MUSIC • BUSINESS • COMMUNITY • CULTURA

K-Onda Radio Media Kit

The Sound of the Coachella Valley / El Sonido del Valle

About K-Onda Radio

K-Onda Radio is HACC's bilingual digital radio platform connecting the Greater Coachella Valley through music, business, community information, culture and events. The station is designed to serve Spanish-speaking and English-speaking audiences with a broad, welcoming sound.

Music Latin, Anglo and crossover programming across multiple dayparts.	**Business** Member spotlights, business conversations and sponsor messages.
Community Local updates, interviews, nonprofit and civic information.	**Cultura** Bilingual programming reflecting the Valley's diverse communities.

Advertising Opportunities

- 30-second and 60-second commercial spots.
- Program sponsorships and presenting sponsorships.
- Branded community, business or event segments.
- Interview and guest-feature opportunities when editorially appropriate.
- Cross-promotion with HACC events, IDEA Newsletter and digital channels.

Core Dayparts

6 AM - 9 AM Upbeat bilingual morning mix and useful community information.	**9 AM - 12 PM** Workday classics, contemporary favorites and crossover music.
12 PM - 3 PM Business, community and broader variety.	**3 PM - 6 PM** Higher-energy drive music, events and community updates.
6 PM - 7 PM Pepín - La Voz Hispana: community-focused personality show.	**7 PM - 12 AM** Latin, Anglo, Gold and crossover music with specialty programming.

Sponsor Integration

- Commercial rotation within selected dayparts.
- Sponsor mentions in agreed station IDs or branded segments.
- Event-weekend and seasonal sponsorship opportunities.
- Custom campaigns combining radio + newsletter + social + live events.

Creative Requirements

Sponsors may provide finished audio or coordinate with HACC for production of an original advertising script and voiceover. Final audio, schedule, frequency and campaign dates are confirmed before launch.

PARTNERSHIP & ADVERTISING CONTACT

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