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Client Focused Advertising

Media Solutions that **Speak Volumes** for the Real World

For over a decade, **Focus 360** has been proud to provide our clients with top tier advertising solutions. From terrestrial radio in both small and large markets – utilizing the most up-to-date technology – to custom upscale audio listening on major podcast platforms with engaging content. Our goal is to help clients maximize their return with access to listening impressions that drive brand success.

SPEAK



#SPEAKVOLUMES

Custom Built Network

For Over A Decade, Focus 360 Has Been Proud To Provide Our Clients With **Top Tier Advertising Solutions.**



Target Female, Rock, Sports or Information stations to suit your brand's desired target

sportsmap

Get your brand in the game with passionate listeners with long "time spent listening"



#SPEAKVOLUMES

01

JELLI



#SPEAKVOLUMES

Jelli Technology



The Advantages of Focus 360's **Jelli Network for Advertisers**

- Our cloud-based Jelli platform allows Focus 360 the ability to track individual ad plays, giving us real-time air-checks against your campaign. Ability to copy split and blackout.
- Need a last-minute copy change on a Friday afternoon? Focus 360 is plugged in directly to the servers at each of our contracted stations, so new copy is as easy as “done!”



#SPEAKVOLUMES

Jelli Plus Network

Here's a strong signal: Focus 360 can custom build your brand a network for any target, creating loyal listeners who are excited to hear what you air. With 1200+ affiliates in over 200 markets and 100 percent top 100 coverage.



Jelli Female Plus

Women 25-54

- **Strong Formats: A/C, CHR & Country**
- **Over-indexes on HHI \$75k+, college-graduate, full-time employed, owns a townhouse, management professional**
- **377 Unique Stations**
- **Top 10 index: 129**
- **Top 50 Index: 101**
- **94.9% US Coverage**
- **Skew: 60% Female**



Jelli Male Plus

Men 25-54

- **Strong Format: Rock, Adult Hits & Country**
- **Over-indexes on HHI &75K+, college graduate, full-time employed, "white collar" professional**
- **404 Unique Stations**
- **Top 10 index: 124**
- **Top 50 Index: 103**
- **92.7% US Coverage**
- **Skew: 56% Male**



Jelli Plus Network

Here's a strong signal: Focus 360 can custom build your brand a network for any target, creating loyal listeners who are excited to hear what you air. With 1200+ affiliates in over 200 markets and 100 percent top 100 coverage.



Jelli Adult Plus

Adults 25-54

- Most disposable income
- Strong home ownership and great for home improvement
- 668 Unique Stations
- Top 10 index: 132
- Top 50 Index: 102
- 97.7% US Coverage
- Balanced Skew: 53% Male / 47% Female



Jelli Music Plus

Adults 25-54

- All music, no News stations, no Talk stations, no Sports stations
- 549 Unique Stations
- Top 10 index: 111
- Top 50 Index: 97
- 96.9% US Coverage
- Balanced Skew: 47% Male / 53% Female



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Jelli Adds for 2023



Fifty-four (54) stations in the important DMAs below have either started recently or are in the final stages of Jelli certification process:

- 2 - Los Angeles
- 15 - Detroit
- 29 - Salt Lake City
- 32 - Kansas City
- 35 - Cincinnati
- 49 - Albuquerque
- 50 - New Orleans
- 51 - Providence
- 52 - Buffalo
- 55 - Fresno
- 57 - Mobile
- 60 - Little Rock
- 84 - Colorado Springs
- 69 - Tucson
- 85 - Chattanooga
- 91 - Charleston, SC



New stations have been added to our Jelli networks!

#SPEAKVOLUMES

02

NETWORK RADIO



#SPEAKVOLUMES

Sports Byline



Timely **sports** updates on stations of all formats.

Over **150 affiliates** around the United States and overseas. Sports Byline reaches more than two and a half million American listeners. In addition to the American listening audience, Sports Byline's has distribution in The Virgin Islands, Puerto Rico, on the Armed Forces Network, CRN Digital Radio and SiriusXM Radio.



SportsMap

sportsmap

Over **700** affiliate radio stations across the country, , airing national sports talk and sports-betting content

- Live reads on long form shows
- Opportunities for Sponsorships, Naming Rights, etc.
- :30, :15s,:60s



7:00 AM



9:00 AM



MICHAEL LOMBARDI

12:00 Noon



2:00 PM



COLE THOMPSON
3AM-7AM



10:00 PM



1:00 AM



6:00 PM



ANTHONY POPE
8:00 PM

#SPEAKVOLUMES



VSIN: Sports Betting Updates

Vegas Sports & Information Network

VOICED :15s, :30s and :60s

Sponsored Sports Betting Updates

- :15s/:30s/:60s updates voiced by Brent Musburger
- Pre-recorded voiced brand messaging, wrapped around sports betting stats/content
- Airing Monday-Sunday 6a-7p (3x/day)

What is VSIN:

- *1st sports media company dedicated to providing news, analysis & proprietary data to millions of Americans wagering on sports; making sports betting a multibillion-dollar industry*
- *Fueled by award-winning broadcasters and legendary oddsmakers, VSIN informs and entertains consumers with the latest sports betting news and industry trends*



VSIN M18-49

- Messaging wrapped around content, primarily across Sports Talk and Classic Rock Stations
- **118** Unique Stations
- **54** Markets
- **Top 50** index: 93%
- **Mon-Sun daypart-able**
- **:15 or :30 live reads**



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Focus On Rock



A Unique **Rock & Roll** Storytelling Sponsorship

:45s Vignette adjacent to your :15s Radio Ad that drive Call-To-Action for the “Full Story”. Visually Branded 3-4 Minute “Full Story” Video with Sponsorship Mentions & Embedded :15s Live Reads.

