



TJS RADIO MEDIA KIT 2022



LET'S TAKE ADVANTAGE OF RADIO'S POWER TO INFLUENCE AND MOTIVATE PEOPLE!

TJS RADIO presents news, sports, entertainment, & other useful local information throughout the LA Metropolitan area in Japanese.

- Airing Live: Monday- Friday 8:00-9:00AM during peak commuting hour. About 70K people listen to our live Broadcast online! (Data from Jan 2022)
- Our popular program “LA Morning” has become an integral part of the morning routine for many Japanese listeners in Southern California. Survey reveal that our listeners tune in as they prepare & drive for work, school, or even while relaxing at home.
- TJS Internet Radio reaches people from all age groups. Average age of TJS listeners: 46.8yrs old

TJS is the “Only One” station which broadcasts Japanese radio program In LA.

- Messages conveyed on radio is quickly shared with non-listeners.
- Radio advertisement can supplement other forms of ads.
 - Auditory message stick better than visual messages.

<http://www.tjsla.com> E-mail: sales@tjs-la.com

TJS RADIO 1405 Marcelina Ave. Suite 104, Torrance, CA 90501 TEL:310-782-8279 / FAX:310-782-6948



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TJS YouTube Channel, Internet Music Channel and “The Interview” Channel

- In addition to the live broadcast, we began operating the highly demanded TJS YouTube Channel in 2016. The YouTube Channel airs “LA Morning” show at the same time as the Internet live broadcast. Our listener base is growing in SoCal but also throughout CA & other states/countries, for a total of 90,000 listeners! Thanks to collaboration with FM Fuji Radio(October 2017) and FM Moov Radio (July 2020), TJS radio is starting to be known in Japan as well. Radio Balloon Osaka and Ashiya Radio in Kobe started with their Internet Radio Channel since October 2021 with their programs on TJS Radio!

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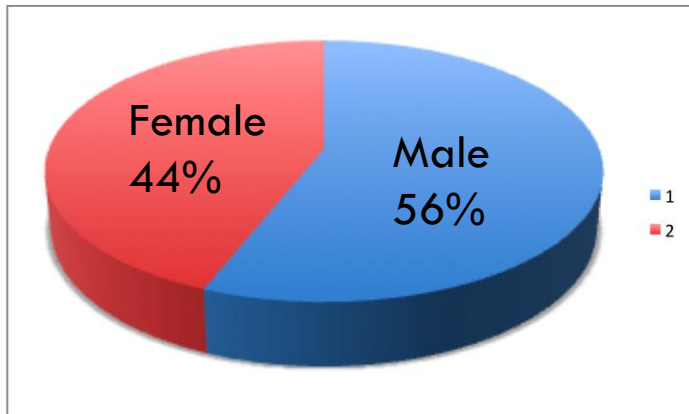
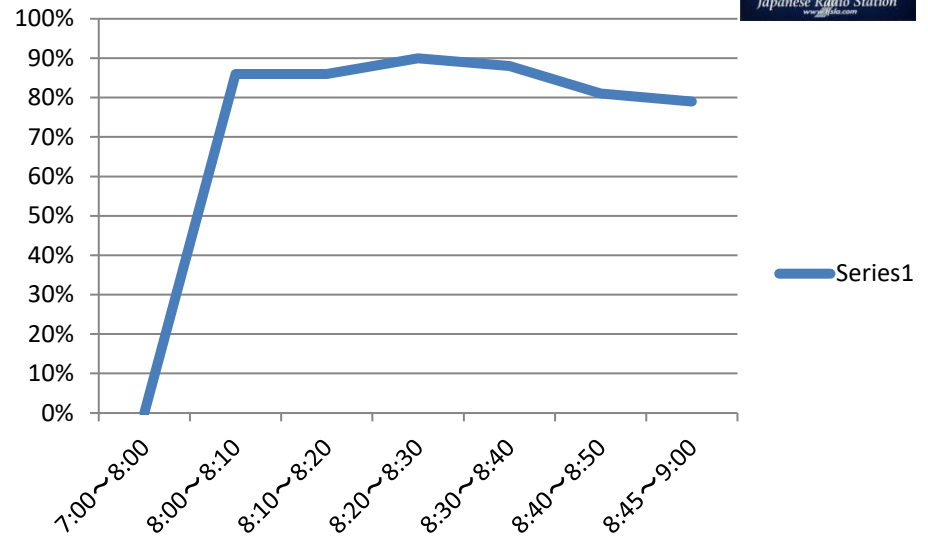
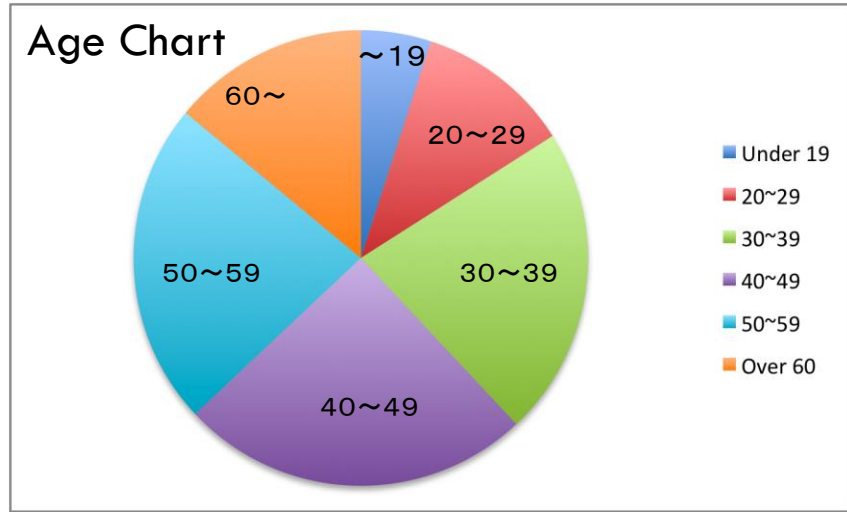
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TJS Internet Radio Listener Survey



