



ACE & TJ

F A M I L Y



FM



24/7



MEDIA KIT 2021



ACE & TJ

F A M I L Y



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ACE & TJ

FAMILY

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GRIN KIDS PAYTON'S PROMISE OTHER CHARITIES

MEDIA

	FM		24/7				
EVENTS	RADIO	PODCAST	STREAMING	VIDEO	DATABASE	SOCIAL MEDIA	SITE / APPS
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MARKETS PAGE 13

Atlanta GA Augusta GA Beckley WV Birmingham AL Charleston SC Charlotte NC Chattanooga TN Columbia SC
Columbus GA Florence - Myrtle Beach SC Greensboro - High Point - Winston Salem NC Greenville - New Bern - Washington NC
Greenville - Spartanburg SC - Asheville NC - Anderson SC Huntsville - Decatur (Florence) AL Knoxville TN Louisville, KY
Memphis TN Montgomery AL Nashville/Paris TN Norfolk - Portsmouth - Newport News VA Northeast
Paducah KY - Cape Girardeau MO - Harrisburg - Mount Vernon IL Raleigh - Durham (Fayetteville) NC Richmond VA
Roanoke VA Savannah GA Springfield, MO Tri - Cities TN - VA Wilmington NC Winchester VA (Washington DC)

ACE & TJ

F A M I L Y

AUDIENCE

RADIO

F A M I L Y

The Ace & TJ Radio Family are thousands of people we've spent time with daily for over 20 years via The Ace & TJ Show. They are loyal, charitable, get our sense of humor and share what we do with others. We would not be a family without our radio family.



A part of The Ace & TJ Family are the 'originals' from when the show began in the 1990s and these Radio Family members are the most loyal, more devoted and most generous of all of our Ace & TJ Family



RADIO BUTTON

Whether you're a podcaster or looking to start a podcast, The Radio Button is an Ace & TJ Family company that allows for YOU to be in the podcast business with resources, tools, marketing and more. Companies across the country are also using The Radio Button and its skilled hosts to help market their companies via podcasts.



Welcome to the first ever Ace & TJ Family studio facility available for podcasters, remote interviews and more. It's in the north side of Charlotte, NC and available to rent.

ACE & TJ

FAMILY

STAFF



ACE



TJ



RIGGINS



ALEXIS



ROB



ADAM



FRANK



TODD



MELISSA

ACE & TJ

FAMILY

SPONSORS

Media

1. Radio (cume)	353,140
2. Podcasts (downloads)	137,603
3. Streaming (sessions)	60,412
4. Video	6,740
5. Social Media (follows)	270,368
6. Database (emails)	39,789
7. Web/App (views)	165,030
8. Live Events	[Coming 2021]
Total Est. Audience:	484,539

Target

- ▶ 18-54 year olds
- ▶ About 55% female, 45% male.
- ▶ Ethnicity: White: 78%, Black 12%, Hispanic: 10%
- ▶ Income profile: \$75k+ = 46%, \$50-\$75k = 24%, \$25 - \$50k = 24%
- ▶ 38% in North Carolina - 26% South Carolina
- ▶ Ace & TJ listeners are 47% more likely to employed full-time
- ▶ Ace & TJ listeners are 143% more likely to working mothers
- ▶ Ace & TJ listeners are 145% more likely to have an annual household income that exceeds \$150,000 (spending power)

FOR SALE

NAMING RIGHTS:

Ace & TJ Studios, Phone Lines, App, Newsletter, Facebook, Instagram, Twitter, YouTube, Share Funny, Ace & TJ Show On Demand, Riggins Week in Review, Friday Morning Weekend Blastoff

SPONSORSHIPS:

Ace & TJ Show Plus 24/7, AceTJ.com, Now Trending, Delicious Audio, Total Recall, Ace & TJ in 30, Ace at Large, TJ & Jodi's House, Hangover with Riggins, In the Loop with Alexis, Nerd News with Tech D Rob, Ace TJ Off-Air, Payton's Promise, Grin Kids 500, Breaking & Entering Christmas

ENDORSEMENT TALENT:

Ace & TJ, Riggins, Alexis & Rob

ADVERTISING:

Radio spots, podcast impressions, streaming impressions, video spots, social media posts, Site/App banner ads, newsletter banner ads, Event appearances and sponsorships

Can be geo-targeted to YOUR Market to decrease waste, while using the power of the Ace and TJ Show influence to cut through clutter! Local, Regional, and Southeastern level geo-targeting are available.

