focus360llc.com

FOCUS
THREE SIXTY

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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.

# Custom Built Network

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

Jelli

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"

BRIDGE RATINGS

Connect your brand with music stations that use today's data for perfect song rotation

#SPEAKVOLUMES

# You're In Good Company

#SPEAKVOLUMES

# 01

# JELLI

#SPEAKVOLUMES

# Jelli Technology

Jelli

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

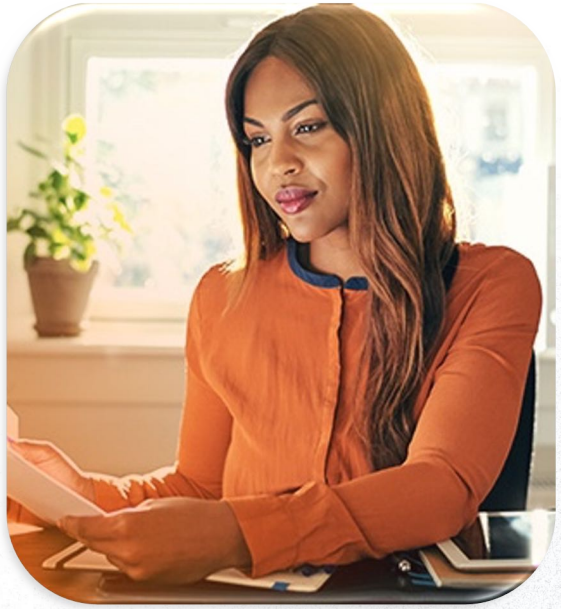
- Our cloud-based Jelli platform allows Focus 360 the ability to track individual ad plays, giving us real-time air-checks against your campaign.

- 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

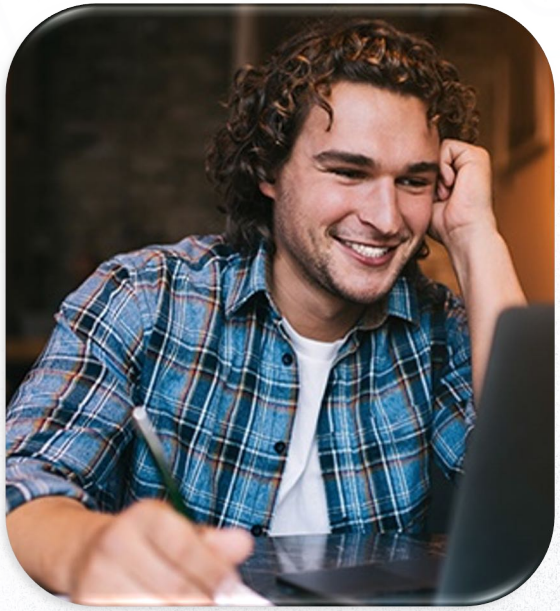
Here's a strong signal: Focus 360 can custom build your brand a network for any target, creating loyal listeners who are excited to hear what you air. With 1200+ affiliates in over 200 markets and 100 percent top 100 coverage.



## 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**
- **555 Unique Stations**
- **147 Markets**
- **Top 10 Index: 123**
- **Top 50 Index: 101**
- **95.2% US Coverage**



## 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**
- **1081 Unique Stations**
- **183 Markets**
- **Top 10 Index: 77**
- **Top 50 Index: 83**
- **99.3% US Coverage**

# 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**
- **935 Unique Stations**
- **175 Markets**
- **Top 10 Index: 97**
- **Top 50 Index: 95**
- **98.9% US Coverage**

## Jelli Music Plus

**Adults 25-54**

- **All music, no News stations, no Talk stations, no Sports stations**
- **1329 Unique Stations**
- **188 Markets**
- **Top 10 Index: 94**
- **Top 50 Index: 92**
- **97.7% US Coverage**

02

# NETWORK RADIO

#SPEAKVOLUMES

# SportsMap

sportsmap

Over **550** affiliate radio stations across the country

**6m+ Listeners.** That's the number of listeners that SportsMap has spread over three audio platforms, including radio, streaming, and podcast. With 550 affiliate radio stations throughout the US and morning, mid-day, and afternoon hosts that amount to a combined four to six hours of programming on  Satellite Channel 92, we are proud to be SportsMap's partner on the airwaves.

