

SPONSORSHIP OPPORTUNITIES

The Coach John Kentera Show

Launching February 2026 on KSDY



REACH SAN DIEGO IN ENGLISH + TIJUANA VIEWERSHIP IN SPANISH



Coming February 2026
Broadcast Television Station



Media Kit 2025

*Providing local news and family programming
for the communities of San Diego and Tijuana.*

About The Coach John Kentera Show

A locally originated, bilingual-friendly sports talk show

Hosted by San Diego sports authority Coach John Kentera

Positioned to serve both San Diego and Tijuana sports fans

Premieres February 2026 on KSDY-TV



- Broadcast signal reaches over 3.4 million residents
- Strong footprint in San Diego County and the South Bay
- Significant cross-border audience in Tijuana and Rosarito
- Unique opportunity to access bilingual households





Our Reach

Open Air Television



3,400,000
San Diego Population



515,475
Total House Holds



35-65 years
Age Group



60% 40%
Female Male



98-132K
Median Household Income

Sources: Smith and Fisher, LLC
Census Bureau Data

Audience Demographics

- Ages 25–65+; balanced gender distribution
- High engagement from Latino and bilingual viewers
- Strong consumer base in sports, automotive, food, retail
- Ideal for advertisers seeking regional + cross-border reach

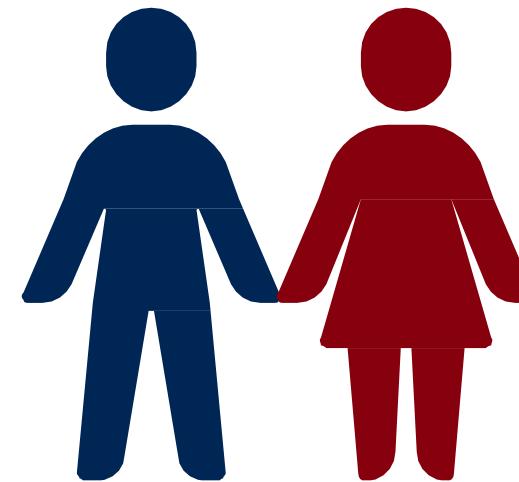


Sponsorship Opportunities

- Segment Sponsorships (Sports, Interviews, Community Spotlights)
- Brand integrations and on-air mentions
- Digital extensions via KSDY + show social channels
- In-show product placement and promotional tie-ins
- Sponsor guest appearance in show segments
- :30 & :60 second commercial schedules in show
- Run of station (ROS) commercial schedules
- English & Spanish language customized campaigns

Latinos in San Diego County

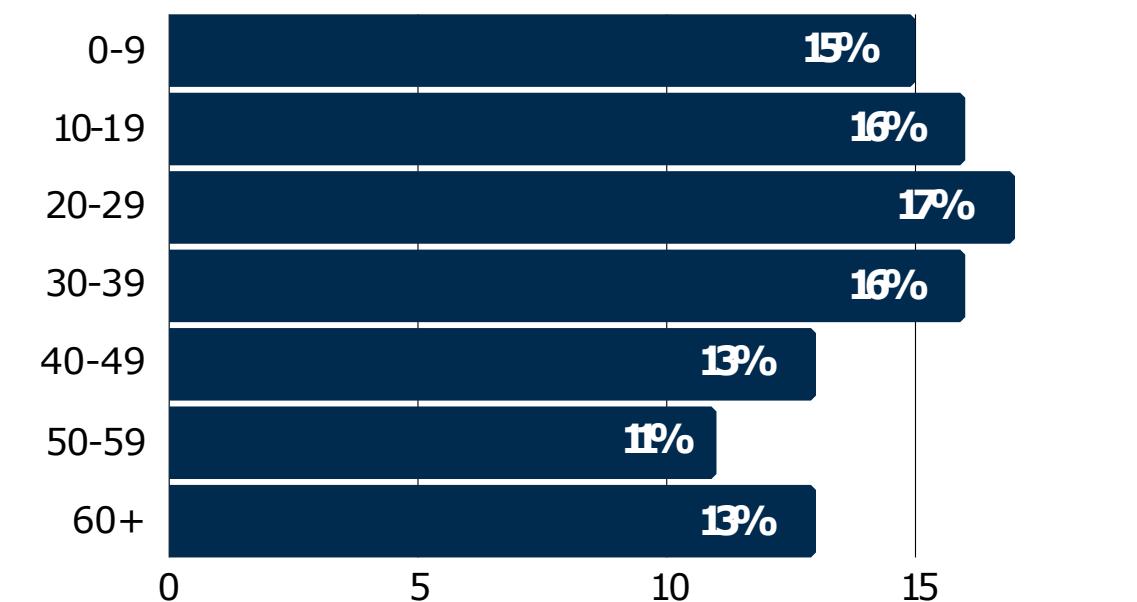
Avg. Age (Years)