Geo-targeting can now deliver national, regional and local audiences.

THE ACE & TJ SHOW COVERS THE NATIONAL SEABOARD

Atlanta GA Augusta GA Beckley WV Birmingham AL Charleston SC Charlotte NC Chattanooga TN Columbia SC Columbus GA Florence - Myrtle Beach SC Greensboro - High Point - Winston Salem NC Greenville - New Bern - Washington NC Greenville - Spartanburg SC - Asheville NC - Anderson SC Huntsville - Decatur (Florence) AL Knoxville TN Louisville, KY Memphis TN Montgomery AL Nashville/Paris TN Norfolk - Portsmouth - Newport News VA Northeast Paducah KY - Cape Girardeau MO - Harrisburg - Mount Vernon IL Raleigh - Durham (Fayetteville) NC Richmond VA Roanoke VA Savannah GA Springfield, MO Tri - Cities TN - VA Wilmington NC Winchester VA (Washington DC)

ALEXIS AGUILUZ Alexis@RadioButton.us | 704 681 1725

CHARITY



Grin Kids

Ace & TJ's Grin Kids is a non-profit 501(c)(3) charity, created by morning show personalities Ace & TJ in Charlotte, North Carolina in January of 2000. The name of the organization comes from Ace & TJ's motto on their morning show, "You Grin, You're In!"

Ace & TJ's Grin Kids is designed to enhance the lives of children in our listening areas who are terminally ill and chronically disabled and ages 5-12, by taking them to Disney World with their entire family.

For more information, visit www.GrinKids.Org



Payton's Promise

Anyone familiar with Ace & TJ knows they've always had a special place in their hearts for those in need. From natural disasters effecting thousands to community efforts assisting hundreds and even individual families desperate for a helping hand, Ace and TJ and their Radio Family have been there.

As a first of its kind charity, Payton's Promise donors are members of a radio listening family who hope that through funding support, to be there the moment disaster strikes, a community is in need of improvement or a member of its family needs additional support in their efforts to help a cause.

For more information, visit www.PaytonsPromise.Org



Other Charities

The Ace & TJ Family continues to support local charities, fundraisers, corporate community efforts and many other ways help can be provided.

If you have something we should know about, please email us at AceTJ@AceTJ.com.

ACE & TJ

F A M I L Y

ACE & TJ FAMILY EVENTS

ACE & TJ

F A M I L Y
E V E N T S

Ace & TJ Family Events mean safe (from both health and safety), fun and what you would expect from The Ace & TJ Family brand. We eagerly await Covid-permissions to help manage and promote your upcoming event.

Contact Alexis@AceTj.com

as you think The Ace & TJ Family can help make your event amazing.

ACE & TJ FAMILY EVENTS



PERSONAL/CORPORATE EVENTS

ACE & TJ

F A M I L Y
E V E N T S

CHARITY EVENTS



The Ace & TJ Show wants to help your charity and fundraising events succeed.
Email AceTJ@AceTj.com so we can work with your organization to ensure success

RADIO

THE ACE & TJ SHOW

- ▶ 5a-6a & 9a-10a: Pre-recorded for more music clocks (via Synchronicity)
- ▶ 6a-9a: Live (via Comrex)
- ▶ Weekend 3 hour show (via Synchronicity)
- ▶ Weekend 3 hour specialty show: The Week (via Synchronicity)

THE ACE & TJ SHOW ANYTIME

- ▶ Weekday 4 hour version can air 6-10a or later (all via Synchronicity)
- ▶ Special versions for upper end of demo for AC and lower end of demo for CHR available
- ▶ Weekend 3 hour show (via Synchronicity)

THE ACE & TJ SHOW +

- ▶ Add The Ace & TJ Show + 24/7 to local web/app for local personality unique content for the web
- ▶ 24/7 geo-targeted streaming and on-demand/podcast inventory without FM

The Story of the Ace and TJ Show

"If we'd have known each other in high school we'd have been best friends", that's how TJ describes the chemistry between he and Ace. It's that chemistry that makes the Ace and TJ show different...and special.

