



# ACE & TJ

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## FAMILY

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MEDIA KIT 2024



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## THE ACE & TJ FAMILY

The Ace & TJ Show started in 1991 when Ace and TJ met in Alexandria, Louisiana and after pairing as morning radio personalities in several markets, they moved to Charlotte in 1998 and have been Carolina media staples ever since.

The Ace & TJ Show rose quickly in popularity incorporating humor, entertainment news and "The Ace & TJ Radio Family" (their listeners) into lifestyle discussion topics. In 2001, The Ace & TJ Show expanded with the first of many new media markets on the radio and soon after audio made for listening to on digital streaming and 'on-demand' which is now what everyone calls a 'podcast'.

The Ace & TJ Show naturally continued to expand focusing more towards how their audience lived their 24/7/365 lives with unique content for social media, their own app, video and now on-site and virtual 'experiences' incorporating both their listeners and business partners. Ace TJ Media is the advertising arm of The Ace & TJ Family where Ace & TJ offer clients "Influencers for Grown Ups"

What The Ace & TJ Show is best known for is its relentless pursuit of where/how/when they can provide aid to the communities they serve with their charity **Payton's Promise** as well as other efforts whereby the show has contributed towards efforts in the amounts now exceeding \$10,000,000.



### ACE

Enamored with radio since high school, Ace is one of the few people you'll meet who is doing what he has always wanted to do. A 20-plus year radio veteran, Ace worked all airshifts, was a Program Director, Assistant Program Director and Promotions Director before settling into his now 22 year partnership with TJ.

[AceAceTJ@Gmail.com](mailto:AceAceTJ@Gmail.com)



### TJ

Wife: Jodi  
Children: Lanie and Aiden  
Hometown: Winnfield, LA  
Prior Employment: Purchasing Agent for a Lumber Company  
Likes: Crime Documentaries and lying in the sun slathered in baby oil  
Dislikes: Raw onions, bad grammar and talking about himself

[TJ@TJShows.com](mailto:TJ@TJShows.com)



### RIGGINS

He began as an intern in 2009 and ended up staying! He's single and he has no kids... His first ever concert was Jimmy Buffett and he's a BIG music fan. Every Friday, Riggins performs an original song called the "Week in Review" in which he recaps everything that happened that week on the show and in pop culture. Riggins hates confrontation and would rather live in silence...

[Riggins@AceTJMedia.com](mailto:Riggins@AceTJMedia.com)



### ROB

Rob grew up in the Charlotte (NC) area listening to The Ace & TJ Show so it was a no brainer when he was asked to join the show. Technical Director and Producer Rob handles making sure the show runs smoothly. Rob hosts the Nerd News Podcast every Tuesday and loves video games, comic books and movies.