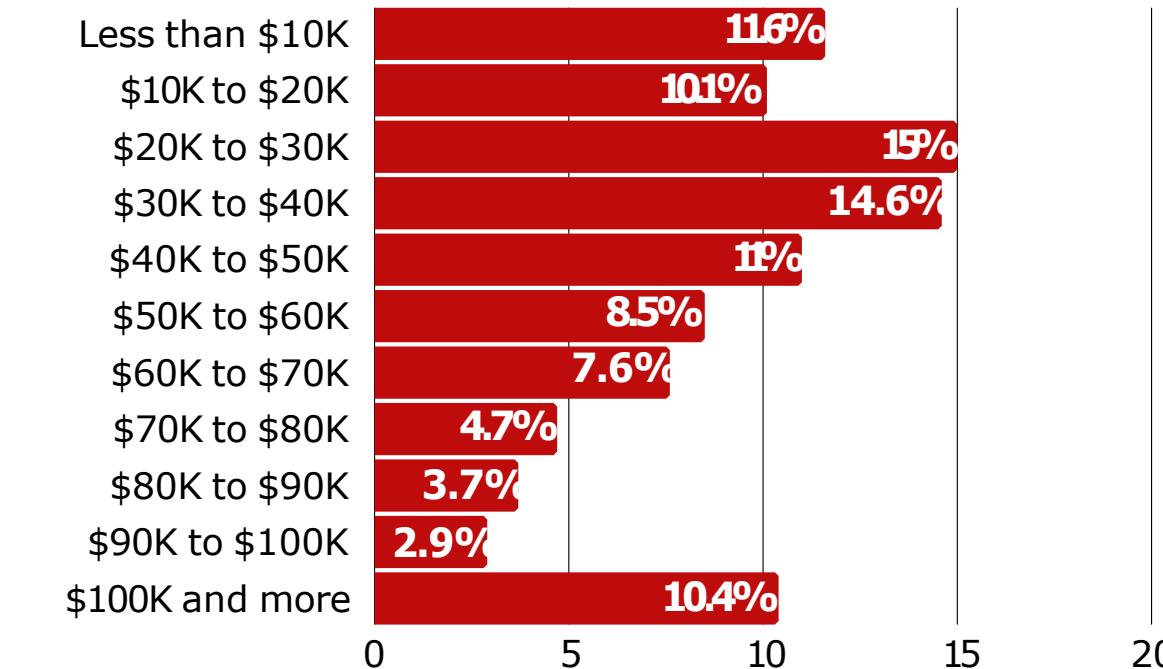
Latinos

32.9

Latino Age Distribution



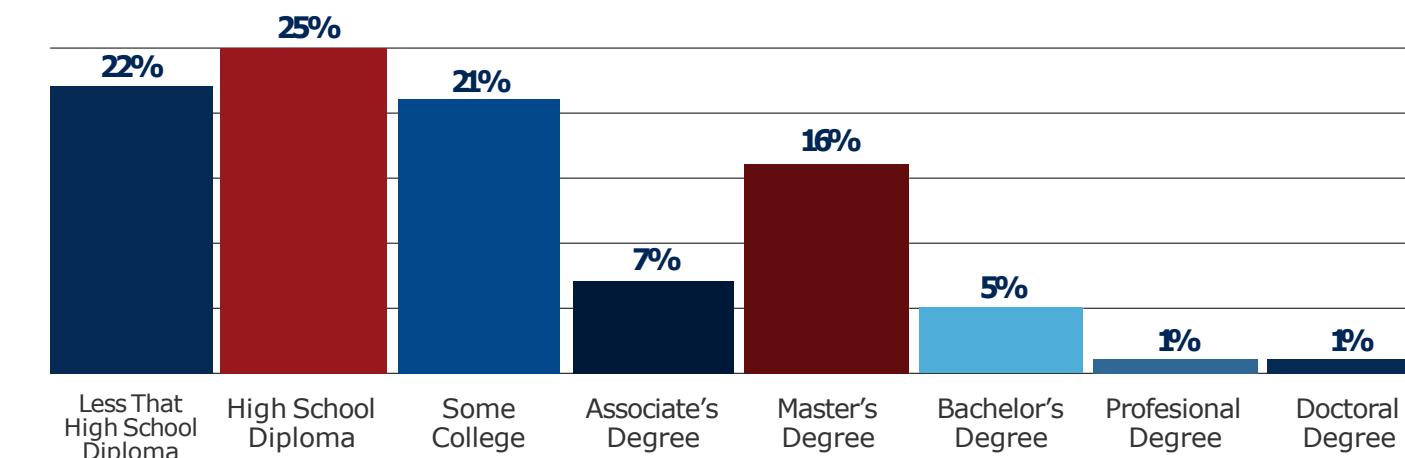
Latino Income Distribution



1,145,867

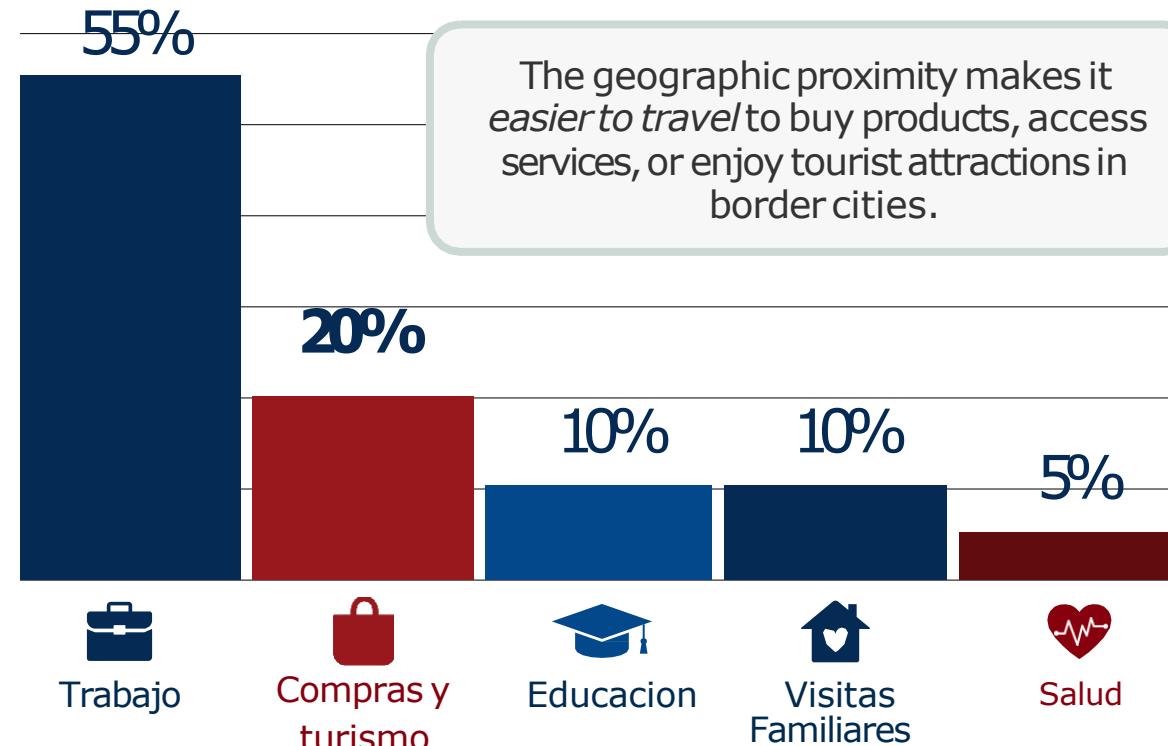
Population of Latinos in San Diego County

