



ON
AIR

WESTMINSTER, CA 92683
WWW.SAIGONRADIO.COM



INTRODUCING: SAIGON RADIO OVERSEAS

Since 1995, Saigon Radio has been the Vietnamese American household name in radio programming. We have become the most trusted voice, serving some of the most populous communities across the nation. Providing the best variety of radio programming that effectively serves the growing market, we offer these channels:

106.3FM Orange/Los Angeles Counties, Southern California

1430AM San Jose - Northern California

900AM Houston - Texas

Nationwide live streaming over the internet at www.saigonradio.com

Our on-air personalities are our best assets in bringing quality messages to the listeners. Serving and strengthening the bond between the Vietnamese American communities across the United States through radio airwaves and world-wide-web medium while preserving and promoting the rich Vietnamese culture, traditions and language.

Saigon Radio covers a broad spectrum of subjects from news to entertainment. We offer information pertaining to issues that effect the daily lives of our listeners such as legal, medical, immigration and education. This information is provided through our live talk shows and interactive programs hosted

by professional staff and experts in these fields and includes live input from our listeners.

Saigon Radio serves as an important vehicle for advertisers to reach the local Vietnamese market through commercial spots, special promotional events and remotes. We believe in the synergy created between the station, our clients and our listeners. The ultimate result is superior programming and client service.

We appreciate and look forward to serving you and your business.

PROVIDING THE VIETNAMESE COMMUNITY IN NORTHERN & SOUTHERN CALIFORNIA WITH:

- News: California, Texas, Vietnam & Worldwide
- Traditional and Modern Music
- Audio Books Drama
- Interviews with Community Leaders, Dignitaries and Celebrities
- Special Events and Cultural Festivities
- A bridge between Vietnamese consumers and Local, National and International providers of goods and services
- Contribution from Hundreds of Vietnamese Artist, Writers, Journalist and Professionals

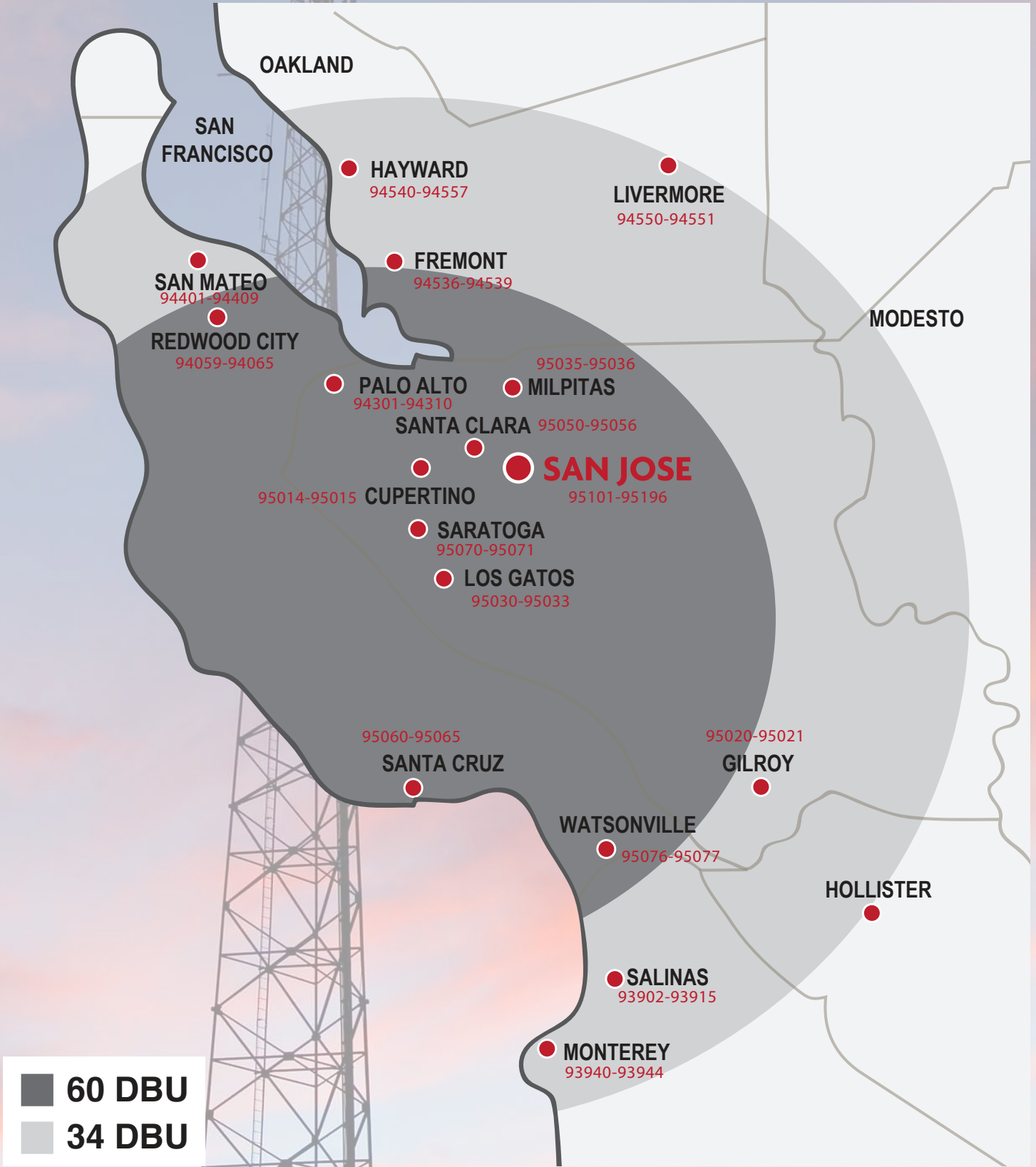
BROADCASTING LIVE: SAIGON RADIO OVERSEAS