Survey Period: July 2021



● **Population of Japanese People in LA & OC - 67,523**

● **Population of Japanese Americans (same area) - 228,854**

(2020 Consulate General of Japan in Los Angeles research)



**Population that can speak/understand Japanese
- about 105,590**



Estimated # of TJS radio listeners - 55,000

TJS RADIO presents “ LA Morning” Program

Time	Contents
8:00 am	TJS Opening Theme
	Opening ~ Weather ~ Traffic Info
	CM 1
	THE HEADLINE NEWS
	CM2
8:15 am	Spotlight news
	CM3
8:20 am	SPORTS NEWS
	CM4
	Letters from Listeners, Song Requests ~ Traffic Info
8:35 am	CM5
	Daily Special: Mini-Program/Interviews
	CM6
8:45 am	LOCAL INFORMATION
	CM7
	Daily Special : Mini-Program/Interviews
8:56 am	Ending

Advertisements

30sec commercial

Broadcast 1x / week : \$ 640/mo (\$160/ea)

Broadcast 10x / month : \$1,500/mo (\$150/ea)

Broadcast Every day : \$2,600/mo (\$130/ea)

20sec commercial

Broadcast 1x /week : \$ 440/mo (\$110/ea)

Broadcast 3x /week : \$1,080/mo (\$ 90/ea)

Broadcast Every day : \$1,000/mo (\$ 50/ea)

*Production fee: \$65 each

Sponsored **Segment** + 30sec Commercial

Pre- & Post Credit:

“This segment is / was brought to you by...[your business name]”

Credit(2x) + 30sec commercial

Broadcast 1x / week : \$1,080/mo (\$270/ea)

Broadcast 10x / month : \$2,500/mo (\$250/ea)

Broadcast Every day : \$4,200/mo (\$210/ea)

TJS Radio TEL(310)782-8279 / e-mail sales@tjs-la.com

TJS RADIO presents “ LA Morning” Mini Program & Present Week

Time	Contents
8:00am	Opening ~ Weather ~ Traffic Info etc
	1. PRESENT WEEK /INFOMERCIAL
	CM1
	THE HEADLINE NEWS
	CM2
8:16 am	Spotlight News
	CM3
8:20 am	Sports News
	CM4
8:26 am~	2. PRESENT WEEK /INFOMERCIAL Letters from Listeners, Song Requests ~ Traffic Info
	CM5
8:39 am	Daily Special: Mini-Program/Interviews
	CM6
8:45 am	Local Info
	CM7
8:50 am	Today’s Topics / Local Info
	PRESENT WEEK /INFOMERCIAL
	Ending

(Due to the nature of live broadcasting, actual timeline may vary)

Mini-Program

Length: 4 minutes including credit roll

Plan (1) Broadcast Every Week \$1,400/mo

Plan (2) Broadcast Every other Week \$800/mo

Production fee: additional \$80/mo

Present Week

○Length : 60 sec / each (3x /day ~ see left chart)

○Rate: \$180/day Minimum 5 days guarantee

\$900 / 5days

*** Please prepare a “gift” for the listeners to expect as a winning prize.**

*** The rate to utilize this plan without the “present” will be \$350/ day.**

Infomercial (Live announce information)

○Length: 60 sec /each

○Rate: \$160 each

*** Rates will be negotiated based on the frequency of broadcasts on a per week or per month basis.**

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Ways to use Radio Ads!

Examples

REGULAR COMMERCIAL

Allows listeners to become familiar with your company/product name by hearing it repeatedly on radio broadcast



Gives your brand an advantage when customers make shopping / dining choices

HIGH INTENSITY ADS

High potential for customer action by frequent & concentrated advertising in a short period of 1-2 weeks.



High Cost Efficiency



E.g. Present Week Plan

MINI PROGRAMS

3-5 minute program in which the advertiser personally explains in detail about the product / event /shops that they are advertising.



Gives a voice to your name, & Can lower people's guard towards your product

COLLAB CAMPAIGNS

Your company and TJS Radio will collaborate to develop an event or product, and talk about it during the show.



