

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

KSDY50
NOTICIAS

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

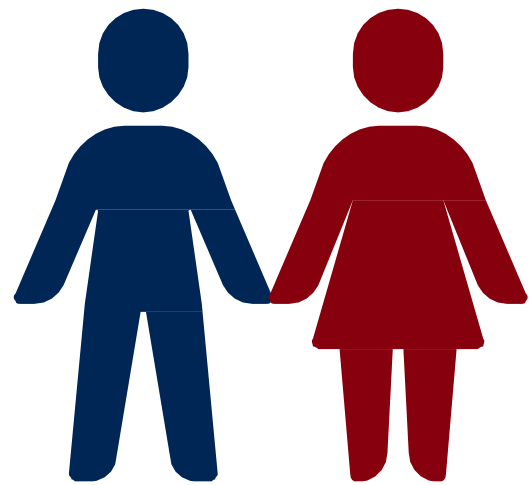


Sponsorship Opportunities

- 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

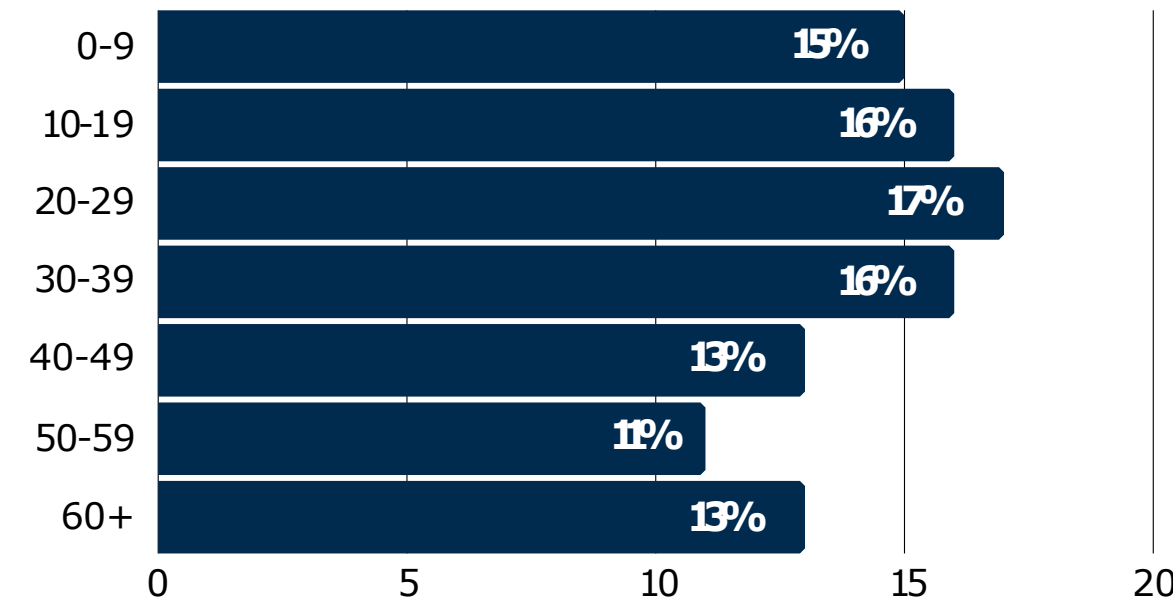
Avg. Age (Years)



