



2013 MEDIA KIT

RADIO // FM NETWORK // DIGITAL STATION



WE DON'T
JUST LOVE
THE BEACH...
WE LIVE IT!

Reach Beach People Everywhere...On Static Beach

Static Beach is a vacation, broadcasting from a glass studio at the beach. This syndicated FM radio network and digital station overlooks the California coast and broadcasts from the beach to the world.

Static Beach is a hit...and growing fast!

Heard weekends on 15 high profile “mostly coastal” FM stations across the US and Caribbean, Static Beach also broadcasts digitally 24 hours a day. This unique station super-serves the Los Angeles South Bay and the rest of the world via several platforms including the Static Beach iPhone app, Live 365, Tunein.com, Static Beach.com, Facebook and more!

Listener Profile:

Static Beach listeners are health-conscious, affluent, active, beach lovers who can be reached and motivated through our quality radio programming. Since the broadcast is not saturated with commercials your message stands out. Most importantly, advertising on Static Beach delivers your message directly to your target group. Why waste your dollars reaching a wide range of people, when you can target beach people directly with Static Beach?

Static Beach Links:

- 90 sec station video sizzle reel: www.youtube.com/watch?v=cr8uRZIEwbA
- FM network demo: staticbeach.com/wp-content/uploads/2011/07/StaticBeach_Demo_7_19.mp3
- Digital station demo: www.staticbeach.com/stationdemo



Static Beach Digital Platforms:



- [Static Beach iPhone app](http://bit.ly/SRr9S2) - <http://bit.ly/SRr9S2>
- Shoutcast.com/Internet-Radio/static%20beach
- Facebook.com/staticbeach
- Live365.com/stations/staticbeach
- Tunein.com/radio/static-beach-s157931/
- Ustream.tv/channel/static-beach-radio-live

Static Beach Audience:

Listener Impressions (FM and Digital Combined)

13-week, Static Beach Promo Schedule:

Approx **1.1 million** impressions

Target Demo

Age **25-49** persons

FM network Average Quarter Hour (AQH)

10-11,000 (18-49) persons

Current 30 day Facebook Reach:

86,382 people (worldwide)

20,851 people (local)

Static Beach FM Affiliates:

WINK FM

Ft. Myers, FL

WXMK FM

Brunswick, GA

MORE 94 FM

Nassau, BAH

KIXX FM

Sioux Falls, SD

KGBR FM

Gold Beach, OR

WLGX FM

Louisville, KY

ZFZZ FM

Cayman Islands

Bay 106.5

Roatan, Honduras

ABS Radio Live

Antigua

KRTZ FM

Cortez, CO

KRTZ FM

Farmington, NM

V100 FM

Panama Beach City, FL

KOOL 97 FM

Kingston, Jamaica

*KBPK FM

Orange County, CA

*KTAI Corpus

Christi, TX

*Non-commercial Affiliate



Static Beach Current and Past Clients:

- Netflix
- Geico
- Body Glove
- PetSmart
- Auto Zone
- USA Volleyball
- Visalus
- Energy First
- NVL
- Super 8
- Chattem
- Kangen Hydration Cntr.

There are many custom advertising opportunities available.

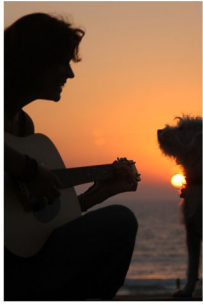
StaticBeach.com

The screenshot shows the StaticBeach.com website. At the top left is the Static Beach logo. To its right is a navigation bar with links for HOME, CAST BLOGS, AUDIO/VIDEO, PHOTOS, MUSIC NEWS, FUN STUFF, and STATION. Below the navigation is a featured article titled "MORGAN BECK – TALKS OLYMPIC VOLLEYBALL" with a "Read the Full Story" link and a pagination bar (1 2 3 4 5 6). To the right of the article is a sidebar with links: MEET THE CAST, STOLEN VIDEO, OFF-AIR EXTRAS, PAST GUESTS, YOUR BEACH..., LISTEN NOW!, and a download for the free iOS app. Below the article is a "THINGS WE LIKE" section with six thumbnails: Stolen Video, Static Beach Video, Celebrity Guests, Fun Stuff, Music News, and Audio. At the bottom right of the screenshot is a large yellow logo for "BODY GLOVE".

Q S

Place your ad
(And a link to your website)
HERE

Place your ad
(And a link to your website)
HERE



Static Beach has BIG name guests!