106.3FM MONDAY - SATURDAY • 1430AM MONDAY - FRIDAY • 900AM MONDAY - FRIDAY

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY		SATURDAY
4PM	<ul style="list-style-type: none"> News - Stocks & Bonds - Dow Jones Info Announcements Music 	<ul style="list-style-type: none"> News - Stocks & Bonds - Dow Jones Info Announcements Music 	<ul style="list-style-type: none"> News - Stocks & Bonds - Dow Jones Info Announcements Music Entertainment Interview 	<ul style="list-style-type: none"> News - Stocks & Bonds - Dow Jones Info Announcements Infomercial 	<ul style="list-style-type: none"> News - Stocks & Bonds - Dow Jones Info Announcements Infomercial 	5AM	<ul style="list-style-type: none"> News Music Announcement Talkshow Live Promotion
5PM	<ul style="list-style-type: none"> Infomercial Real Estate Education Health <p>Sponsored by CALoptima</p>	<ul style="list-style-type: none"> Infomercial - Beauty Talkshow - Law 	<ul style="list-style-type: none"> Talkshow - Market - Photo - Auto - Education 	<ul style="list-style-type: none"> Talkshow - Beauty - Market 	<ul style="list-style-type: none"> Talkshow - Auto - Furniture - Electronic 	7AM	<ul style="list-style-type: none"> Talkshow - Real Estate
6PM	<ul style="list-style-type: none"> Talkshow - Dental - Health - Law 	<ul style="list-style-type: none"> Talkshow - Health QThai + QHuong Hosted Talkshow 	<ul style="list-style-type: none"> Talkshow - Law QThai + QHuong Hosted Talkshow 	<ul style="list-style-type: none"> Talkshow - Law 	<ul style="list-style-type: none"> Infomercial - Market - Restaurant - Jewelry 	8AM	
7PM	<ul style="list-style-type: none"> News Health <p>Sponsored by OCMM Center</p>	<ul style="list-style-type: none"> Talkshow - Health - Life 	<ul style="list-style-type: none"> Talkshow - Law - Health <p>Sponsored by Huntington Beach Hospital</p>	<ul style="list-style-type: none"> Infomercial - Religious - Health <p>Sponsored by FV Hospital</p>	<ul style="list-style-type: none"> Talkshow - Laws 	9AM	
8PM	<ul style="list-style-type: none"> News Announcement 	<ul style="list-style-type: none"> News Announcement Talkshow - Health <p>Sponsored by Garden Grove Hospital</p>	<ul style="list-style-type: none"> News Announcement Infomercial - Religion 	<ul style="list-style-type: none"> Announcement Music 	<ul style="list-style-type: none"> Announcement Infomercial - Religion 	10AM	<ul style="list-style-type: none"> Infomercial - Market - Life
9PM	<ul style="list-style-type: none"> Entertainment Music 	<ul style="list-style-type: none"> Vietnamese Political Culture 	<ul style="list-style-type: none"> Entertainment Music 	<ul style="list-style-type: none"> Infomercial - Real Estate 	<ul style="list-style-type: none"> Entertainment Music 	11AM	<ul style="list-style-type: none"> Talkshow - Furniture - Electronic - Auto
10PM	MUSIC	MUSIC	MUSIC	MUSIC	MUSIC	12PM	<ul style="list-style-type: none"> Announcement
						1PM	<ul style="list-style-type: none"> Talkshow - Skin Care - Cosmetics
						2PM	MUSIC