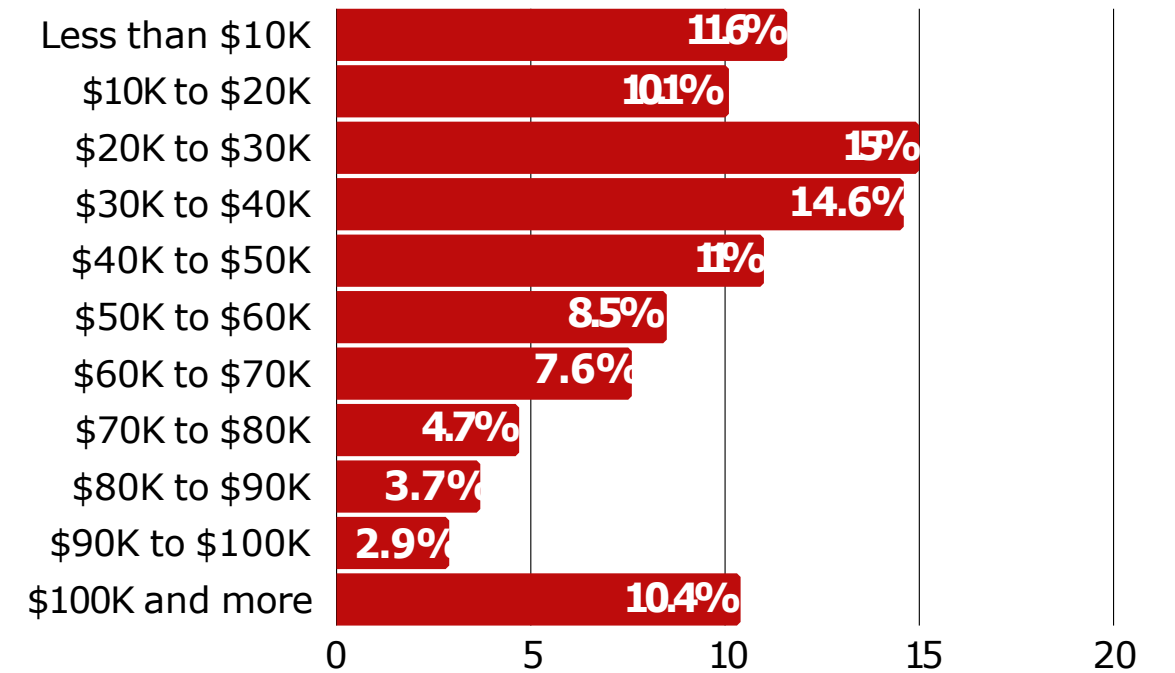
Latinos

32.9

Latino Age Distribution



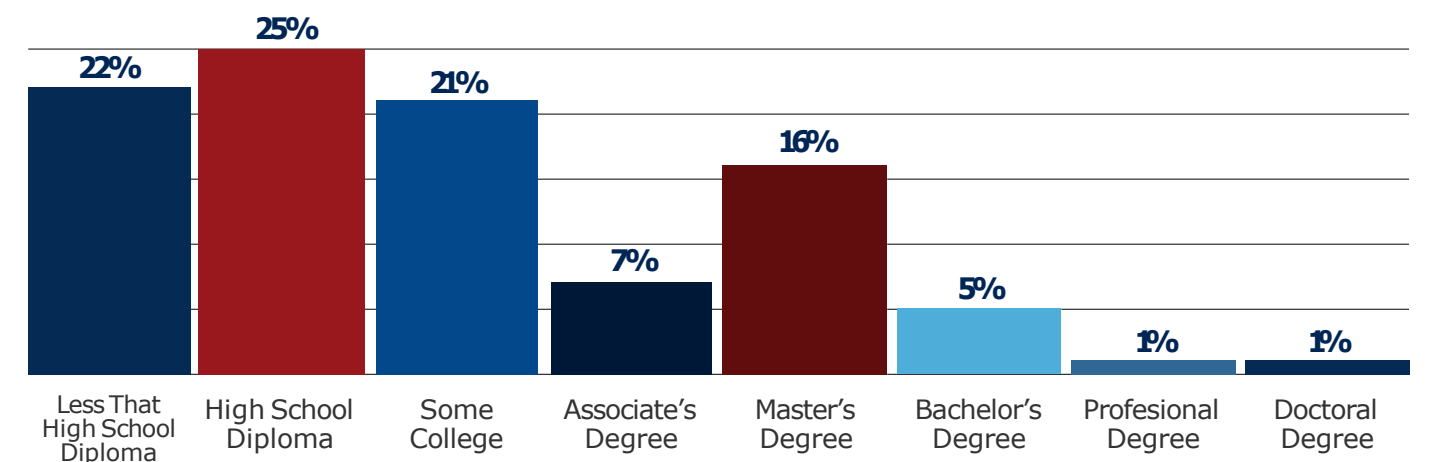
Latino Income Distribution



1,145,867

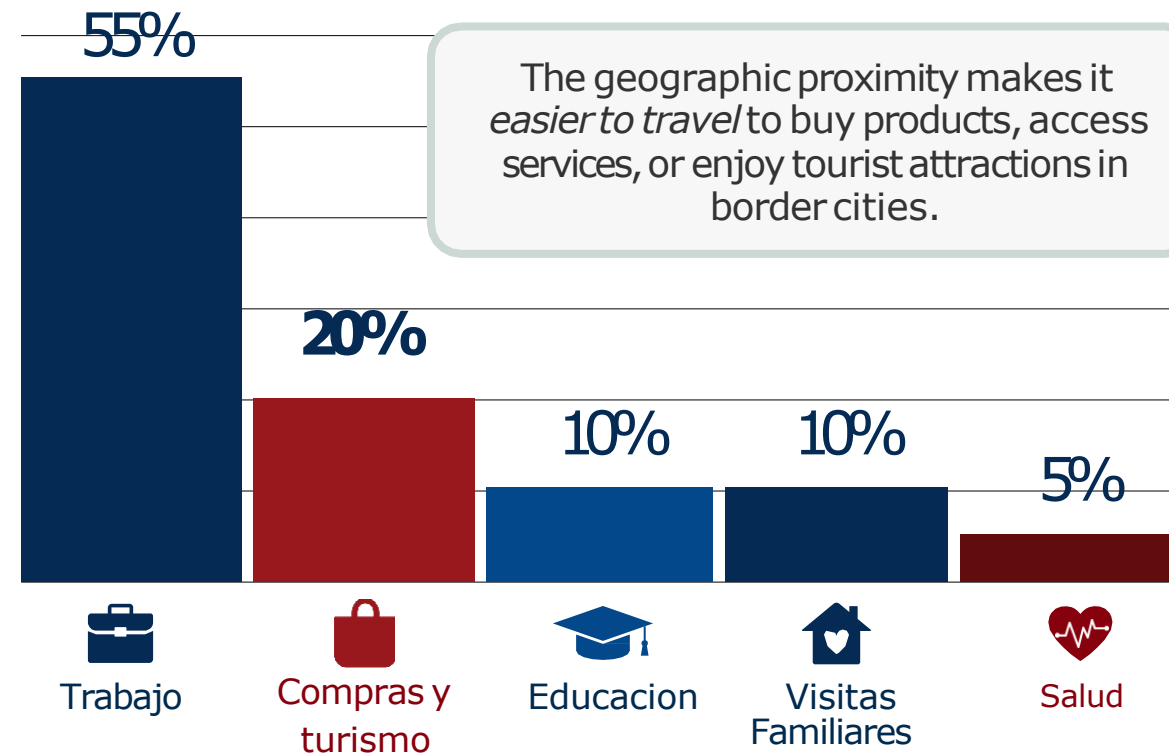
Population of Latinos in San Diego County