Some Past Guests/Events:

Train

Bush

Rob Thomas (Matchbox Twenty)

Susanna Hoffs (Bangles)

Eric Hutchinson

Toad the Wet Sprocket

Orianthi

Al Jardine (The Beach Boys)

Collective Soul

OK Go

Five For Fighting

Glen Hansard & Markéta Irglová

Erica Hosseini, Pro Surfer

Bill Farmer, Voice of Goofy

Harry Shearer (Simpsons)

Paula Poundstone, Comedian

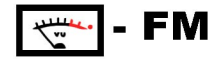
ALO (Zach Gills of Jack Johnson's Band)





Shows:

Static Beach Sponsors may advertise within shows.



Mark, Danny & Danielle Show

For everyone who wants to be at the beach, but can't get there, we present the Mark, Danny and Danielle Show, heard weekly on 15 mostly coastal FM Stations across the US and Caribbean. People love the beach—an estimated 75% of US vacationers spend their holidays there—so that's where we take them. As the premiere show of the Static Beach lineup, this fun-sounding, fast-paced program features awesome music, relatable talk, and a casually humorous vibe that'll keep people coming back to the beach for more. Length: 3 hours

Airs: Weekends on 15 FM Affiliate Stations  



Friday Night Live

Who doesn't love kicking off the weekend with good friends and great music? We party this way every Friday night on Static Beach with celebrity cohosts like Robin Goodridge (from Bush) and live acoustic performances from some of the best talent around. Not only does Friday Night "Live" broadcast on 6 major digital platforms, we also use Facebook, Twitter, email and good old fashioned phone calls to unite our on-air community of worldwide listeners who virtually meet in one place—the Static Beach studio. Length: 3 hours

Airs: Every Friday from 7p-10p (PST) 





Behind the Noise

Ever feel like the world is filled with a little too much madness and not enough meaning? We do, which is why award winning author and Forbes.com columnist, August Turack joins us on Static Beach to cut through the chaos and expose what lies behind it. Behind the Noise is inspirational “life talk” punctuated by the best beach music with a classic rock twist. Augie is not a typical philosopher and this is no ordinary “show.”

Length: 2 hours / Airs: 3x a Week 



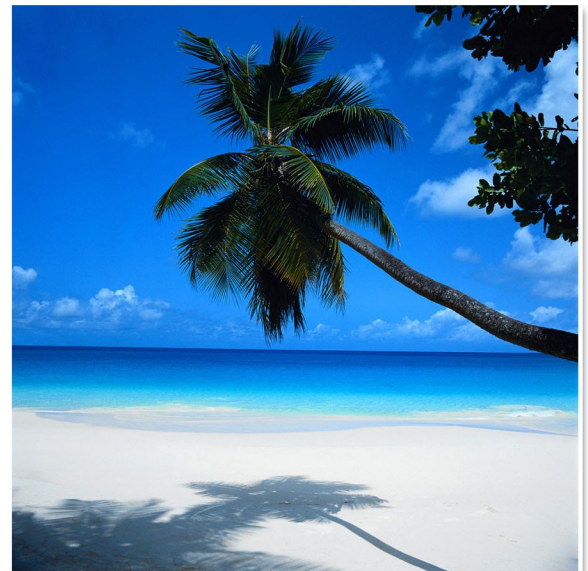
Segments:

Static Beach Sponsors may advertise within segments

Boat Drinks

What’s a day at the beach without a cold drink and a dash of humor? We deliver margaritas and mimosas through your speakers, and brighten your day with ‘Boat Drinks.’ Danny tends bar on the air, whipping up creative concoctions like last Winter’s favorite, a vodka slushie dubbed the “Angry Snowman.” Admittedly, a broadcast console isn’t the safest place for a wet bar, but in spite of the occasional spill, this bit always ends half full.

Length: 2-3 minutes / Airs: Whenever.  



- FM

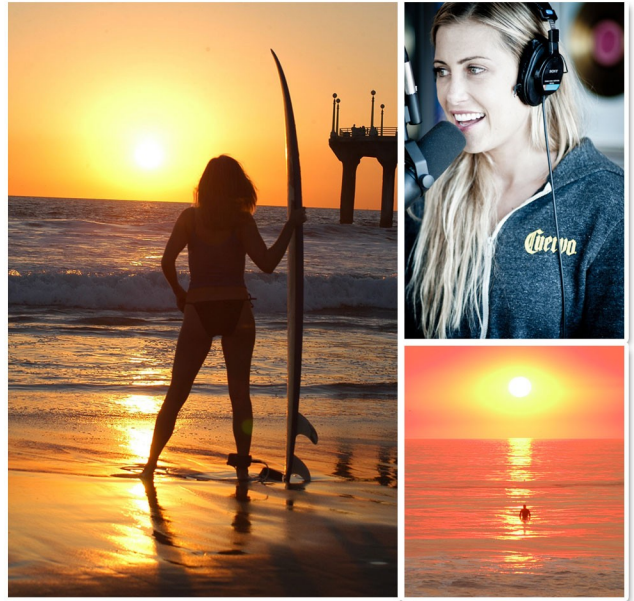
- Digital

World Surf Report

We realize beach enthusiasts come in many different forms. Whether you're an avid surfer in search of surf conditions, or just a beach bum dreaming of a sandy get-away, the World Surf Report works for everyone. This segment transports you from Hawaii to Australia, Costa Rica to California keeping you connected to the hottest surf spots and travel destinations around the globe.

