

# KBIF 900 AM

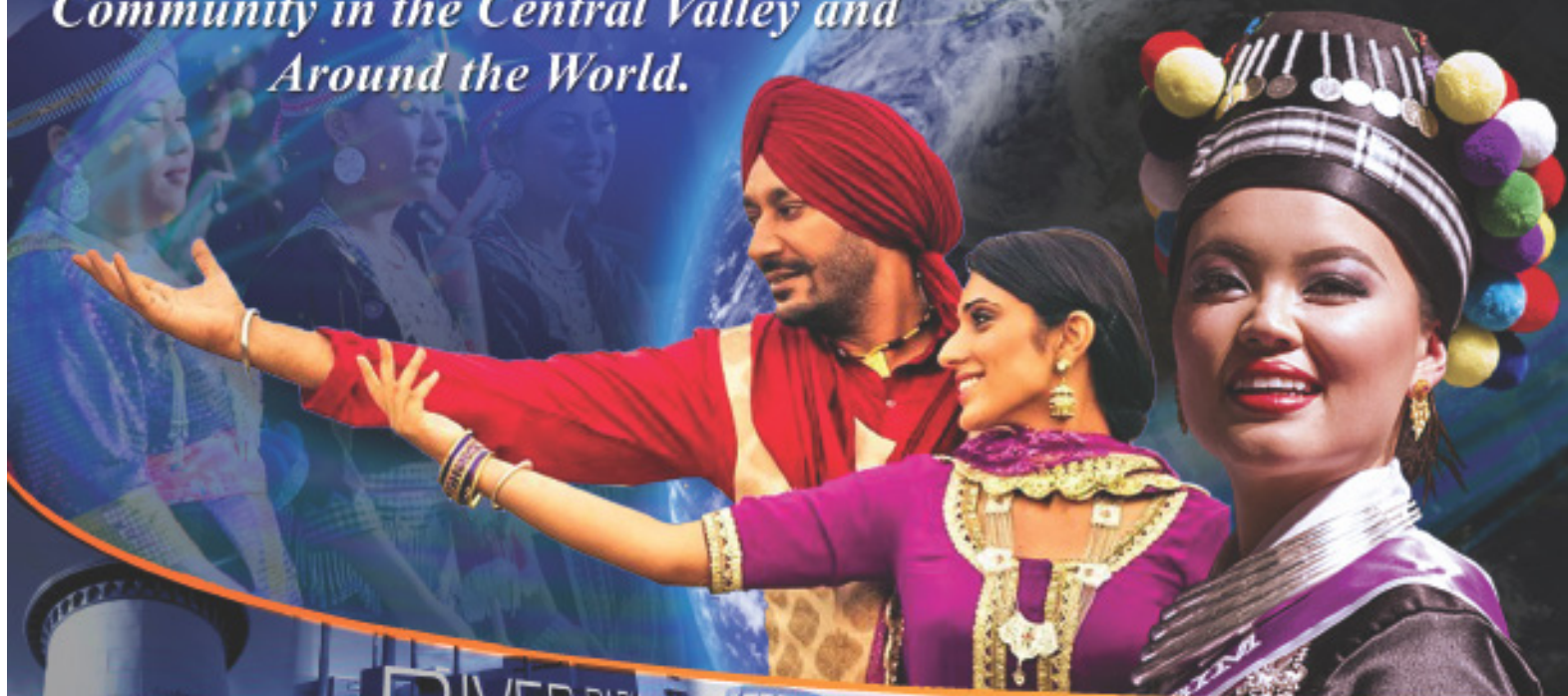
The Central Valley's #1 Asian Radio Station

*Not just radio but more...*

## Media Kit 2016



*Reaching out to the Hmong & Punjabi  
Community in the Central Valley and  
Around the World.*



**KBIF 900 AM**

3401 W. Holland Ave. Fresno, CA 93722

Office: 559-222-0900 Fax: 559-222-1573

[www.900hmongradio.com](http://www.900hmongradio.com)

[www.am900punjabi.com](http://www.am900punjabi.com)



# KBIF 900 AM

The Central Valley's #1 Asian Radio Station



## Who We Are



KBIF 900 AM Radio in Fresno is the first radio station to introduce and produce Hmong and Punjabi programming to the people of the Central Valley!