Latino Educational Attainment

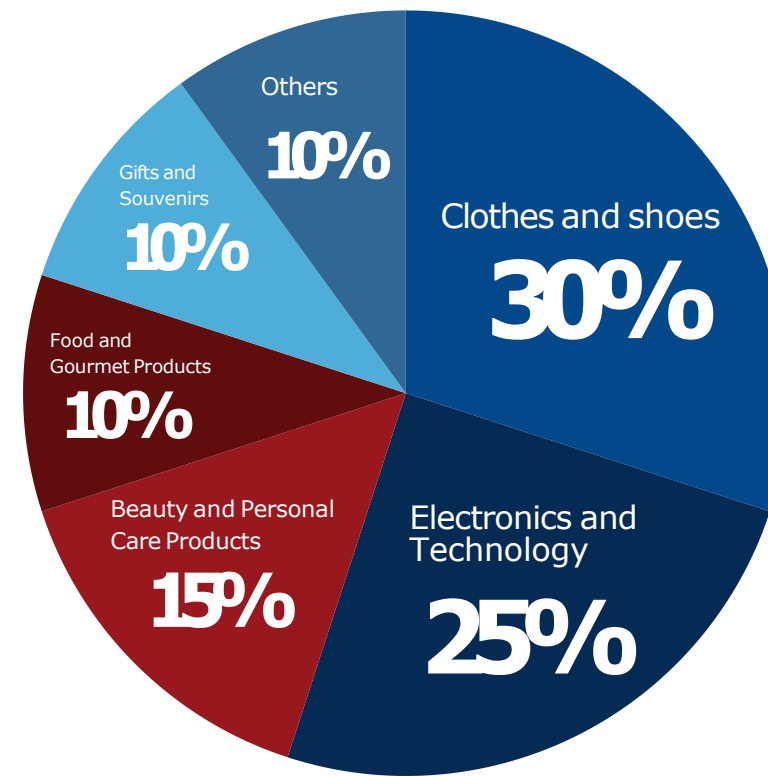


Binational Hispanic Consumer

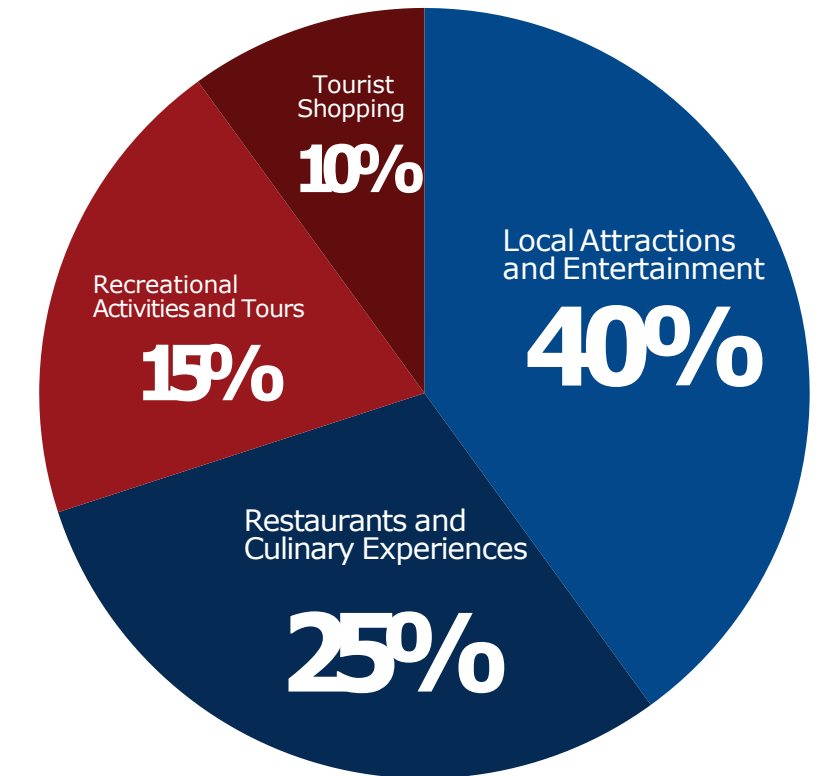
Binational Consumer



Shopping



Tourism



Salaries

High income 20%

Professionals in fields such as technology, engineering, finance, and executive positions often earn annual salaries exceeding **\$100,000 USD**.