Latino Educational Attainment

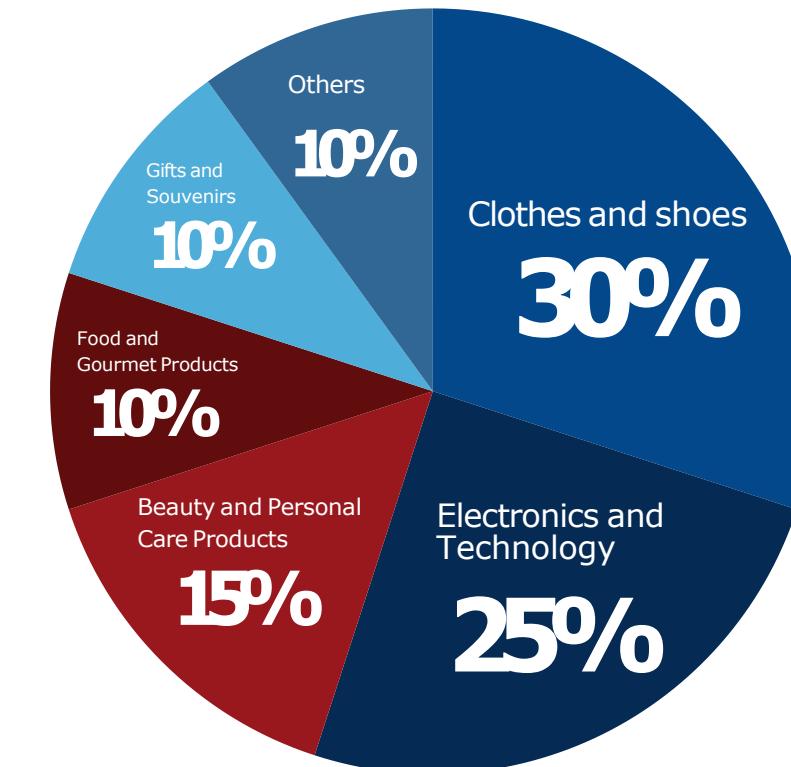


Binational Hispanic Consumer

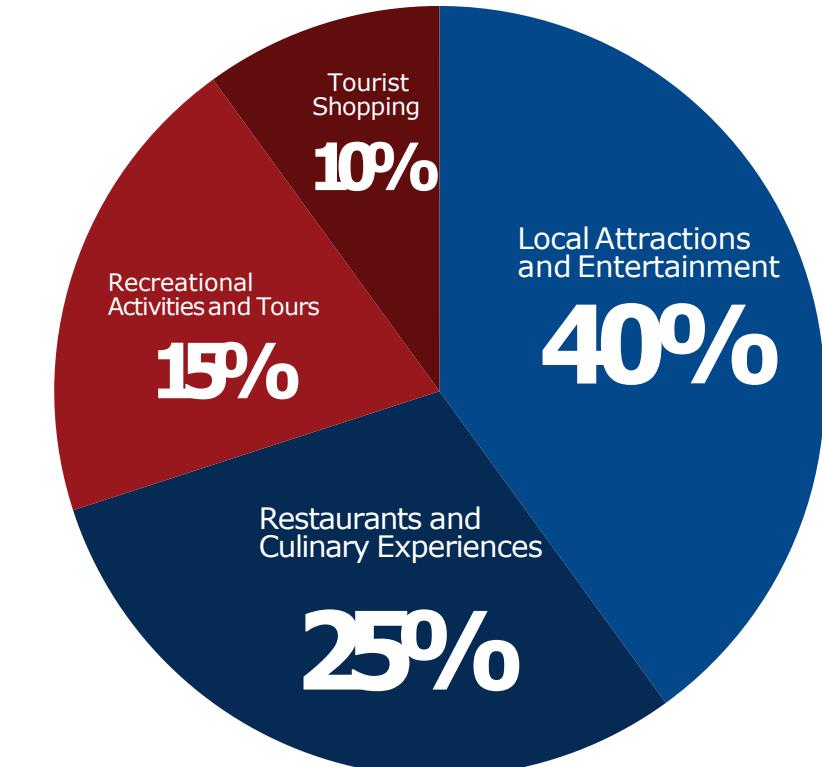
Binational Consumer



Shopping



Tourism

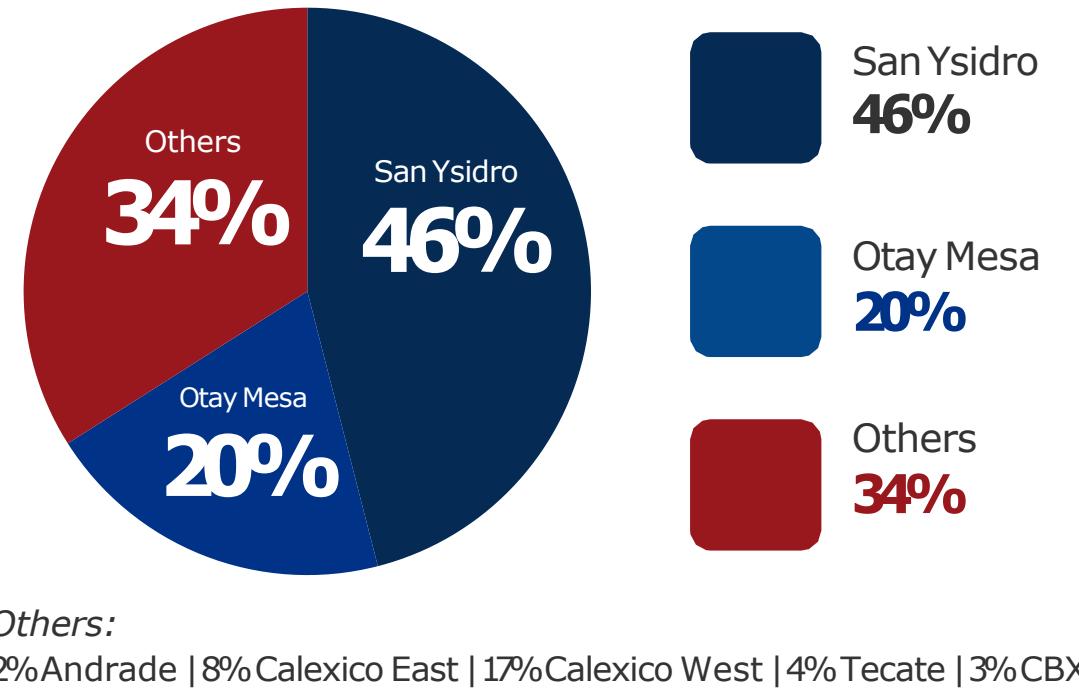


Salaries



Border Activity

Border Activity - California



Number of People - Daily Average

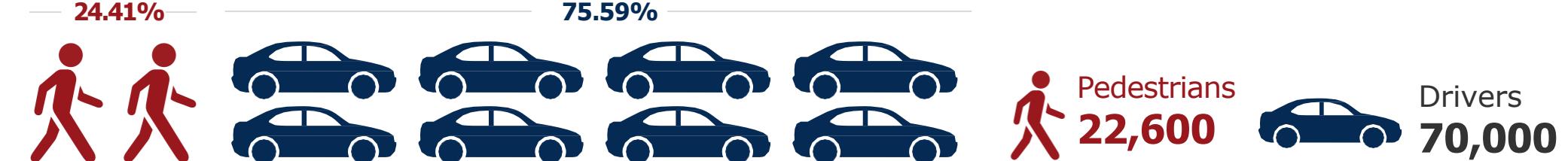
Otay Mesa



Pedestrians
9,500

Drivers
30,000

San Ysidro



Pedestrians
22,600

Drivers
70,000



Overview

Program: KSDY Noticias

Duration: 2-Minutes

Audience: 70% Men / 30% Women

Ages: 25-65+

Reach: 300,000 on open-air television

Sports Sponsor

KSDY celebrates the passion for sports, covering the most exciting events from Mexico and the United States, along with local stories that resonate with fans of various sports disciplines.

Benefits:

- **Connect your brand** with the excitement of sports fans.
- Reach a **loyal audience** passionate about sports.
- **Boost brand** recognition during key sports events with **high viewership**.

Sponsorship includes the following:

- Prime time TV Branding **exposure in San Diego** (Monday - Friday)
- **Logo Placement** during segment
- **End slate with logo "Brought to you by"**
- **:15 second TV spot** during breaks





Overview

Program: KSDY Noticias

Duration: 2-Minutes

Market: San Diego, CA

Audience: 60% Women / 40% Men

Ages: 25-65+

Reach: 300,000 on open-air television

YOUR LOGO
HERE



Weather Sponsor

KSDY keeps the binational community of San Diego and Tijuana informed with accurate and relevant weather updates, helping them plan their day and activities effectively.

Benefits:

- **Position your brand** as a reliable ally in the community's daily life.
- Reach a **highly engaged audience** seeking local and relevant information.
- **Increase visibility** during prime viewing times with high audience engagement.

Sponsorship includes the following:

- Prime time TV Branding **exposure in San Diego** (Monday - Friday)
- **Logo Placement** during segment
- **End slate with logo "Brought to you by"**
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Overview

Program: KSDY Noticias

Duration: 2-Minutes

Audience: 60% Women / 40% Men

Ages: 25-65+

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International News Sponsor

KSDY's International News segment provides a concise recap of key global events, offering viewers a window into what's happening around the world.

Benefits:

- **Associate your brand** with a well-rounded news program that offers a global perspective.
- **Reach a diverse audience** that values staying informed about both local and international events.
- **Showcase your brand** during a segment that enriches the program with insightful global context.

Sponsorship includes the following:

- Prime time TV Branding **exposure in San Diego** (Monday - Friday)
- **Logo Placement** during segment
- **End slate with logo "Brought to you by"**
- **:15 second TV spot** during breaks



Overview

Program: KSDY Noticias

Frequency: Monday to Friday

Audience: 60% Women / 40% Men

Ages: 25-65+

Reach: 300,000 on open-air television



Community Calendar Sponsor

KSDY's Community Calendar highlights upcoming events, activities, and opportunities within the San Diego-Tijuana region. This segment serves as a bridge between organizations and the community, promoting local culture, education, and entertainment.

Benefits:

- **Position your brand** as a supporter of local events and **community engagement**.
- **Reach an audience** actively seeking ways to connect and **participate in regional activities**.
- **Enhance your visibility** by associating your brand with a trusted platform for **community-driven content**.

Sponsorship includes the following:

- 200+ **Airings per month** on Channel 50.1 (Monday - Friday)
- KSDY Noticias airtime **during commercial break**
- **Sponsor Logo displayed** during segment
- **Sponsor End Slate** (Brought to you by)
- **15 second TV spot during breaks**