The two met in 1991 in Alexandria, Louisiana. Ace was returning to KQID-FM, where he'd worked summers while in college, to do overnights as TJ joined to do weekends while also working full-time doing afternoon drive at KVCL-FM in Winnfield, Louisiana. The pair became fast friends and roommates as both were quickly moved into full-time positions.

It was at WZYP-FM that the pair began to receive national recognition as one of the hottest young morning shows in America. After two years, the pair left Huntsville with huge ratings and a new contract.

Since coming to Charlotte in 1998, the pair have garnered national attention and record ratings for first WNKS-FM and the past 10 years WHQC-FM.



ACE & TJ

FAMILY

PODCAST

Apple podcasts and all major podcast platforms

THE ACE & TJ SHOW



CAST WEEKLY PODCASTS



FAIRLY ODDCAST



MORE SHOW SPECIALS



RADIO FAMILY PODCAST



ACE & TJ

F A M I L Y

STREAMING

THE ACE & TJ SHOW 

Ace & TJ Family Previews

Ace & TJ Family Shout Outs

Ace & TJ Show + Features

Three Things You Need to Know

Good News

Sports

Movie

Music

TV

Today in History

Schedule

- ▶ **6a - 9a (est):** The Ace & TJ Show
- ▶ **9a - 10a:** Share Funny
- ▶ **10a - 10:30a:** Cast Podcasts
 - Monday: TJ & Jodi's House
 - Tuesday: Nerd News w/Tech D Rob
 - Wednesday: In the Loop w/Alexis
 - Thursday: Ace at Large
 - Friday: The Hangover w/Riggins LIVE
- ▶ **10:30a - 11a:** Total Recall
- ▶ **11a - Next Show** (no new shows weekends): Ace & TJ Show + Replay

ACE & TJ

FAMILY

VIDEO



DATABASE



EACH ACE & TJ FAMILY TOWN HAS OWN WEEKLY NEWSLETTER

SOCIAL MEDIA



WEBSITE / APPS



ACE & TJ

FAMILY

NATIONAL

SOUTHEAST

ACE & TJ
FAMILY
ATLANTA, GA

ACE & TJ
FAMILY
AUGUSTA, GA

ACE & TJ
FAMILY
BECKLEY, WV

ACE & TJ
FAMILY
BIRMINGHAM, AL

ACE & TJ
FAMILY
CHATTANOOGA, TN

ACE & TJ
FAMILY
COLUMBUS, GA

ACE & TJ
FAMILY
FLORIDA
(NORTHERN)

ACE & TJ
FAMILY
HUNTSVILLE, AL

ACE & TJ
FAMILY
KNOXVILLE, TN

ACE & TJ
FAMILY
LOUISVILLE, KY

ACE & TJ
FAMILY
MEMPHIS, TN

ACE & TJ
FAMILY
MONTGOMERY, AL

ACE & TJ
FAMILY
NASHVILLE / PARIS TN

ACE & TJ
FAMILY
NORFOLK, VA

ACE & TJ
FAMILY
NORTHEAST

ACE & TJ
FAMILY
PADUCAH, KY
CAPE GIRARDEAU, MO

ACE & TJ
FAMILY
RICHMOND, VA

ACE & TJ
FAMILY
ROANOKE, VA

ACE & TJ
FAMILY
SPRINGFIELD, MO

ACE & TJ
FAMILY
TRI-CITIES, TN (VA)

ACE & TJ
FAMILY
WINCHESTER
(WASHINGTON, DC), VA

CAROLINAS

ACE & TJ
FAMILY
CHARLESTON, SC

ACE & TJ
FAMILY
FLORENCE
MYRTLE BEACH, SC

ACE & TJ
FAMILY
CHARLOTTE, NC

ACE & TJ
FAMILY
COLUMBIA, SC

ACE & TJ
FAMILY
WILMINGTON, NC

ACE & TJ
FAMILY
GREENVILLE
(NEW BERN), NC

ACE & TJ
FAMILY
RALEIGH
(FAYETTEVILLE), NC

ACE & TJ
FAMILY
GREENSBORO, NC

ACE & TJ
FAMILY
GREENVILLE, SC

ACE & TJ
FAMILY
SAVANNAH/
HILTON HEAD, GA/SC


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CONTACTS

Ace & TJ Show

Ace & TJ, Riggins, Alexis & Rob


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