**4-6 Hours Daily**
**Men 25-54**

**7:00 AM**

**9:00 AM**

**11:00 AM**

**1:00 PM**

**Scott Ferrall**
**4:00 PM**

**KEVIN DZIEPAK**
**6:00 PM**

**Bill Schmid**
**10:00 PM**

**#SPEAKVOLUMES**

# Sports Byline

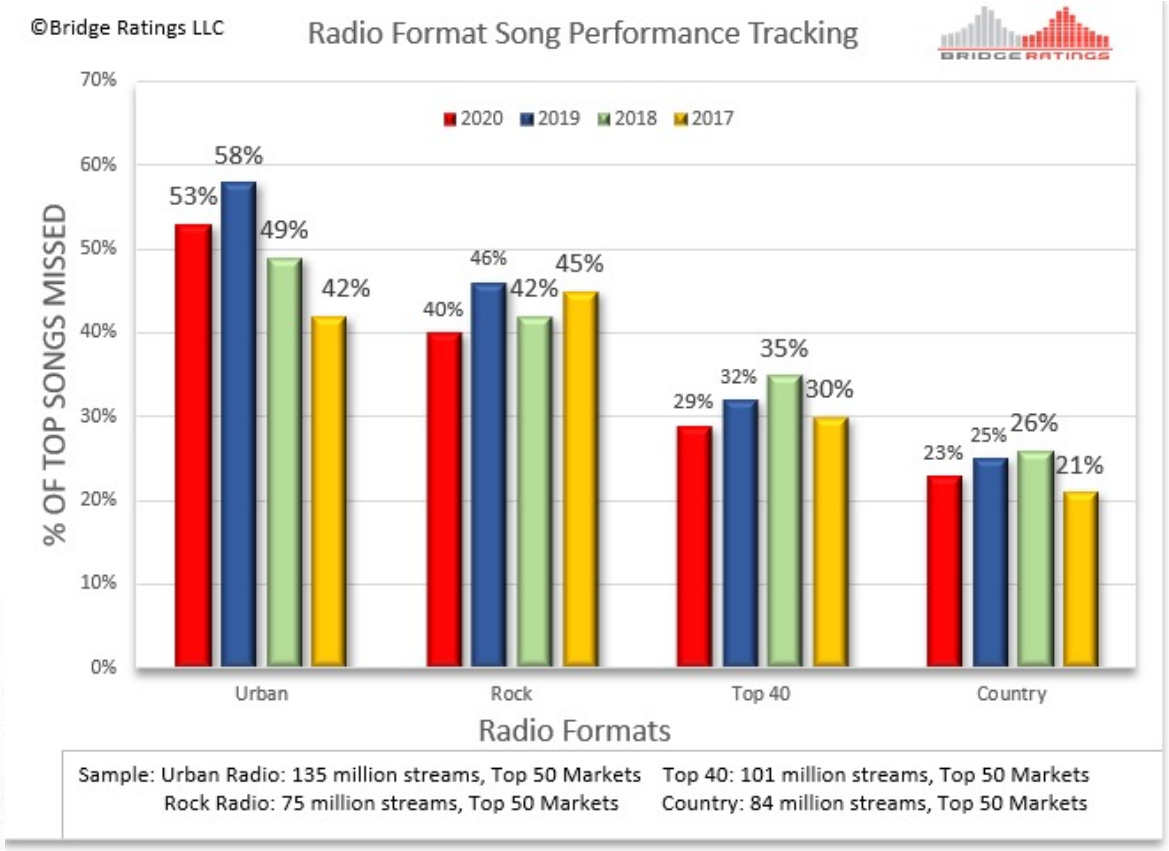
Timely **sports** updates on stations of all formats.

Over **200 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.

# Bridge Ratings

**For Brands** – Align with stations using state-of-the-art Music Playlist technique

- This is a line-up of music stations that use streaming insights from their local market to create perfect song rotation.
- These stations make sure the top streamed songs for their format and market have power rotations on their playlists.
- The data reveals that – without this tool – stations totally miss or underplay from 25% to 58% of the top 200 songs in their market.



# Focus On Rock

A Unique **Rock & Roll** Storytelling Sponsorship

**:30s Vignette** adjacent to your :30s 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 Information

POWER TALK

## Hugh Hewitt

MON-FRI 6AM-9AM ET

**Hugh Hewitt is the Renaissance Man of talk radio: his multi-faceted work on radio and TV; as well as being author, blogger, and legal expert plugs Hugh into the "real world" that helps advertisers connect with his audience.**