Since 1987 we have offered Punjabi programming every Saturday and Sunday produced by local leaders, teachers, doctors and business entrepreneurs and became the number one media outlet for the Indian Community. We now offer programming Monday through Friday twenty-four hours on our AM900 Punjabi App and offer more opportunities for not only people in the Central Valley but worldwide to listen to our locally produced Indian programming.

In 1994, KBIF saw a vision and a need to provide the Hmong and Laotian community with locally produced news, entertainment and cultural programming for the large S.E. Asian community. We became the number one outlet for the Hmong and Lao community of the Central Valley. It's estimated as many as 95% of the Hmong community listen to KBIF Radio and at one point our nighttime programming was the second most listened to among all Valley radio stations according to The Fresno Bee.

KBIF Radio has built a very strong and loyal following and has a proven history of success. KBIF is used by many local businesses in the Hmong and Indian community to advertise their products and services and has become a major avenue used by many local and regional advertising agencies and general market advertisers like Wells Fargo, Toyota, Xfinity, State Farm, Chukchansi, Table Mountain and Tachi casinos, USDA, PG&E, State of California and the City and County of Fresno and many others.

It's time to jump on the boat and target the Asian community and tap into a growing market! Let KBIF Radio help lead you the way!!

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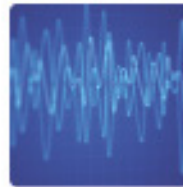
## Not Just Radio



### Radio

Market to the Asian community via radio spots or programing.

### Live Stream



Market to the Asian community via our live stream. Available for anyone to listen to from our website or mobile app.

### Online Directory



Market to the Asian community via our online directory and be seen by online search engines.

### Resource Events



Market to the Asian community at Live Remotes and Community Outreach events.

### Website



Market to the Asian community with banners, links, podcast and other forms of website advertising.

### Mobile App



Market to the Asian community via our mobile app. with banners and other forms of mobile advertising.

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## Who We Reach



### HMONG & PUNJABI COVERAGE

in the CENTRAL VALLEY from 2010 Census

#### Hmong Reach Population

Fresno County Area	31,771
Surrounding Areas	9,393
<b>Total Reach</b>	<b>41,164</b>

#### Compared to Other Cities

Sacramento	26,996
Stockton	6,968
Chico	4,354

**Hmong in California 91,224**

Hmong Population has increase 45% in California since 2000.



#### Punjabi Reach Population

Fresno County Area	15,469
Surrounding Areas	18,113
<b>Total Reach</b>	<b>33,582</b>

#### Compared to Other Cities

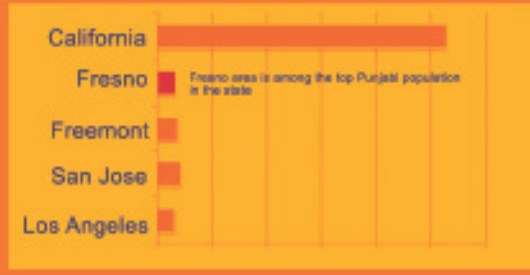
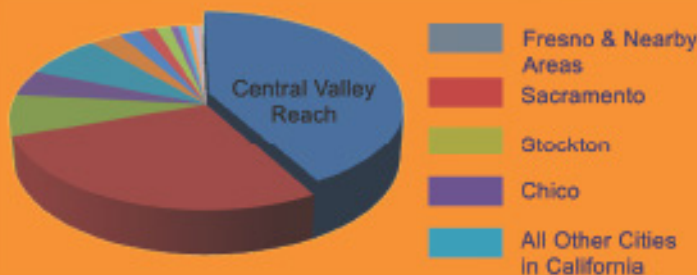
San Jose	43,827
Freemont	38,711
Los Angeles	32,996

**Punjabi in California 528,178**

Punjabi Population has increase 47% in California since 2000.

**AM 900 Radio Reaches 100% of the Hmong Market in the Central Valley and 100% in California with our Mobile App & Website**

**AM 900 Radio Reaches 100% of the Punjabi Market in the Central Valley and 100% in California with our Mobile App & Website**



#### Notes:

\*Laotian data not factored into this data.