Digital Channels



*Connecting and Informing San
Diego's Hispanic Community*

Facebook



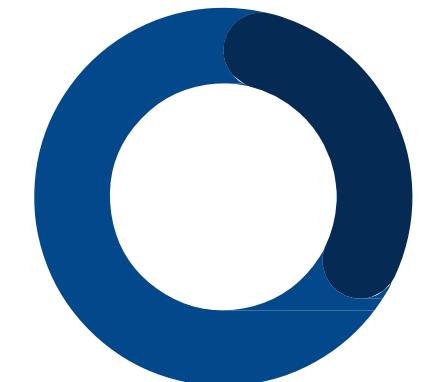
Followers
+57,000



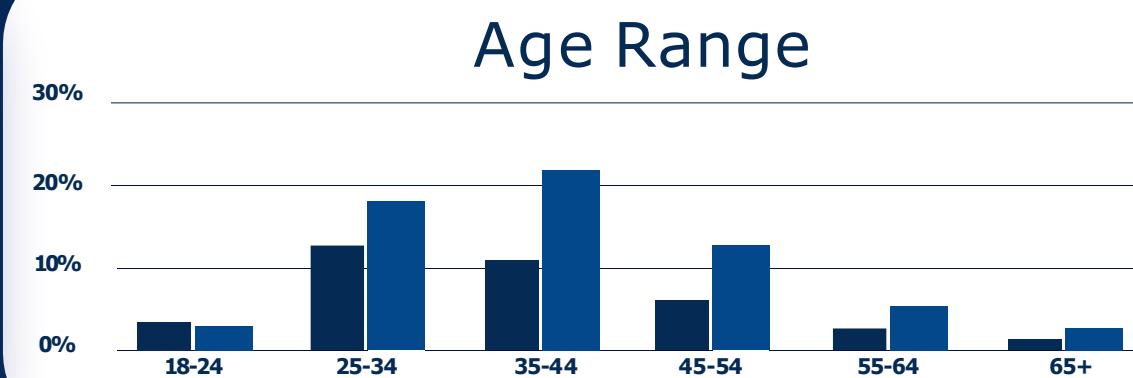
Engagement
+186,911



Reach
+1M



Female
63.30%
Male
36.70%



*Results in the last 30 days

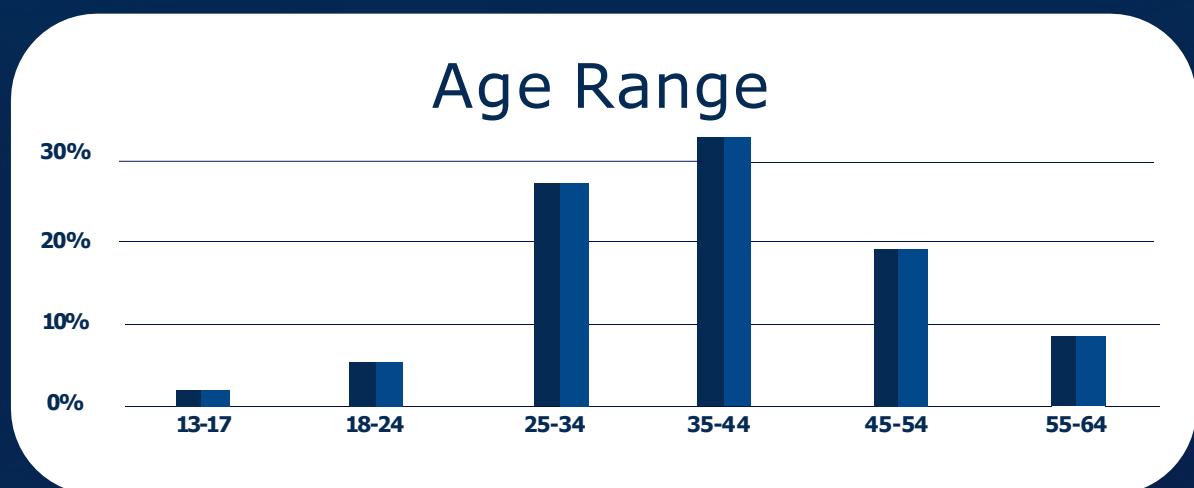
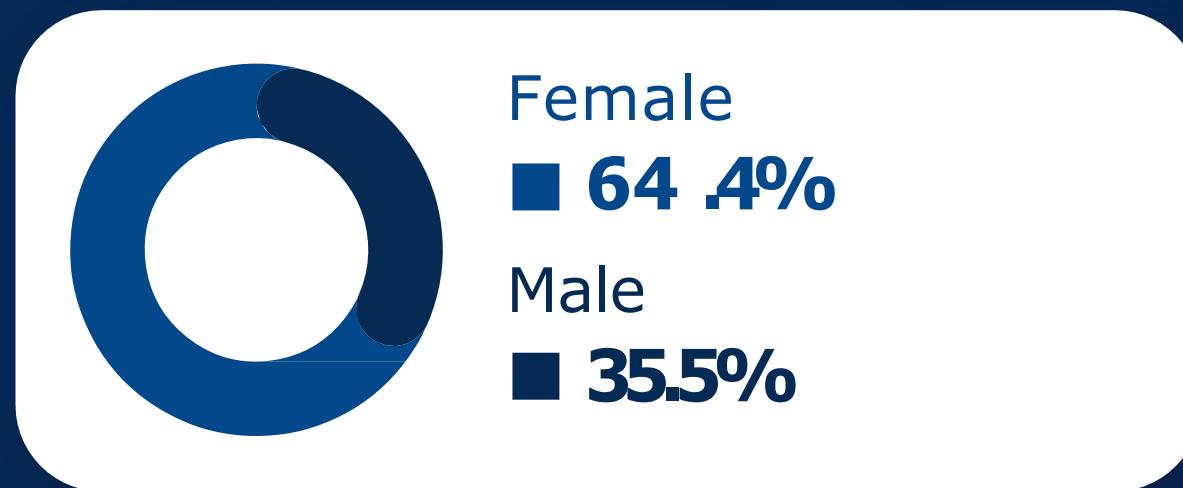