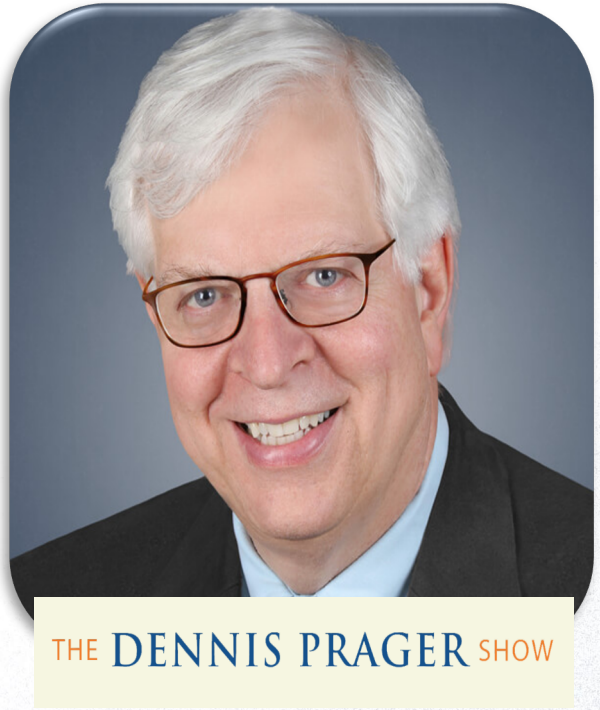
## Mike Gallagher

MON-FRI 9AM-12PM ET

**Mike Gallagher has been described as a "selling machine" and helped turn one-time struggling business Mike Lindell into the phenomenal success story. Mike's entrepreneurial approach to every client helps him generate renewal- after-renewal.**

# Focus Information

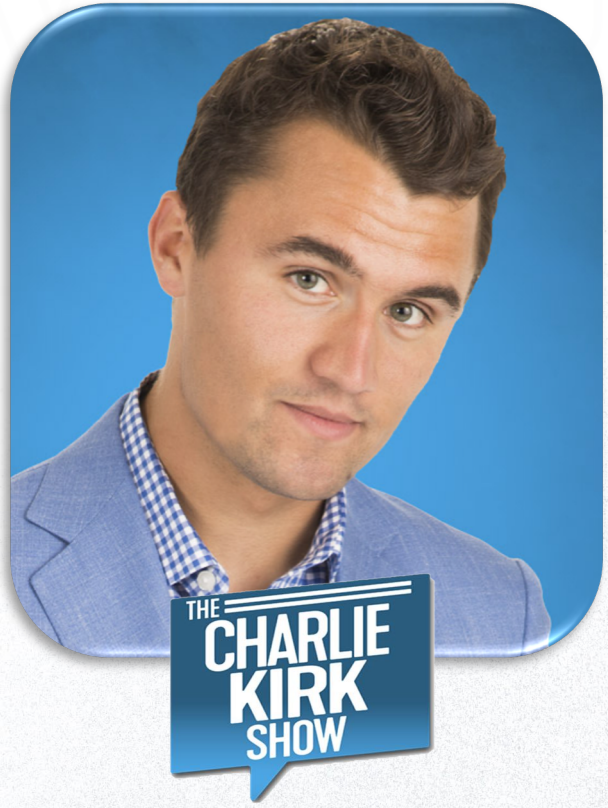
POWER TALK




## Dennis Prager

MON-FRI 12PM-3PM ET

**Dennis Prager could literally sell any product and make a winner. From supplements like Relief Factor to his own online Prager University. Dennis has developed a loyal audience that knows his integrity and clarity are lent to products and services he trusts.**




## Charlie Kirk

MON-FRI 12PM-3PM ET

**Charlie Kirk has appeared on CNBC, Fox News, and Fox Business News over 600 times, is an editor-at-large at Newsweek, and whose writings are often published on Fox News, The Hill, The Washington Times, Breitbart, and Daily Caller. His Social Media reaches over 100 million people per month.**

03

# FOCUS 15’S

#SPEAKVOLUMES

# Focus 15's

Short-15-second-advertising message are popular with brands and listeners. Our Focus :15s are heard with "lean-in" programming such as weather forecast from The Weather Channel, sports updates and great music. Live reads are available and particularly compelling. Using your brand's voice with pre-recorded copy is also available.

**AQH Skew:**
- 63% Male

**Inventory:**
- Live Read or Pre-Recorded 15 Second Spot

**Affiliates Include:**
- The Weather Channel
- Music Programming
- Sports Updates

**Weekday Formats:**
- Soft and Hot A/C – 26%
- Classic Rock & Hits – 24%
- Sports – 23%
- Country – 16%

**Weekend Formats:**
- Soft and Hot A/C – 39%
- Classic Rock & Hits – 43%
- Sports – 5%

# THANK YOU!

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