Average Incomes 50%

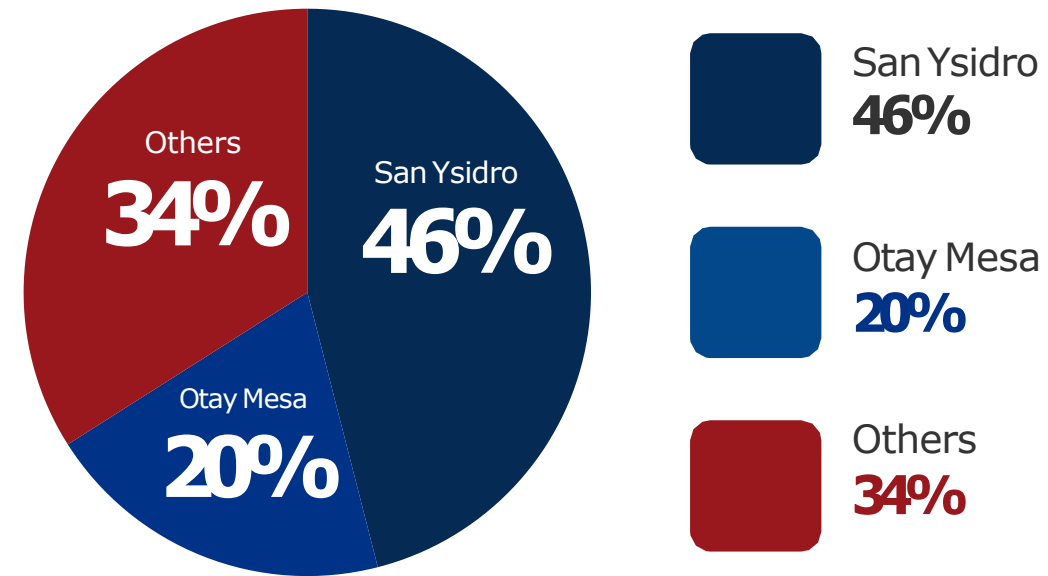
Employees in sectors such as education, healthcare, administration, and specialized services earn between **\$40,000 and \$100,000 USD annually**.

Low Incomes 30%

Workers in industries such as manufacturing, construction, hospitality, and basic services have annual incomes **below \$40,000 USD**.

Border Activity

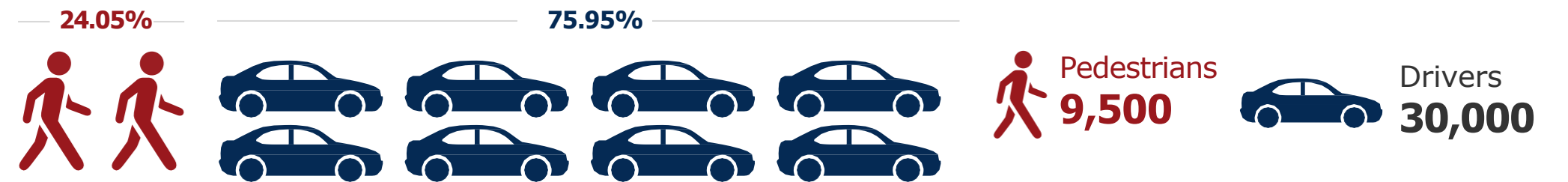
Border Activity - California



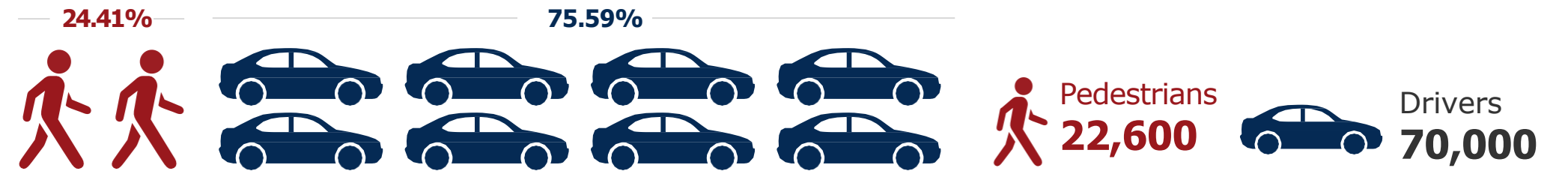
Others:
2% Andrade | 8% Calexico East | 17% Calexico West | 4% Tecate | 3% CBX

Number of People - Daily Average

Otay Mesa



San Ysidro





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

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"**
- **:15 second TV spot** during breaks