Length: 60 seconds

Airs: 1x a Week on FM network, 4x a Day on Digital Platforms

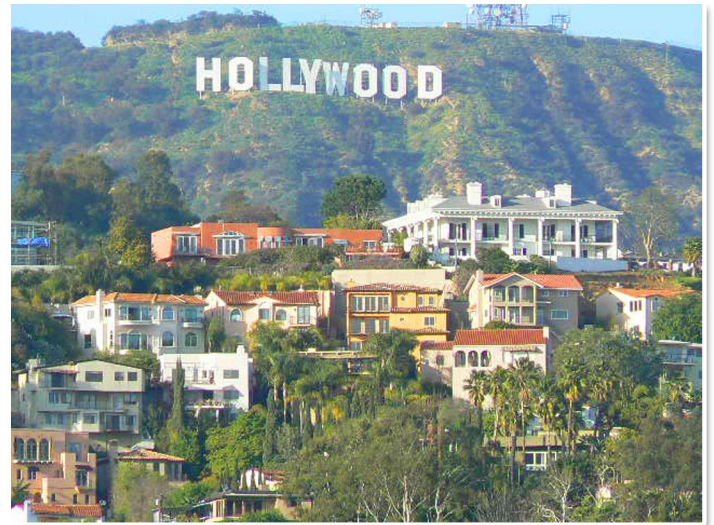


Danielle Does Hollywood

Personally, we think the world is a little too hung up on celebrity happenings. But, people devour Hollywood drama, so we give it to 'em. From breakups to breakdowns, sightings to scandals, Danielle delivers the dirt for those who care to know--keeping it brief for those who don't.

Length: 60 seconds

Airs: 1x a Week on FM network, 12x a Day on Digital Platforms



 - FM

 - Digital

World Party Report

If we could, we would teleport ourselves to every awesome concert on the planet—and bring every listener with us! Since teleportation devices don't exist (yet), we've decided to deliver the inside scoop on the world's coolest concerts, festivals and beach parties. From Burning Man to Reggae on the River, this segment is an all access pass to the coolest parties on the planet—the next best thing to teleporting there yourself.

Length: 60 Seconds



Airs: 1x a Week on FM, 4x a Day on Digital Platforms  



What's Hot

Let's face it—most of us would rather be in front of a trend than behind it. That's why Static Beach takes the time to find out what's hot and what's not, to keep you from being that awkward guy at the BBQ in a tank top and suspenders. Warning: what's "in" today may be "out" tomorrow, and Static Beach will not be held responsible for any embarrassing photos that surface as a result of the "what's hot" segment.

Length: 60 Seconds

Airs: 1x a Week on FM network, 4x a Day on Digital Platforms  





Features:



Static Beach Sponsors may advertise within features.



Music in the Air Series

At Static Beach, we've come up with another "out-of-this-world" experience... the perfect excuse to pack our bags and broadcast aboard the Goodyear Blimp. Due to weight restrictions, we leave our massive music collection behind and opt for the actual artists instead. Seriously? Rock stars performing at altitude as we cruise above the coast? Yeah—it's legit. We may not be sane, but we are serious. The Static Beach Music in the Air series features top artists cohosting and performing, taking the Mark, Danny & Danielle show to new heights.

Length: 3 hours

Airs: 1x a Month (This special series is limited to 3 shows only)  



Static Beach Spotlight

At Static Beach, we feel a deep personal connection to the people who make the music we love, so we shine our spotlight on up-and-coming artists, and well-known artists with new music to share. This cozy show features intimate acoustic performances, and candid conversations from our glass studio by the beach...and it all happens beneath the glow of the Static Beach spotlight.

Length: 15 minutes

Airs: 2x a Day, Everyday 





Launched in 2007, Static Beach is the brainchild of Mark Sutherland, one of the original architects of the Disney Company's Radio Disney. Mark had a specific goal in mind when creating Static Beach...bring the beach culture to people everywhere.

Several years later, a handful of talented professionals spend their days and weekends broadcasting from a glass studio in Hermosa Beach to millions of people who live along the US coastline, and millions more who simply dream about it.



If you want to reach these people...

Reach out to Static Beach.