Instagram

 Followers
+30,000

 Engagement
+75,995

 Reach
+5M



*Results in the last 30 days



► Youtube



Subscribers
13.2K



Shorts
Female **71.9%** Male **28.1%**



Monthly Viewership
83,000



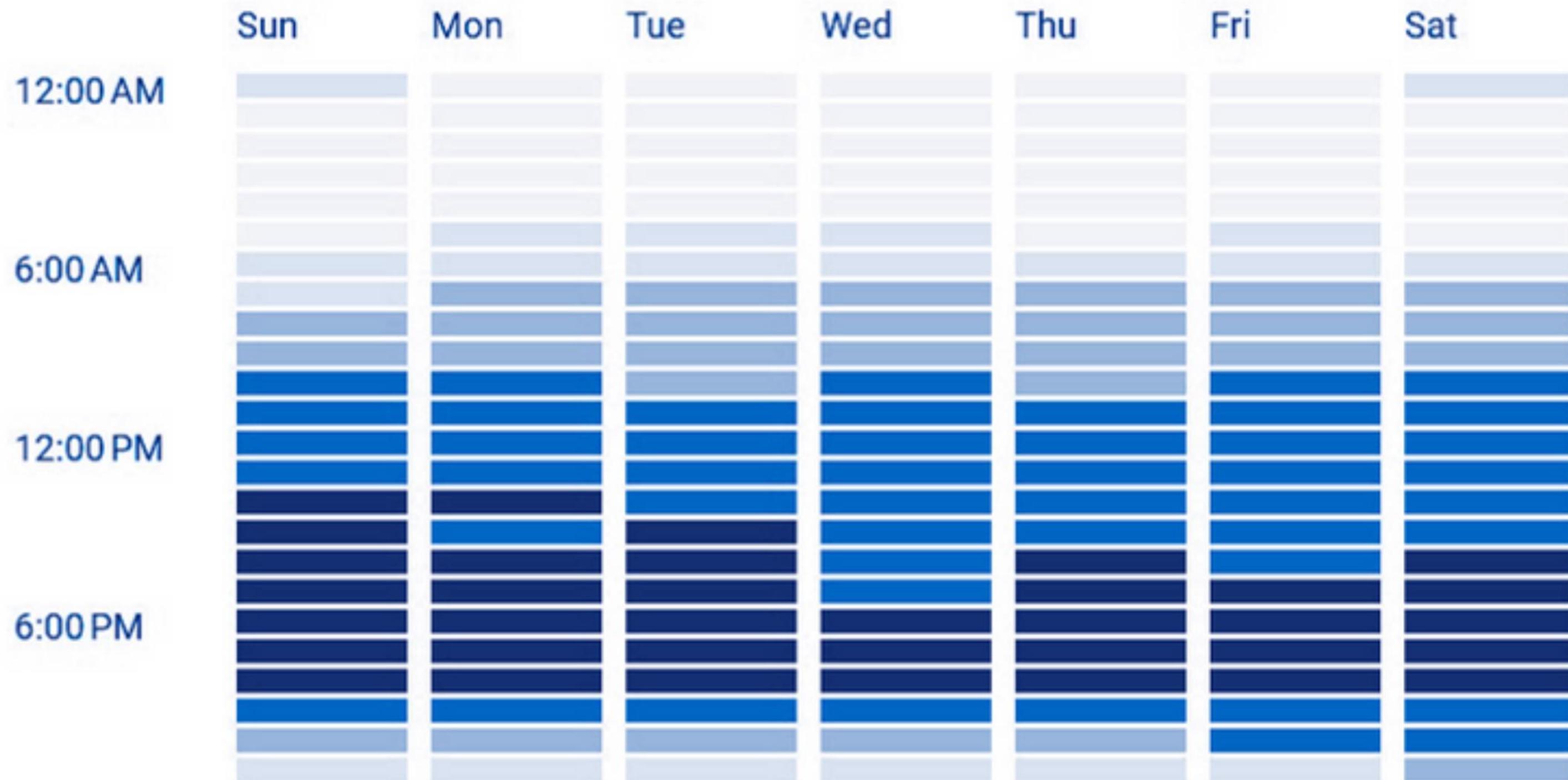
Videos
Female **29.9%** Male **70.1%**



*Results in the last 30 days



Best Hourly KSDY Traffic

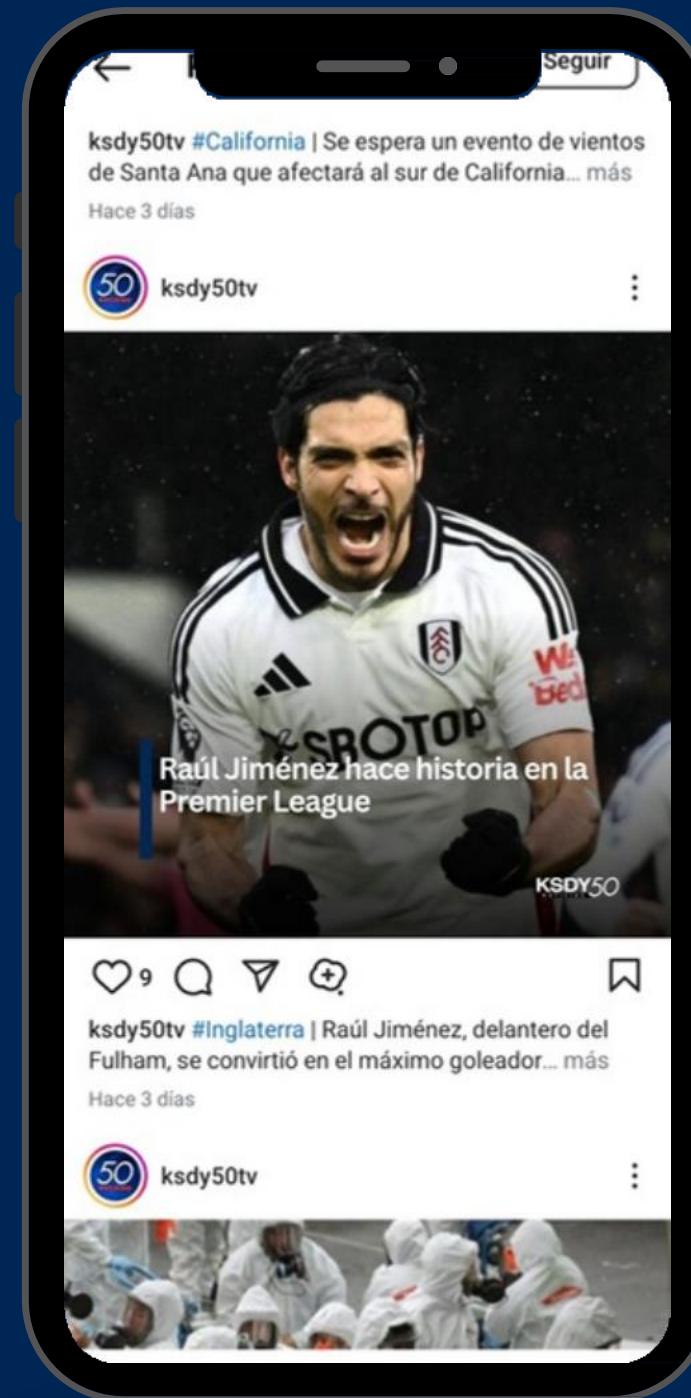


Digital Content



Instagram Story + Web link

