



ACE & TJ

FAMILY

MEDIA KIT 2024

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ACE & TJ

FAMILY

THE ACE & TJ FAMILY

"If we'd have known each other in high school we'd have been best friends", that's how TJ describes the chemistry between he and Ace. It's that chemistry that makes the Ace and TJ show different...and special.

The two met in 1991 in Alexandria, Louisiana. Ace was returning to KQID-FM, where he'd worked summers while in college, to do overnights as TJ joined to do weekends while also working full-time doing afternoon drive at KVCL-FM in Winnfield, Louisiana. The pair became fast friends and roommates as both were quickly moved into full-time positions.

Since coming to Charlotte in 1998, the pair have garnered national attention and record ratings for first WNKS-FM and the past 10 years WHQC-FM.



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



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



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



ALEXIS

Alexis grew up listening to The Ace & TJ Show, and has been a fan since middle school. She worked in restaurants for years as a server, bartender and most recently managed for 4 years before coming to work for the show. She's tiny standing at 4'10 but don't let that fool you, she's a tiny box of dynamite. She was born in Boston but moved to Charlotte when she was 14. She is a huge fan of true crime documentaries and can talk movies, shows, and pop culture for hours. She loves food and enjoys cooking and has a huge passion for books and reading. The love of her life is her cat, Khaleesi.

Alexis@AceTJMedia.com



ROB

Rob is the youngest of 3 children born to Randy & Margie and grew up in the Charlotte area listening to the Ace & TJ Show, so it was a no brainer when he was asked by their former producer in the halls of the radio station to join the Ace & TJ show. Technical Director and Producer Rob handles making sure the show stays on the air. The East Gaston High School graduate hosts the Nerd News podcast every Tuesday and his two dogs are named after a Pokémon (Eevee) and an X-men character (Remy). Interests include video games, comic book movies, a good coupon, and Country music.