Overview

Program: KSDY Noticias

Duration: 2-Minutes

Audience: 60% Women / 40% Men

Ages: 25-65+

Reach: 300,000 on open-air television

International News Sponsor

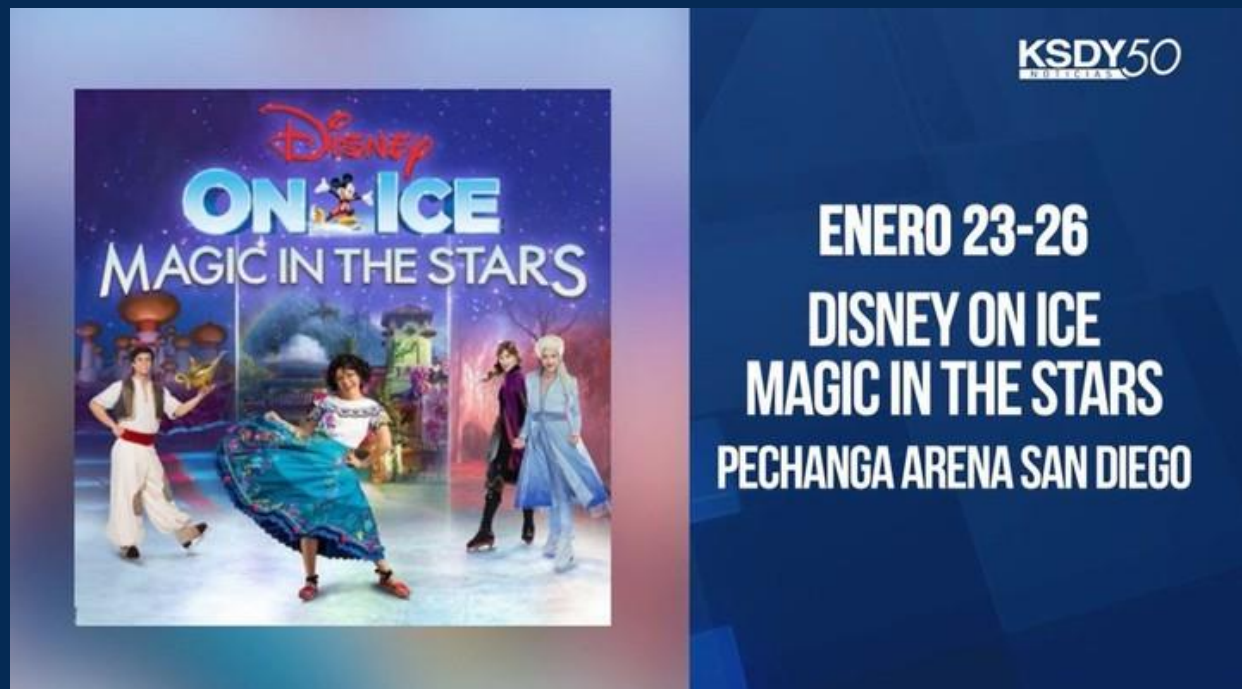
KSDY's International News segment provides a concise recap of key global events, offering viewers a window into what's happening around the world.

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:

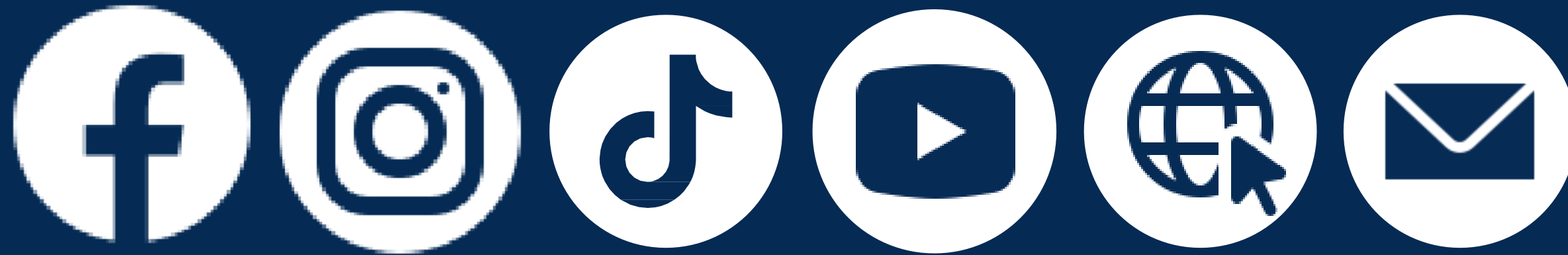
- **Position your brand** as a supporter of local events and **community engagement**.
- **Reach an audience** actively seeking ways to connect and **participate in regional activities**.
- **Enhance your visibility** by associating your brand with a trusted platform for **community-driven content**.