A dedicated Instagram Story featuring your promotional offer, complete with a clickable web link to drive traffic directly to your desired destination. Client must provide artwork or video.



Static Instagram Post

A dedicated Instagram Story featuring your promotional offer, complete with a clickable web link to drive traffic directly to your desired destination. Client must provide artwork or video.

Website



Average monthly visits
+40,000



About us Contact us FAQ Advertise Calendario Comunitario

Friday, August 23, 2024

50KSDY San Diego - Baja California

BANKER'S HILL SAN DIEGO - BAJA

¿TUUVISTE UN ACCIDENTE DE AUTO?
CONTACTANOS

HOME ABOUT US NEWS PROGRAMS CHANNELS ADVERTISE GIVEAWAYS NEWSLETTER CALENDARIO

SAN DIEGO
Seis migrantes cayeron del muro fronterizo en Otay Mesa

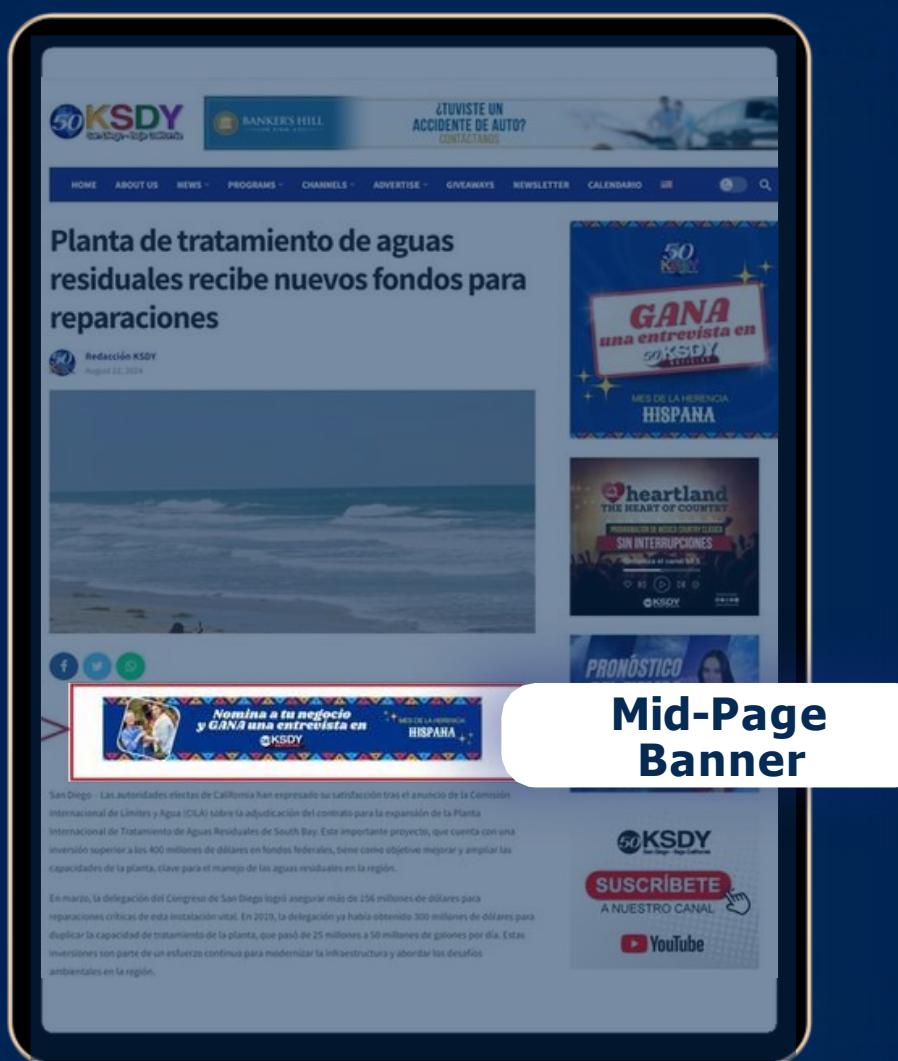
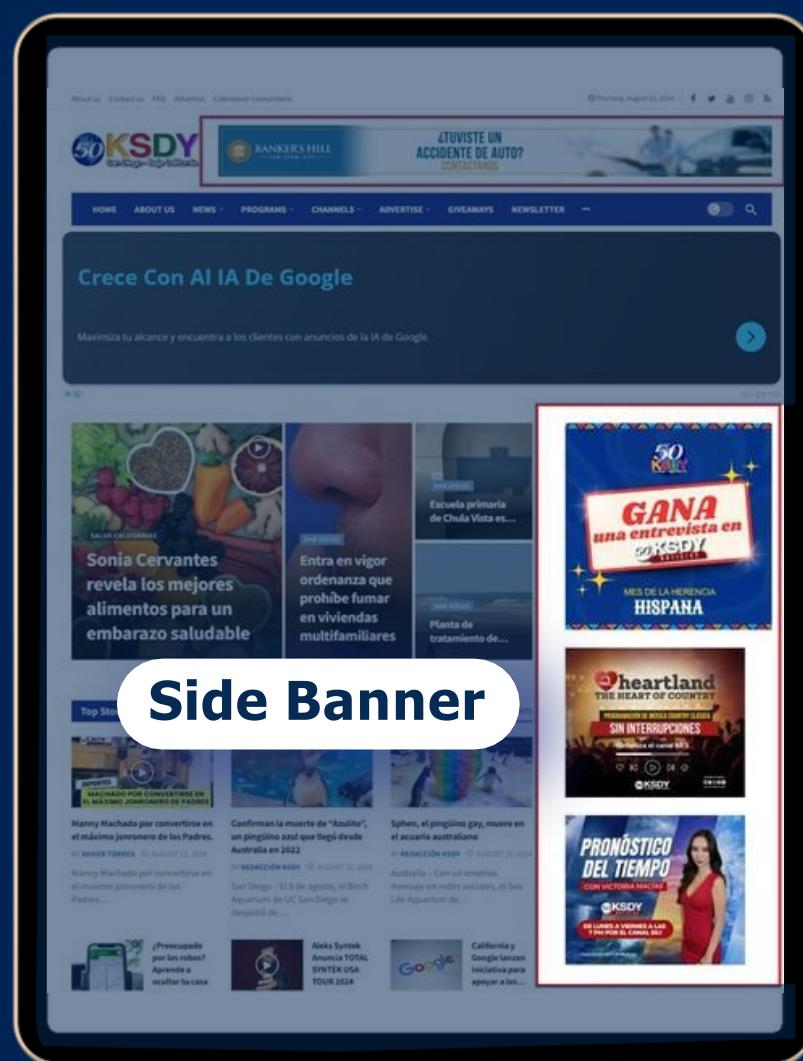
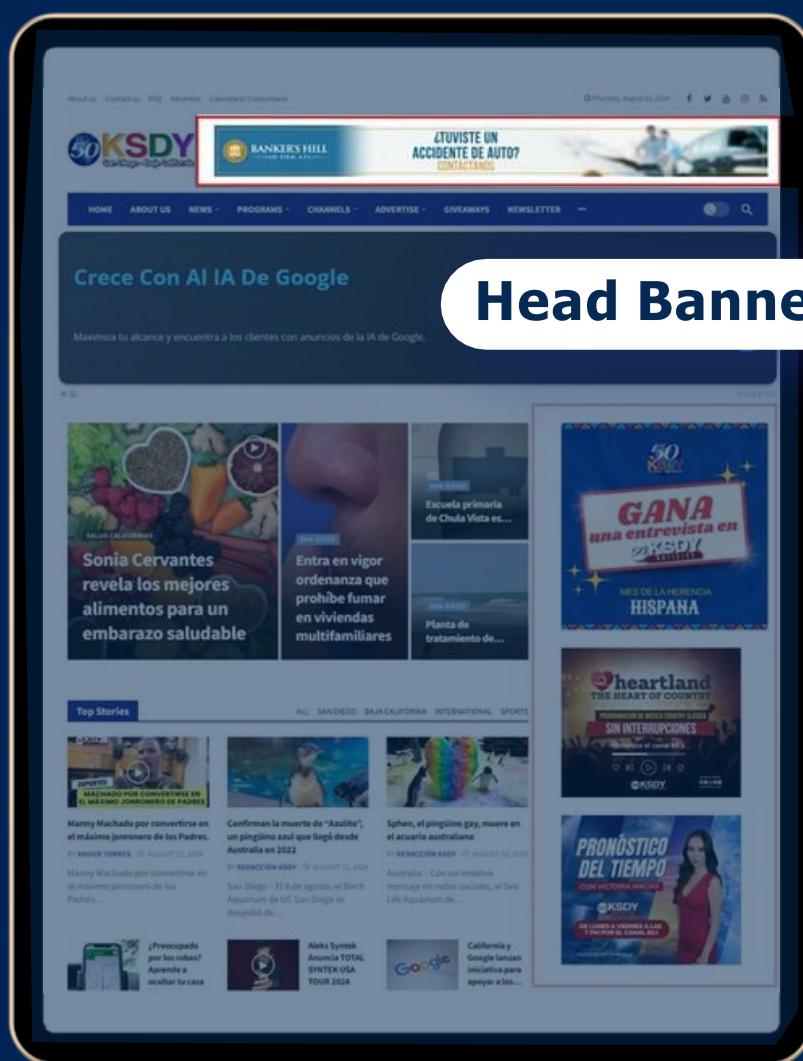
OPA CALIFORNIA
Aeropuerto de Tijuana no ha recibido información oficial sobre el