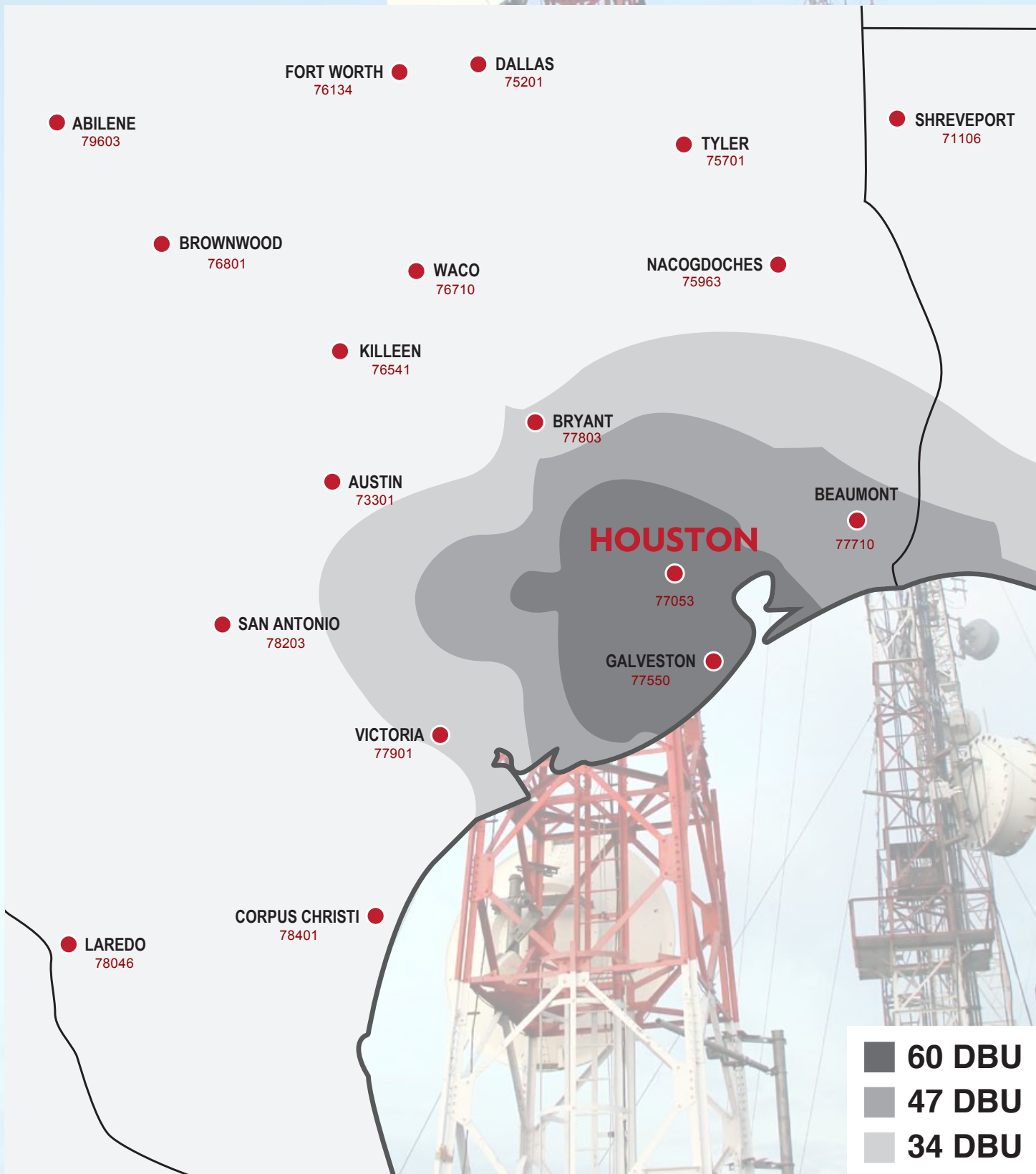
SAIGON RADIO OVERSEAS

SAN JOSE & THE BAY AREA, NORTHERN CALIFORNIA
1430AM KVVN ESTIMATED 350,000 LISTENERS



SAIGON RADIO OVERSEAS

HOUSTON, TEXAS
900AM KREH



RADIO ADVERTISING RATES

106.3FM LOS ANGELES & ORANGE COUNTY, SOUTHERN CALIFORNIA

1430AM SAN JOSE, NORTHERN CALIFORNIA • **900AM** HOUSTON, TEXAS

TALKSHOW

Duration	Monday - Thursday		Friday - Saturday	
	1 - 5 times	6 or more	1 - 5 times	6 or more
05 min	\$250	\$225	\$275	\$250
10 min	\$325	\$300	\$375	\$350
15 min	\$475	\$450	\$500	\$475
20 min	\$550	\$525	\$575	\$550
25 min	\$650	\$625	\$675	\$650
30 min	\$725	\$700	\$750	\$725
45 min	\$950	\$925	\$1000	\$975

LIVE ANNOUNCEMENT

Time Slot: 4:30 pm - 8:00 pm		
\$50/ea	7-typed lines, font 12	Prepaid
+\$5	For each additional line	

BUSINESS JOURNAL

\$120	2 min	Mon - Thur	+ \$50 production (script & record)
\$150	3 min	Mon - Thur	+ \$50 production (script & record)
\$200	4 min	Fri - Sat	+ \$50 production (script & record)

