



# tv multimedia

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

# About Us



## OUR STORY

Based in Chula Vista, KSDY50 is the only independent minority-owned broadcast television station in the South Bay region. Strategically positioned, our broadcast signal transmitter sits atop Mount Miguel in Chula Vista, California. This vantage point extends our TV antenna signal to the City of Oceanside to the North, the City of Alpine to the West, and as far as Rosarito, Mexico to the South.

With the vision of making television free and accessible to all of San Diego, we have secured partnerships with our affiliated networks: Retro TV, Canal de la Fe, Heartland and Síntesis TV. This collaborative effort ensures the delivery of high-quality programming to our diverse viewership.

Situated on one of the world's busiest borders, San Diego and Tijuana, we sought the opportunity to portray the reality of our border dynamics. This led to the creation of KSDY Noticias newscast in April of 2022, a strategic initiative aimed at fostering greater understanding and connection within our binational audience through news coverage in Spanish.



# OUR REACH



Sources: Smith and Fisher, LLC  
Census Bureau Data

## OPEN AIR TELEVISION



**3,400,000**

San Diego Population



**515,475**

Total House Holds



**Female 60%**  
**Male 40%**

Age Group 35-65 Years



**98-132K**

Median Household Income



# OUR SOCIALS

Connecting and Informing San Diego's  
Hispanic Community

**Facebook**  
**459,598**

Average Reach Per Month  
Followers 38,000

**Instagram**  
**425,159**

Average Reach Per Month  
Followers 12,000

**YouTube**  
**650,294**

Impressions Per Month  
Followers 6,000

**TikTok**

Impressions Per Month  
**91,431**  
Followers 2,000



54% Females  
46% Males

Ages: 25-45  
Target: Hispanic





# RADIO AFFILIATES



Esquina 32  
San Diego and Tijuana  
98.9 FM  
Hispanic



La Lupe  
San Diego and Tijuana  
95.3 FM  
Hispanic

# NETWORK AFFILIATES

Your Gateway to Top-tier Television in San Diego.



NUESTRA VISION  
OTA 50.1



retro<sup>tv</sup>

OTA 50.3



CANAL DE LA  
Fe 50.4

OTA 50.4



heartland  
THE HEART OF COUNTRY

OTA 50.5



Síntesis

OTA 50.6

ADVERTISING OPPORTUNITIES AVAILABLE. RESTRICTIONS MAY APPLY.

# HISPANIC NETWORK AFFILIATES



## Nuestra Vision Channel 50.1

National news, sports, movies, and programming from Uno TV, Claro Sports, America Movil, and more!

DMA: 25-65 years  
F 50% M 50%

- News
- Entertainment
- Sports



## Sintesis TV Channel 50.6

Regional news, sports, variety programming, arts, and culture from Tijuana.

DMA: 18-65 years  
F 50% M 50%

- Informative
- Bold
- Local

AIRTIME OPPORTUNITIES AVAILABLE (SHORT AND LONG FORM)



# NETWORK AFFILIATES



## Retro TV Channel 50.3

Classic programming from the 70's, 80's, etc. such as "21 Jump Street", "Wiseguy", "The Saint" and more.

DMA: 25-65 years  
F 50% M 50%

- Nostalgic
- Drama



## Canal de la Fe Channel 50.4

Canal de la Fe is driven by love for God and the Bible from its pastors, volunteers, and faithful congregants.

DMA: 18-65 years  
F 60% M 40%

- Faith
- Community



## Heartland Channel 50.5

24 hours a day 7 days a week of uninterrupted classic Country programming. From timeless classics to today's chart-toppers, Heartland is your one-stop destination for all things Country.

DMA: 25-65 years  
F 60% M 40%

- Country Music
- Classics

AIRTIME OPPORTUNITIES AVAILABLE



# LOCAL CONTENT



Binational News from San Diego and Tijuana  
Tune in Monday to Friday at 7PM and 11PM on channel 50.1



ADVERTISING OPPORTUNITIES AVAILABLE. RESTRICTIONS MAY APPLY.

# LOCAL CONTENT

## Salud *Californians*

6th Season  
Watch on channel 50.1



Paola Guerrero

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## WEB

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@KSDY50TV

# CONTACT US



We value the opportunity to inform and build the demand of your campaigns to the local communities of the San Diego Region.

Thank you!