SPORTS
YouTube transmitirá 1.40...

INTERNATIONAL
Uber México gana

50KSDY
GANÁ una entrevista en 50KSDY
MES DE LA HERENCIA HISPANA

Web Banners



Size: (970 x 90 px)

Size: 300x250px , 300x600px, or 300x100px)

Size: (728 x 90 px)

Size: (600 x 90 px)



Email



Database
10K



Out of every 100 subscribers, **20-30** **take action** by opening our emails, a clear indicator of audience interest and engagement.





Our Story

Based in Chula Vista, **KSDY50** is the only independent minority-owned broadcasting company governed by the Federal Communications Commission (FCC) in the South Bay region. The broadcast transmitter sits atop Mount San Miguel, located in beautiful Chula Vista, California.

This vantage point extends the signal to the **City of Oceanside*** to the north, the City of Alpine to the east, and southbound of the region in **Rosarito**, Baja California, Mexico.

With the vision of maximizing free television in every household and affording access to all of San Diego, KSDY50 has secured strategic partnerships with our affiliate networks; *Nuestra Vision*, *Retro TV*, *Canal de la Fe*, *Heartland*, and *Sintesis TV*.

This collaborative effort ensures **delivery of high quality programming to our diverse viewership.**

Situated in one of the world's busiest borders, San Diego and Tijuana, B.C., we sought the opportunity to be a **trusted source of information on border dynamics.** This led to the deployment of KSDY Noticias newscast in April of 2022, a strategic initiative aimed at fostering a greater understanding and connection with our binational audience through KSDY's local Spanish news broadcasts.



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KSDY50
NOTICIAS

Produced by:
Pacific Lake
Entertainment

Sponsorship Info
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