Will be talked about among listeners, in turn lets non-listeners know



E.g. the "Gotochi Ramen Project"

LIVE ANNOUNCEMENT

The radio personality will read a script of about 1 minute in length during the live broadcast, adding their own comments.



Delivers up-to-date info to the audience



Effective for short-term advertisement

TJS Internet Radio: Access Data



Survey Period : 3/1/2022 -3/31/2022
Survey Domain : www.tjsla.com
Unique User (UU) : 9291
Bounce Rate : 0.82%
New user % : 21.2%

Geographic location of users :

- **USA** 60.93%
- **Japan** 19.53%
- **Mexico** 6.44%
- **Great Britain** 5.31%
- **Brazil** 4.25%
- **Canada** 2.01%
- **Other** 1.53%

Within the USA :

- **California** 50.57%
- **Texas** 18.62%
- **Michigan** 16.41%
- **Ohio** 6.98%
- **Washington** 5.10%
- **Arizona** 1.22%
- **Other** 1.10%

Usage Environment :

- **Mobile** 73.12%
- **Desktop** 21.35%
- **Tablet** 5.53%

Internet Radio listen rate :
86.23% of website access

Average listen time : **46.5 minutes**

Online Radio Sponsorship Rates

◇ **30 sec Commercial ... \$480/Month** (\$50/Production Fee)

☆ Broadcast 5x/week

**Single airing \$45/each

◇ **Segment Sponsor (for a 1hr program) ... \$1,500/Month**
(Production Fee \$80/Month)

☆ Pre- & post-credits, +1 commercial

✂ Live 1x/week & re-air 2x/week

◇ **Program Sponsor (for a 2hr program) ... \$2,600/Month**
(Production Fee \$100/Month)

☆ Pre-, mid- & post credits, +6 commercials

✂ Live 1x/week & re-air 3x/week

✂ Above rates may vary based on daypart of program broadcast.
Please contact our staff for exact rates.



TJS Radio: Achievements

☐ Businesses that participated in our radio ads

(Listed in no particular order, excerpt)

< **Travel** > JTB / HIS / Amnet / IACE / ANA Singapore
Air etc

< **Auto** > Autobank / Eco Drive / Josho Auto /
Suga Motors / Vortec / Mazda Motors etc

< **Restaurant** > ShinSenGumi / Gonpachi /
Gatten Sushi / Capricciosa / Torihei / Torimatsu /
Genki Sushi / Jidaiya /
Habuya / Maison Akira / Sushi Boy etc

< **Media** > KDDI America / Docomo / Dish
Network / TV Japan / PSP Inc. etc

< **Health** > KAMERYCAH INC. / Aminopure /
Loft Dental / WCCT / Health Advantage / Pi Water etc.

< **Food** > Wismettac / Mutual Trading Co, Inc. / JFC
House / Sun Noodle / Morinaga / Takaoka-ya
Nippon Ham Group/ Yakult/ Ito-en/Tamaki Rice Corp

< **Others** > Rakuten / Sato Pharmaceutical / Nitori
/ Hoken-no110ban / UNION BANK / Meiji
Yasuda Life Insurance / Kirihara c/o AGA etc

☐EVENTS & Collaborations

< Events >

- Arizona Popup Event
- Japanese Classic Car Show
- OC Japan Fair
- Concert: NAOKO KEN / MIWA YOSHIDA
- Presentation: MASUMI KUWATA
(Former Pro Baseball Player)
- Kabuki Presentation
- Concert: CROCKET (Korokke, comedian)
- Sake Tasting / Taste of Japan +others

< Collab Projects >

○ ***LA Gotochi Ramen Project***

Our quest to create “LA’s locally unique ramen”, in collaboration with our radio listeners & Sun Noodle.

Announcement was made possible by support from Wismettac, Ito-en and Imuraya.

Comments from Our Clients

From a beverage company “I, radio service utilized: ~ **Prize Raffles/Contests** ~

“We saw elevated product sales as the prize raffle went on. It stayed elevated even after the raffle was over.”

From food manufacturer “D” ~ **Collaborative campaign with Gift Raffle** ~

“With the combination of radio advertising and gift raffling, [our products] sold more rapidly, particularly from Japanese supermarkets in the area.”

Supermarket “M” ~ **Regular Live Announcement** ~

TJS Radio is helping us announce sale items which seems to have been increasing customer interest in our products. The in-store events have become quite lively due to radio.

Independent insurance broker “K” ~ **Regular Commercial Plan** ~

I received lots of calls from the people who heard my talk on the radio. The majority of them enthusiastically signs up for the plans I offer, which I really appreciate.

Family-owned restaurant “M” ~ **Present Week** ~

I have been utilizing the Present Week plan especially to advertise Mother’s day specials. The customer base is expanding recently, and I often hear them refer to TJS when asked about how they found our place.

Travel Agency “A” ~ **Regular Commercial Plan** ~

“Plan works well for branding our name into the listener’s memory. I believe we now have an advantage when customers choose the travel agency to use.”