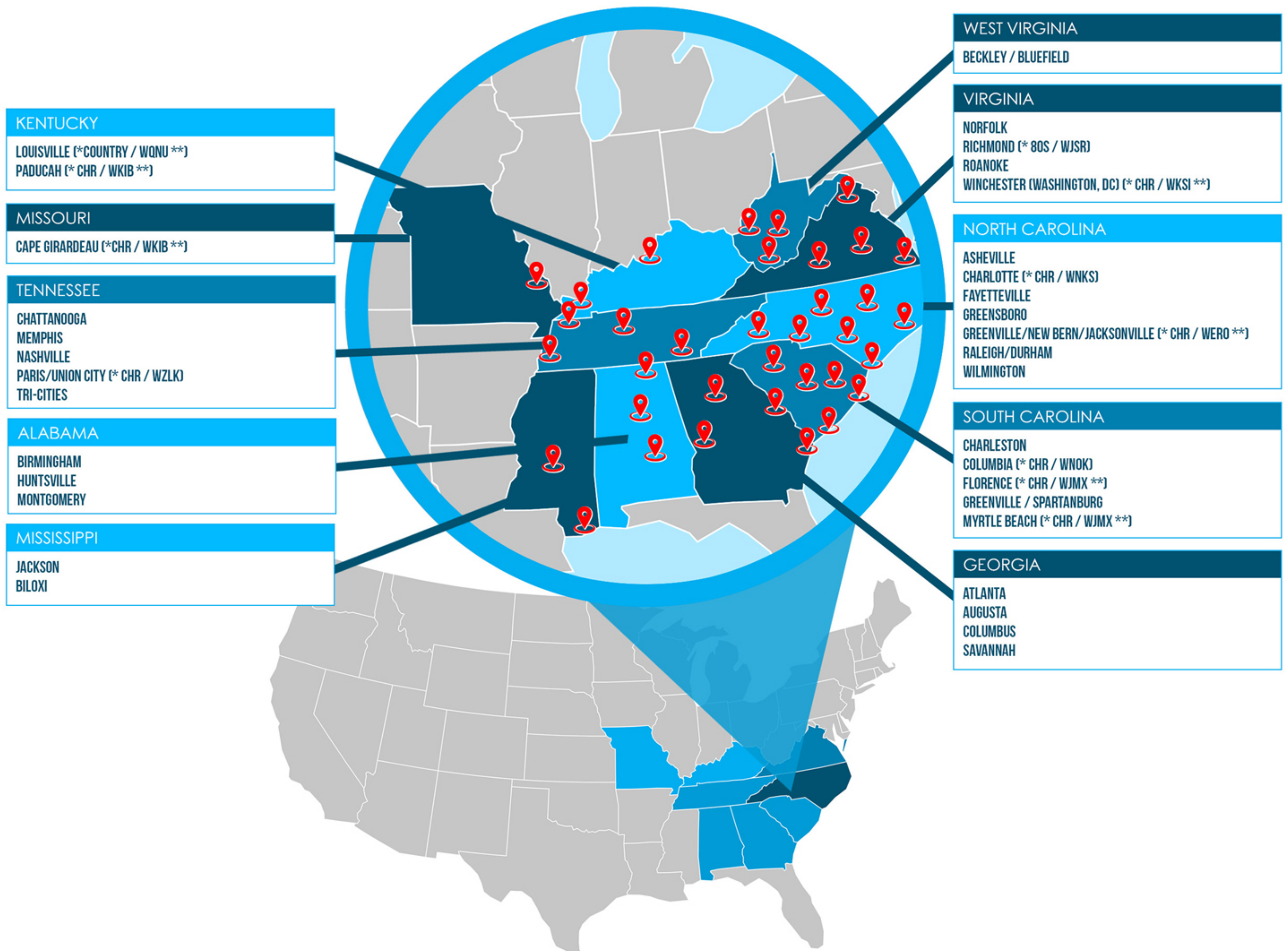
[Rob@AceTJ.com](mailto:Rob@AceTJ.com)

**Adam Goodman** - Manager ([AGoodman@AceTJ.com](mailto:AGoodman@AceTJ.com))    **Alexis** - Podcaster ([Alexis@AceTJMedia.com](mailto:Alexis@AceTJMedia.com))

**Melissa Donahue** - Sales ([MDonahue@AceTJ.com](mailto:MDonahue@AceTJ.com))    **Frank Olszewski** - Web/Graphic design ([Toczero@gmail.com](mailto:Toczero@gmail.com))



# ACE TJ MARKETS





### NEW



6a weekdays (est)



10a weekdays (est)



3p weekdays (est)



Quarterly



9a weekdays (est)



6p Tuesday's (est)



Saturday's



Monthly



Friday's 8a (est)



Monday's 12n (est)



Wednesday's 12n (est)



Monthly



Tuesday's 12n (est)



Daily

### MEDIA

(primary in RED)