\*Hmong & Punjabi in other states not included in this data.

**\*A population that continues to increase**

Data gathered from U.S. CENSUS 2010

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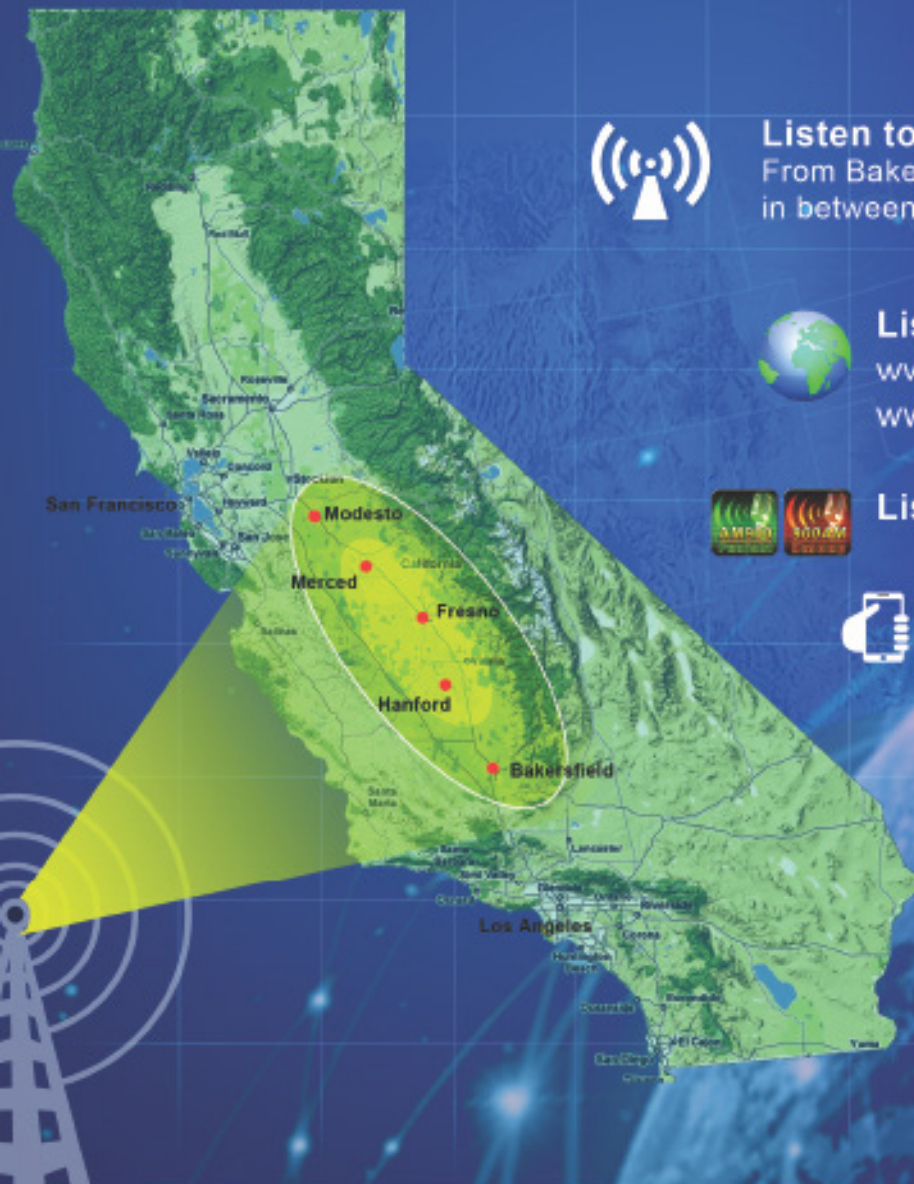


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## Coverage Area

### RADIO SIGNAL COVERAGE MAP



**Listen to Radio AM900**

From Bakersfield to Modesto and all cities  
in between



**Listen worldwide on our website.**

[www.900hmongradio.com](http://www.900hmongradio.com)

[www.am900punjabi.com](http://www.am900punjabi.com)



**Listen Live on the Mobile Apps**



**Call in to listen on your phone**

Punjabi - (712) 832-7040

Hmong - (712) 832-7020

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