RANDOM SCHEDULED ADVERTISING SPOT

Quantity of Advertising	30 sec	45 sec	60 sec	Payment
1-50	\$80 / each	\$95 / each	\$120 / each	Deposit 1/4
51-75	\$78	\$90	\$100	Deposit 1/4
75-100	\$75	\$88	\$95	Deposit 1/4
101-200	\$73	\$85	\$90	Deposit 1/4
201-250	\$69	\$80	\$85	Deposit 1/4
251-300	\$65	\$75	\$83	Deposit 1/4
300+	\$60	\$70	\$78	Deposit 1/4
400+	\$59	\$68	\$75	Deposit 1/4

PRIME TIME ADVERTISING SPOT

Time	30 sec	45 sec	60 sec
4 - 5 pm	\$88 / each	\$98 / each	\$125 / each
5 - 6 pm	\$85	\$96	\$122
6 - 7 pm	\$80	\$95	\$120

SPONSORSHIPS

15 sec-biz name, phone & Slogan	\$40
30 sec - 5 lines	\$60
45 sec - 7 lines	\$80
60 sec - 10 lines	\$100

Effective Date: January 1st, 2020

Prices are subject to change without notice or obligation



WE'LL GET YOUR MESSAGE HEARD.



LIVE EVENTS

ON AIR
106.3FM LOS ANGELES &
ORANGE COUNTY, CALIFORNIA
1430AM SAN JOSE, CALIFORNIA
900AM KREH HOUSTON, TEXAS



ONLINE STREAMING
WWW.SAIGONRADIO.COM



MOBILE STREAMING
IPHONE & IPAD APP