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

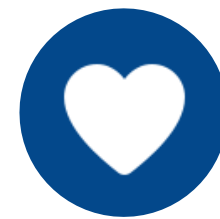


Connecting and Informing San Diego's Hispanic Community

Facebook



Followers
+57,000



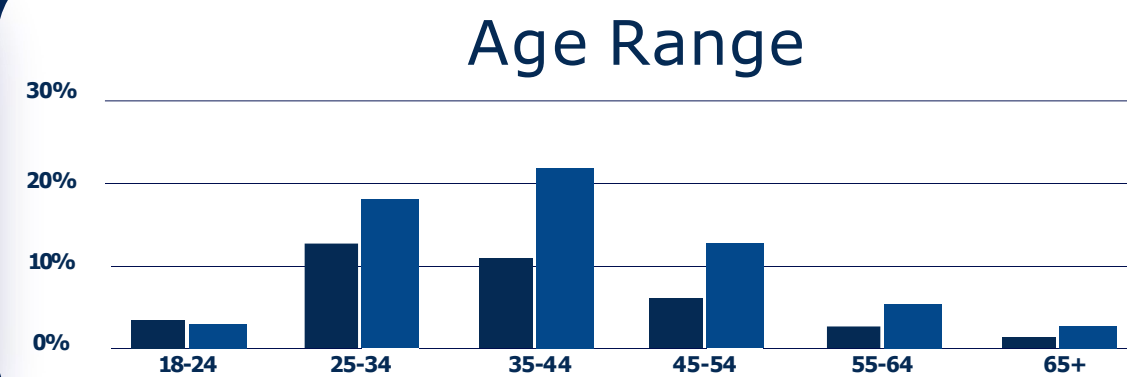
Engagement
+186,911



Reach
+1M



Female
63.30%
Male
36.70%



*Results in the last 30 days



Instagram



Followers
+30,000



Engagement
+75,995

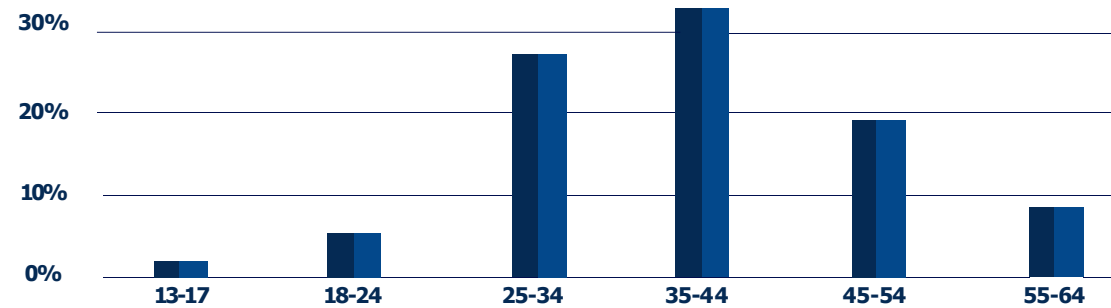


Reach
+5M



Female
64.4%
Male
35.5%

Age Range



*Results in the last 30 days



YouTube



Subscribers
13.2K



Shorts

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

Age Range (shorts)



Monthly Viewership
83,000



Videos

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

Age Range (videos)



*Results in the last 30 days

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.