Hosted by a 15-year radio veteran & BBC presenter
Carrie Cooper.



Focus Custom 15s Networks

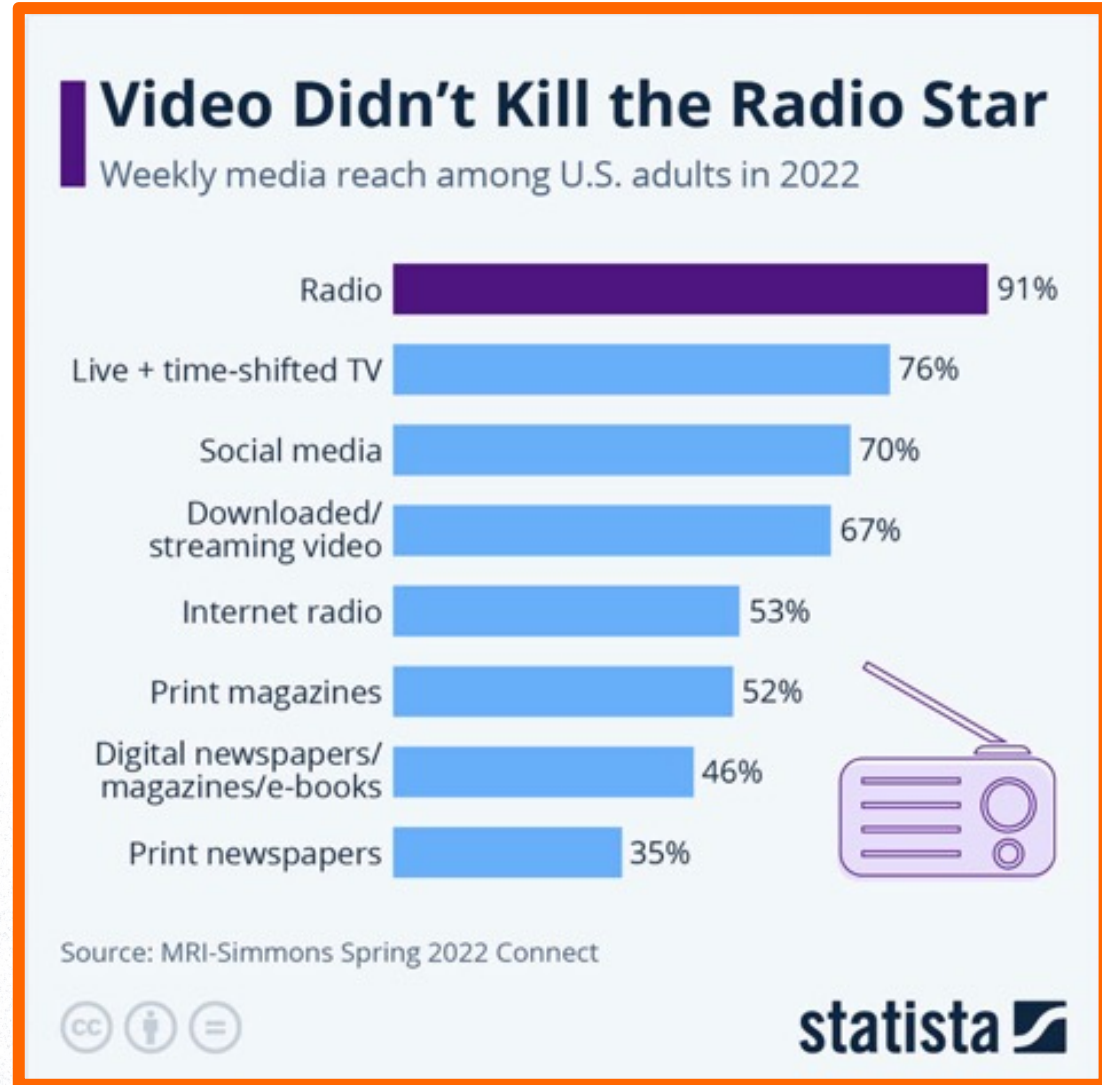
Short-15-second-advertising message are popular with brands and listeners. Our Focus :15s are heard with “lean-in” programming such as sports/business/news flash updates, VSIN sports betting updates, music, etc.. Live reads are available and particularly compelling to grab the listeners attention. Using your brand’s voice with pre-recorded copy is also available. Format examples: Rock, Country, Sports, Hot A/C, etc.



#SPEAKVOLUMES

Why Radio

- ❑ More than 40 years after The Buggles released “Video Killed the Radio Star”, radio is still alive and well.
- ❑ With all the chatter about streaming and other digital media, the reach of traditional media such as radio and television remain high.
- ❑ Radio rarely gets credited for what it still is: a true mass medium. According to MRI-Simmons, radio even trumps TV in terms of its weekly reach among U.S. adults.
- ❑ Do not underestimate the power of radio. If you want your brand to have a successful campaign, you must include radio. You can “be cool” and leave it out, or “be pragmatic” and leverage its value.



You're In Good Company



#SPEAKVOLUMES



THANK YOU!



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