**radio**, podcast, stream, video, social

**podcast**, stream, video, social

**stream**, radio, podcast, video, social

**events**, radio, video, social

**podcast**, video

**video**, social

**social**

**video**, podcast, events

**radio**, video, podcast, stream

**video**, podcast

**podcast**, video

**podcast**, stream, video, social

**video**, podcast, events

**social**, events



## STATS / DEMOGRAPHICS (AUGUST 2024)

### NATIONAL

**TOTAL ESTIMATED AUDIENCE: 333,240**

### AUDIENCE (NATIONAL)

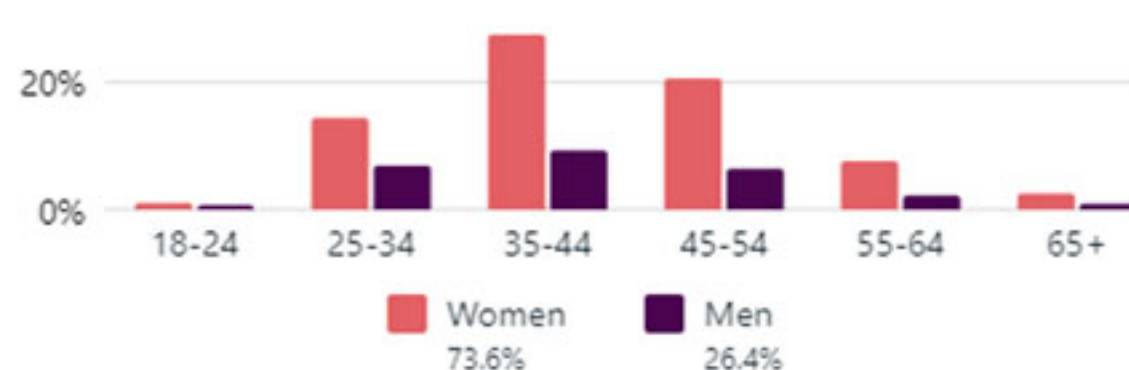
- **PODCAST (AUDIO) DOWNLOADS:** 104,093
- **PODCAST (VIDEO) IMPRESSIONS:** 233,648
- **SOCIAL MEDIA FOLLOWERS:** 272,378
- **STREAMING (AUDIO) IMPRESSIONS:** 32,282
- **RADIO SHOW CUME:** 292,440 (estimated)
- **APP / SITE IMPRESSIONS:** 135,646
- **NEWSLETTERS DELIVERED (DATABASE):** 52,436

### DEMOGRAPHICS

- 60% female | 40% male • Age: 25 - 55 (Average 40)
- **EMPLOYED:** 71.3%
- **HOUSEHOLD INCOME OVER \$75,000:** 60%
- **EDUCATION COLLEGE/POST-COLLEGE:** 70.8%
- **OWN HOME:** 79.9%
- **CONTRIBUTED TO CHARITY:** 55%
- **HAVE INVESTMENTS:** 74%

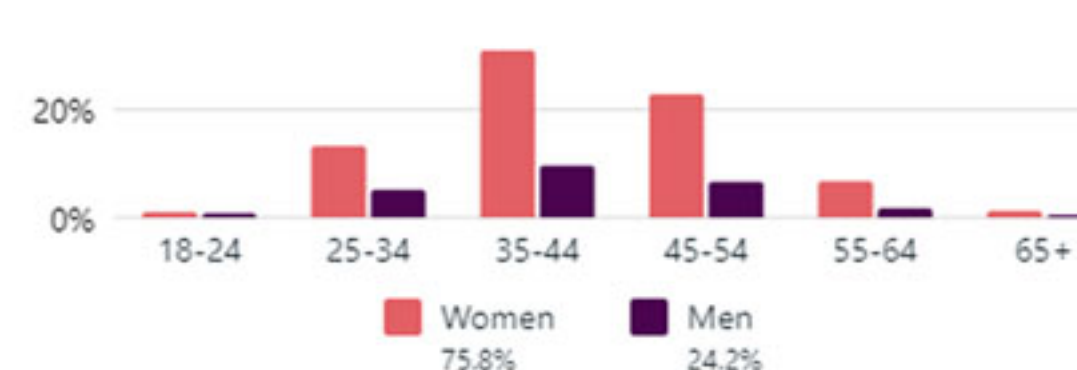
### FACEBOOK FOLLOWERS - 172,508

AGE & GENDER



### INSTAGRAM FOLLOWERS - 43,118

AGE & GENDER



**WESTERN NC & SC**

**131,608**

**EASTERN NC**

**58,687**

**SOUTH CAROLINA**

**57,350**

**ACE TJ SOUTH  
(GA/AL/MS)**

**4,161**

**ACE TJ WEST  
(KY/LA/MO/WEST TN)**

**30,727**

**ACE TJ NORTH  
(EAST TN/VA/WV)**

**63,055**



## DON'T TAKE OUR WORD FOR IT...



**THE  
TEMPLE  
TEAM  
REAL ESTATE**  
Keller Williams Unified | TheTempleTeam.com

"Most important for me is name recognition. We are constantly working on our "brand", and being affiliated with the ATJ brand gives us credibility in the markets that matter to us."

**Kent Temple**  
**Temple Team**  
**AceTJ.com/Temple**



"The best part about marketing with Ace & TJ is the built in trust we see from patients when they contact us.