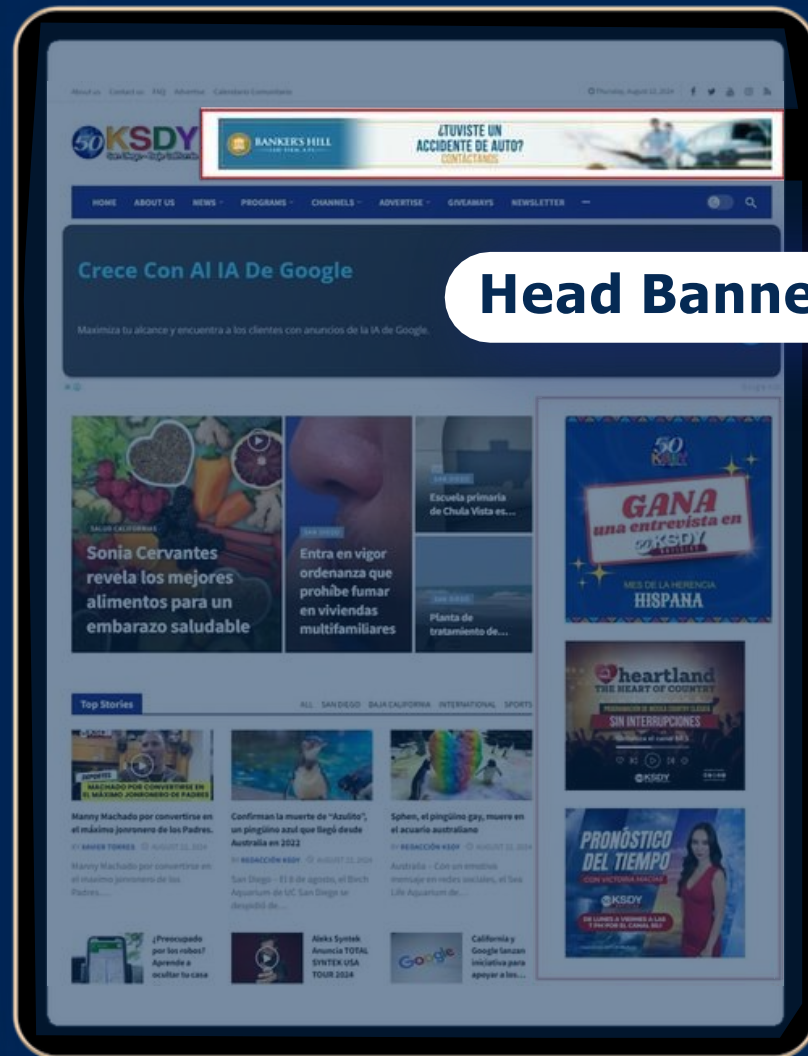
Website



Average monthly visits
+40,000

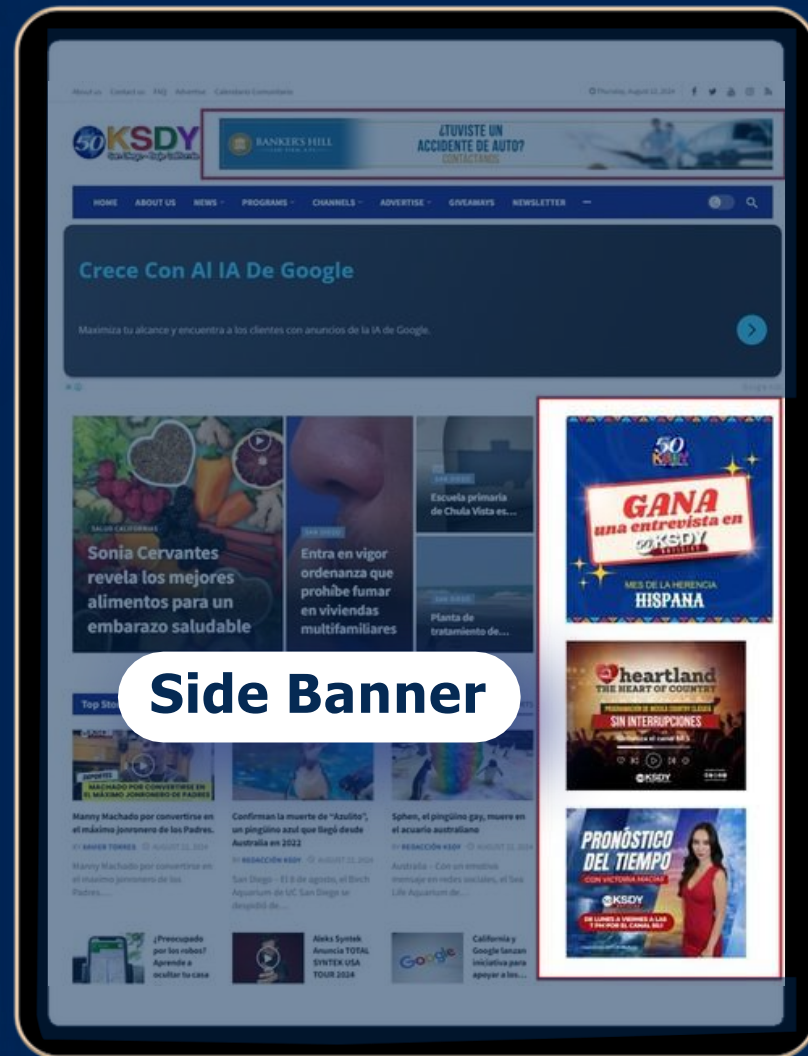
The screenshot shows the homepage of the KSDY website. At the top, there is a navigation bar with links for 'About us', 'Contact us', 'FAQ', 'Advertise', and 'Calendario Comunitario'. The date 'Friday, August 23, 2024' and social media icons for Facebook, Twitter, YouTube, Instagram, and RSS are also present. The main header features the '50 KSDY San Diego - Baja California' logo on the left and a large banner for 'BANKER'S HILL' with the text '¿TUVISTE UN ACCIDENTE DE AUTO? CONTACTANOS'. Below the header is a dark blue navigation menu with links for 'HOME', 'ABOUT US', 'NEWS', 'PROGRAMS', 'CHANNELS', 'ADVERTISE', 'GIVEAWAYS', 'NEWSLETTER', and 'CALENDARIO'. The main content area is divided into several sections: a large image of a border wall with the headline 'Seis migrantes cayeron del muro fronterizo en Otay Mesa'; a section for 'BAJA CALIFORNIA' with the headline 'Aeropuerto de Tijuana no ha recibido información oficial sobre'; a 'SPORTS' section with the headline 'YouTube transmitirá 1.40...'; and an 'INTERNACIONAL' section with the headline 'Uber México gana'. On the right side, there is a promotional graphic for 'GANANA una entrevista en 50 KSDY' with the text 'MES DE LA HERENCIA HISPANA'.

