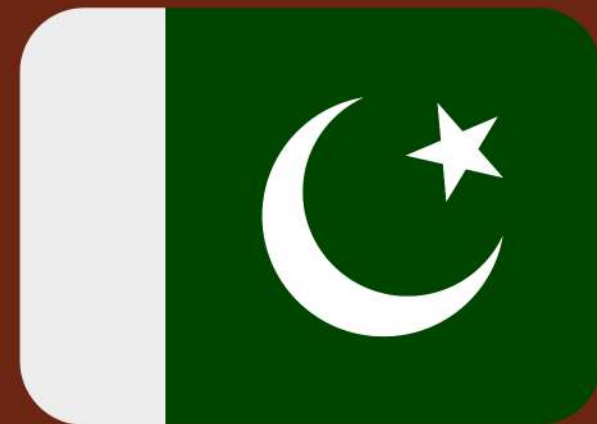


# WHO ARE SOUTH ASIANS?

INDIA



PAKISTAN



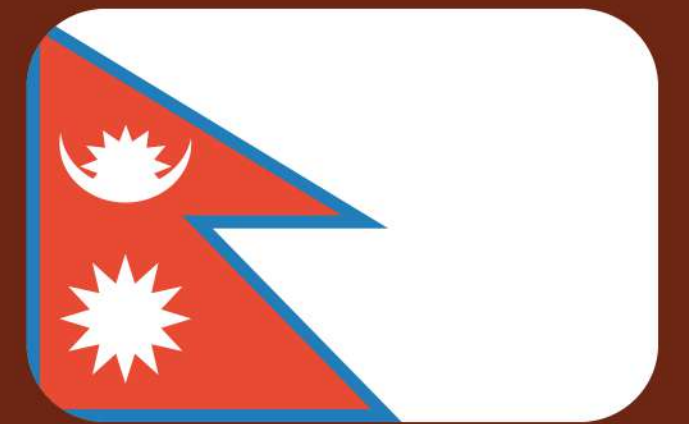
SRI LANKA



BANGLADESH



NEPAL





# Why Target South Asian?

- Fastest growing segment in the US
- Higher buying power compared to other communities
- Exhibit strong brand loyalty
- Quality conscious
- Strong Family & cultural values
- Technologically savvy
- Most active demographic on social media
- Cross Cultural Recognition
- Primarily speak their native language

# Why FunAsia?

FunAsia is the only 24/7 FM station in North Texas which caters to the entire South Asian community. We also provide 360 degree media mix for our clients using various platform including Audio/Visual Radio, Magazine, Digital And Social Media, Events & Concert

ON AIR





# OUR ACHIEVEMENTS

1,000,000+

Average listeners per  
week for 104.9 FM



503,000+

Live concerts and event  
tickets sold in 2022



292,000+

Movie tickets sold at all  
FunAsia theaters in 2022

\$100,547

Median household  
income of the majority of  
our audience





## OUR CONTENT

Delivering next-level entertainment and up to date news and information to our community, is what we do best.

- Broadcasting in 5 different languages
- Top 100 Bollywood hits
- Daily world news
- Weather & Traffic
- Kids show & more

# RATE CARD

	ADVERTISING MEDIA	MEASURE	RATE
<b>RADIO</b>			
1	RADIO SPOT	PER 30 SECOND	\$50
2	RJ ENDORSEMENT (2 LINES)	PER LA	\$50
3	SHOW SPONSORSHIP	PER 1 HR SHOW	\$250.00
4	INTERVIEW	PER MINUTE	\$500
5	GIVEAWAY	PER PRIZE	\$10.00
6	FULL SHOW	30 MINUTES	\$3,000.00
7	NEWS SPONSORSHIP	4 PER DAY	\$1,500.00
8	TRAFFIC SPONSORSHIP	6 PER DAY	\$500.00
9	WEATHER	9 PER DAY	\$500.00
10	SPONSORSHIP STUDIO	24/7	\$1,000.00
11	SPONSORSHIP CLOCK	PER DAY DAYPART	\$1,000.00
<b>DIGITAL MAGAZINE</b>			
1	1/4 PAGE	PER MONTH	\$350.00
2	1/2 PAGE	PER MONTH	\$600.00
3	FULL PAGE	PER MONTH	\$1,000.00
4	BACK PAGE	PER MONTH	\$1,500.00
5	FRONT PAGE	PER MONTH	\$1,200.00
6	BUSINESS CARD	PER MONTH	\$150.00
7	CLASSIFIEDS	PER MONTH	\$100.00
<b>WEB &amp; SOCIAL MEDIA</b>			
1	FACEBOOK AD	PER MESSAGE	\$100.00
2	WEB BANNER	PER MONTH	\$150.00
3	EMAIL BLAST	PER WEEK	\$100.00
4	FACEBOOK LIVE	PER EVENT	\$750.00
5	PRE ROLL	PER IMPRESSION	

# RATE CARD

	ADVERTISING MEDIA	MEASURE	RATE
<b>MOVIE THEATERS</b>			
	1 Slide -Richardson	PER MONTH 100	\$500.00
	2 Slide -Carrollton	PER MONTH	\$1,000.00
	3 Slide -Irving	PER MONTH	\$1,500.00
	430 sec video ad -Richardson	PER MONTH	\$1,000.00
	530 sec video ad -Carrollton	PER MONTH	\$2,000.00
	630 sec video ad -Irving	PER MONTH	\$3,000.00
	7 Standee -Richardson	PER MONTH	\$250.00
	8 Standee -Carrollton	PER MONTH	\$250.00
	9 Standee -Irving	PER MONTH	\$250.00
	10 Booth -Richardson	WEEKEND	\$250.00
	11 Booth -Carrollton	WEEKEND	\$250.00
	12 Booth -Irving	WEEKEND	\$350.00
<b>PRODUCTION FEES</b>			
	1 Audio ad (w/out copyright)	30 SECONDS PER EDIT	\$200.00
	2 Audio ad -edit		\$50.00
	3 Video ad		\$1,500.00
<b>EVENTS</b>			
	1 Annual event sponsorship	PER MONTH	\$1,000.00
	(Terms & conditions apply)		
	2 Event coordination	PER EVENT	\$500 & UP

 CURRENTLY UNAVAILABLE



  
**FUNASIA**  
104.9 FM

BRINGING THE  
COMMUNITY TOGETHER