A lot of times when we receive a prospective patient call, the person has a lot of questions about what we do. What they are doing is trying to establish a trust with our clinic to see if we are a good fit for them and the condition they are looking to treat. When a call comes in from an Ace & TJ listener, is it almost like the person is a referral from Ace & TJ. The trust is already there because they know if Ace & TJ recommend something, they know it is legitimate and they will have a great experience. "

**Niko Miles**  
**Co-Founder of NeoGenix**  
**AceTJ.com/NeoGenix**



"Our favorite thing about partnering with the Ace & TJ Show is the exposure we get "on air" and also in person. We love hosting ATJ events at the Hyatt Centric SouthPark which allows your listeners to see what we have to offer."

**Erik K. Dennis**  
**Hyatt Centric**  
**SouthPark Charlotte**  
**AceTJ.com/Hyatt**



"Listeners trust Ace and TJ's recommendation of Richard Tocado Companies, Inc. It's like a friend or family member telling somebody who their mortgage guy is. "

**Richard Tocado**  
**HomeWithRichard.com**



"Y'all do a great job at individually tailoring to our needs!"

**Elizabeth Miller**  
**AceTJ.com/Calotren**



"I love how easy you all are to work with! Flexible, responsive, and collaborative. A great support for a busy marketing department."

**Sarah Shriver**  
**AceTJ.com/YMCA**



"Y'all do a great job at individually tailoring to our needs!"

**Tammy Stowe**  
**AceTJ.com/AB**



## ACE & TJ: YEARS AHEAD ON DIGITAL MARKETING



### Radio, Streaming, and Podcasting Form Triple Treat For Brands

Radio Ink - March 27, 2024

In today's digital age, brands leveraging a cross-platform audio approach – radio, streaming, and podcasts – are seeing enhanced campaign performance, improved marketing funnel metrics, and superior business outcomes, according to new data.

The findings were revealed by Audacy Chief Marketing Officer Paul Suchman, continuing off of Nielsen Audio research showing radio reaches 91% of Americans monthly. The amalgamation of over-the-air radio with streaming and podcasts amplifies appeal, especially to highly engaged and conversion-ready audiences. The effectiveness of cross-platform audio strategies is evidenced by substantial increases in purchase behavior, with listeners of cross-platform audio being twice as likely to buy products after encountering audio advertisements. This trend is further supported by the Audacy X-Platform Audio Survey conducted by Suzy Insights in June 2023.

***Audiences that heard an audio ad across all three platforms were almost twice as likely to make a purchase based on that ad.***



ACE & TJ  
FAMILY

ACE CANNON MEDIA



ACE@LARGE





## TJ SHOWS

# TJ

## TJ SHOWS







## RECENT PAYTON'S PROMISE SUPPORT

### **\$10,000 to families of four Charlotte officers killed**

After four members of a US Marshals Task Force were ambushed and killed while serving a warrant in April, Payton's Promise was there with \$10,000 to assist the families of the officers killed.



### **The First Quarter Of The Rest Of Your Life**

Payton's Promise awards \$10,000 annually to a person or family where the money will significantly change their lives and the lives of others. After 800 entries were reviewed, for 2024, the one chosen entry was a couple with a husband suffering from PTSD due to being hit while working as a first responder. The couple is also using part of the money to start a foundation to assist other first responders suffering from PTSD.



### **Breaking and Entering Christmas**

For over 20 years, Payton's Promise reviews nominations for families who otherwise would not be able to afford any Christmas celebration. Each year, families are selected and the Ace & TJ Show Hoodlum Elves 'break into' the homes and provide the families with an incredible Christmas thanks to the generosity of the Ace & TJ Radio Family's donations.



### **Ramp for 12 year old stroke victim**

Payton's Promise helped cover the installation of a ramp for a 12 year old who was wheel chair bound after suffering a stroke. The child lived with her grandparents who did not have the money needed to make the changes necessary to allow the child to get in and out of the house with the wheelchair.



### **Restoration of a Veterans home (mold)**

An elderly veteran had his kitchen overrun with mold causing various ailments. Payton's Promise covered the mold removal from the home as well as many much needed repairs.