Web Banners



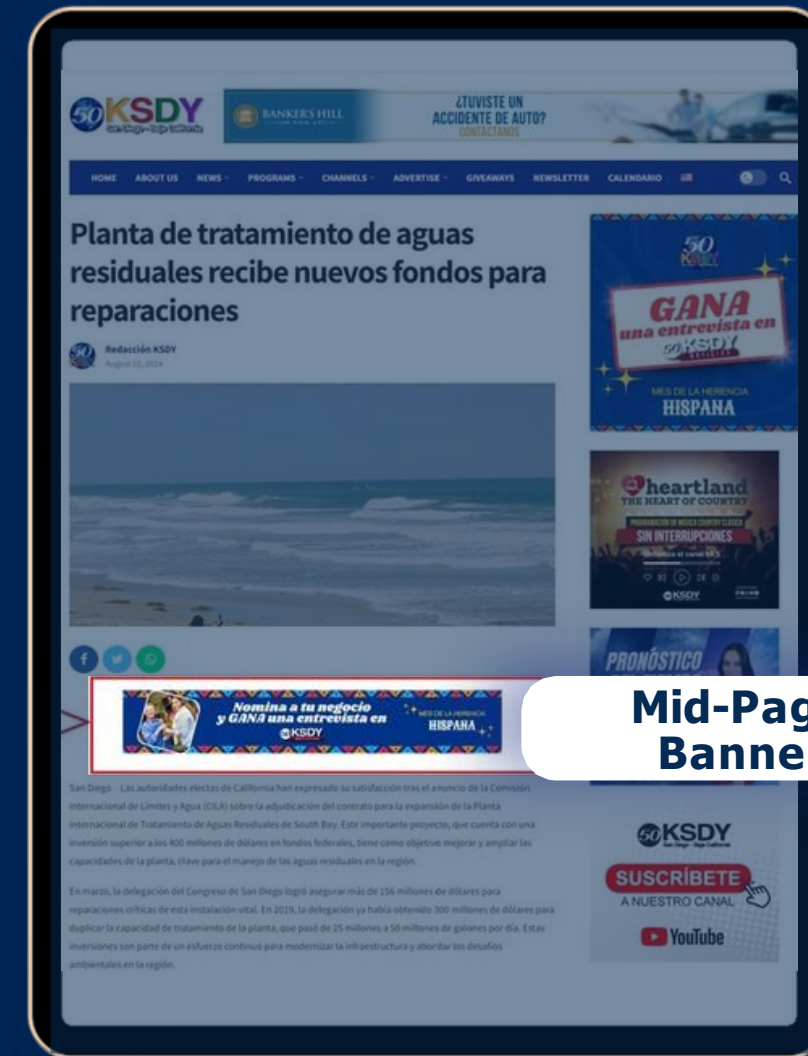
Head Banner

Size: (970 x 90 px)



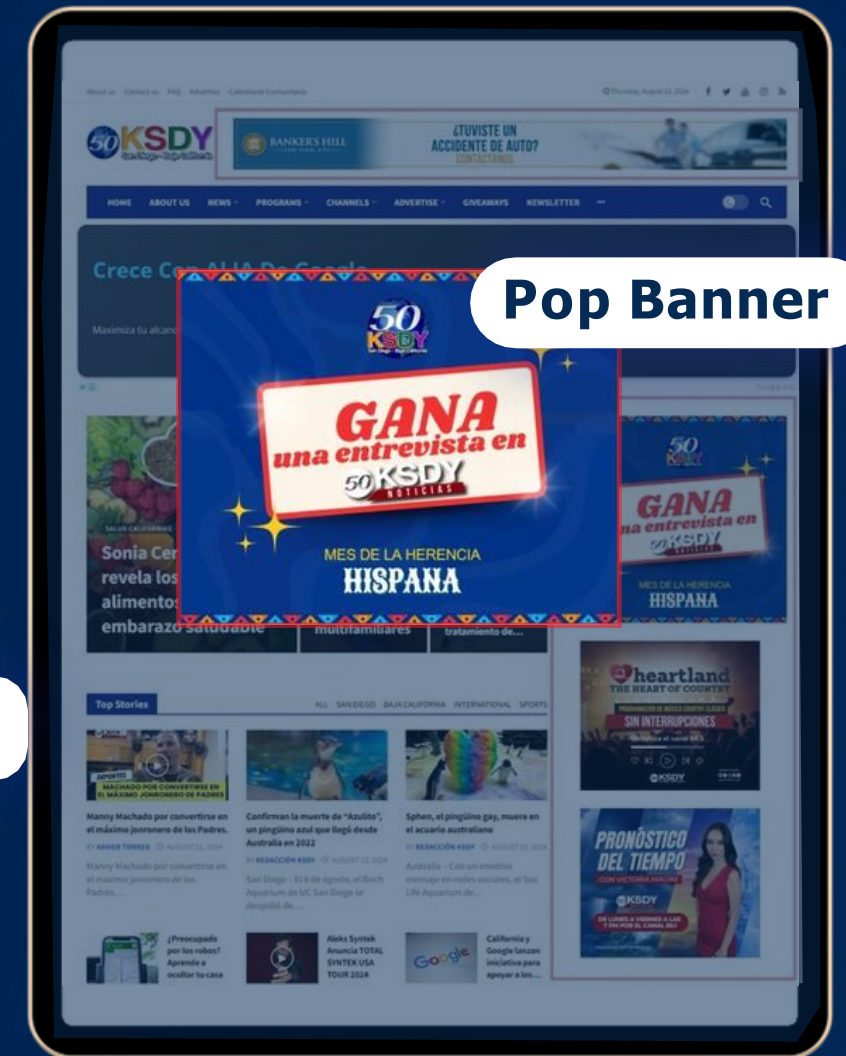
Side Banner

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



Mid-Page Banner

Size: (728 x 90 px)



Pop Banner

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.



Produced by:
Pacific Lake
Entertainment

Sponsorship Info

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