# ACE & TJ

## FAMILY



## SPONSORSHIPS

THE  
**ACE & TJ**  
PODCAST AND RADIO SHOW



**TJ**  
TJ'S PODCAST

**ACE**  
AND  
**FRIENDS**

**ACE & TJ**  
**EXPERIENCE**

**ACE & TJ**  
**FAMILY APP**

**ACE & TJ**  
**REWARDS**

**ACETJ**  
**PRIME**



## ASSETS

### PACKAGES

#### • Client commercials (weekly)

- Podcast (:15s)
- Streaming (:15s)
- Video (:15s)

(impressions)	15,000	7,500	2,500
(impressions)	20,000	10,000	5,000
(impressions)	10,000	5,000	—

#### • Sponsorship mention promos (weekly)

- Video, Podcast & Streaming sponsorship mentions (:10s)
- Social media sponsorship posts

(impressions)	25,000	10,000	5,000
(posts / month)	8	4	1

#### • Link/Banners

- AceTJ.com
- Ace & TJ app
- Database Newsletter (weekly)

LARGE	MEDIUM	SMALL
YES	NO	NO
LARGE	MEDIUM	SMALL

#### • Influencer(s)

ACE & / OR TJ	RIGGINS / ROB	-
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#### • Ace & TJ Experience

YES	YES	NO
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#### • :60 streaming 'Live Reads'

YES	NO	NO
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#### • Custom URL (AceTJ.com/(YOU))

YES	YES	NO
-----	-----	----

#### • Rewards Program Incentives

YES	YES	NO
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#### • PRICE (/WEEK)

\$1,000	\$500	\$250
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#### • REMAINING AVAILABLE

7	8	8
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ACETJMEDIA.COM | ACETJ@ACETJ.COM | 843 212 6522

All Ace TJ Family packages are customized. Let us know your goals at AceTJMedia.com





### PACKAGES

- Foursome (one) included
- Hole Sponsor
- Awards Dinner

- Client commercials (monthly)
  - Podcast (:15s)
  - Streaming (:15s)
  - Video (:15s)

- Sponsorship mention promos (monthly)
  - Radio (:10s) \*
  - Video, Podcast & Streaming sponsorship mentions (:10s)
  - Social media sponsorship posts (1x weekly)

- Link/Banners
  - AceTj.com
  - Ace & TJ app
  - Database Newsletter (weekly)

- **PRICE** (MONTHLY / MIN. 4 MONTHS)
  - 10% reduced for 6 months. 20% for 12

- **REMAINING AVAILABLE**

	TITLE	PARTNER	CORPORATE
	YES	NO	NO
	YES	NO	NO
	SPEECH	INDIVIDUAL ACNOWLEDGEMENT	ACE TJ THANKS
(impressions)	15,000	7,500	2,500
(impressions)	20,000	10,000	5,000
(impressions)	10,000	5,000	—
	4	2	—
(impressions)	45,000	10,000	5,000
	8	4	1
	LARGE	MEDIUM	SMALL
	YES	NO	NO
	LARGE	MEDIUM	SMALL
	\$1,250	\$625	\$375
	3	11	17

RADIO FAMILY CHARITY D/B/A PAYTON'S PROMISE: 501-C-3



# ACE & TJ EXPERIENCE

We asked our Radio Family what they would like more from The Ace & TJ Show and most all said “Experiences”. The Ace & TJ Experience adds the audience TO the shows with Ace, TJ and YOU, our radio family business partners, as co-hosts.

We have Tuesday night ‘virtual’ zoom topics with our audience and monthly on-site experiences available for you and your company to get involved with so you can spend more than 30 seconds helping our audience understand why what you do is so awesome.

Once the shows are done, go to AceTJ.tv and watch The Ace & TJ Experience anytime to see these shows and learn more about our radio family business partners, like you.

### (Virtual) Ace & TJ Experience

Ace and/or TJ will co-host with you with listeners and a post-show video on AceTJ.tv

**SAMPLE**

### (Live) Ace & TJ Experience

We’ll bring audience TO you to experience with Ace and/or TJ, video and make available on AceTJ.tv

**SAMPLE**

## LEARN MORE

AceTJMedia.com | AceTJ@AceTJ.com | 843 212 6522

[Reserve your Ace & TJ Experience](#)



# NO RISK - NO COST!

## ADVERTISING | MARKETING

The Ace & TJ Family has a new, unique opportunity for select businesses to start marketing with us NO RISK NO COST. The businesses we are looking for are going to be long-term partners selling products that have a high likelihood of being heavily purchased by our Radio Family. This program works out a way for the Ace TJ Family to sell them and share a percentage of the sale with qualifying businesses.

[SEE IF YOU QUALIFY](#) ▶

**SEE HOW IT WORKS ▶**

**Calotren®**  
[ACETJ.COM/CALOTREN](https://acetj.com/calotren)

**LEARN MORE**

AceTJMedia.com | AceTJ@AceTJ.com | 843 212 6522