(C) 704-609-4259

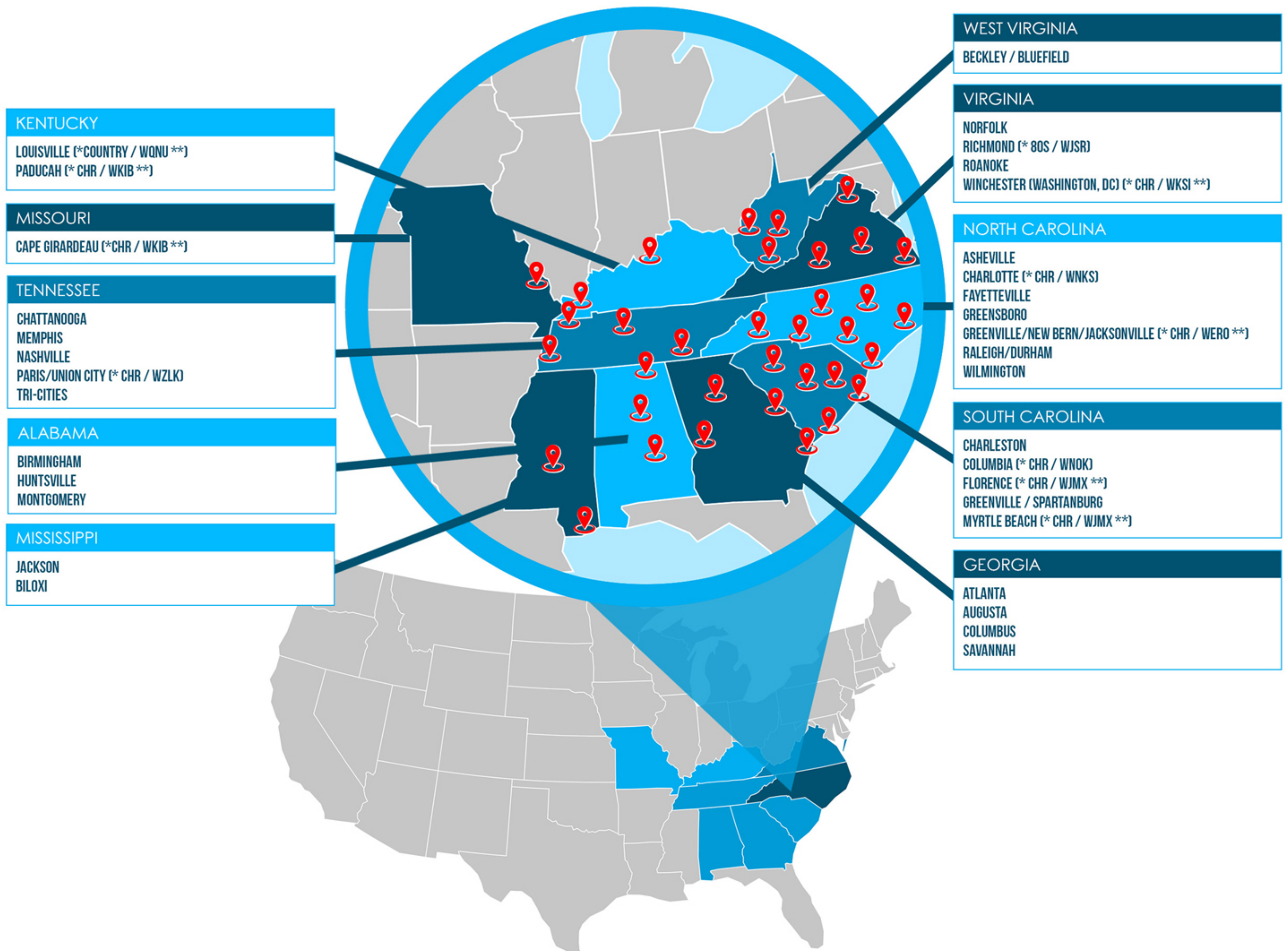


ADAM

Adam Goodman was hired as manager/agent/C.O.O. in 2002. In addition to the management of ATJ Inc, Adam manages several other radio shows, podcasts and voiceover talent within his company Goods Entertainment (based in South Carolina). Prior to joining The Ace & TJ Show, Adam was a manager at radio stations in New York, Los Angeles, Baltimore, Hartford and Ithaca (NY) when Adam attended Cornell University. Adam also has a Masters in Business Administration from the University of Connecticut.

(C) 203-521-6937

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 (FEBRUARY 2024)

NATIONAL

TOTAL ESTIMATED AUDIENCE: 354,616

DEMOGRAPHICS

- 60% female | 40% male
- Age: 25 - 55 (Average 40)

AUDIENCE (NATIONAL)

- PODCAST (AUDIO) DOWNLOADS: 153,643
- PODCAST (VIDEO) IMPRESSIONS: 314,253
- SOCIAL MEDIA FOLLOWERS: 274,495
- STREAMING (AUDIO) IMPRESSIONS: 33,619
- RADIO SHOW CUME: 292,440 (estimated)
- APP / WEB IMPRESSIONS: 208,090
- NEWSLETTERS DELIVERED (DATABASE): 49,676

WESTERN NC & SC

138,852

EASTERN NC

62,296

SOUTH CAROLINA

58,417

ACE TJ SOUTH
(GA/AL/MS)

7,538

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

30,779

ACE TJ NORTH
(EAST TN/VA/WV)

63,436

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.

TJ SHOWS

TJ

TJ SHOWS



ACE & TJ
FAMILY

ACE CANNON MEDIA



ACE@LARGE



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

ACE TJ
PRIME



THE MEANINGFUL
MEETING
WITH DAVID "ACE" CANNON

NERD
NEWS



FEND FOR YOURSELF

TJ
FANATICS

ASSETS

PACKAGES A, B, C level package options

• Client commercials

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

• Sponsorship mention promos (A='Title')

- Video, Podcast & Streaming sponsorship mentions (:10s)
- Social media sponsorship posts (1x weekly)

• Link/Banners

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

• Voiced by

- Ace & TJ Experience
- :60 streaming 'Live Reads'
- Custom URL (AceTJ.com/(YOU))
- Rewards Program Incentives
- **PRICE (/WEEK)**

PACKAGE	A	B	C
(impressions)	15,000	7,500	2,500
(impressions)	20,000	10,000	5,000
(impressions)	10,000	5,000	—
(impressions)	45,000	10,000	5,000
(posts / month)	8	4	1
	LARGE	MEDIUM	SMALL
	YES	NO	NO
	LARGE	MEDIUM	SMALL
	ACE & / OR TJ	RIGGINS / ROB	ATJ VOICE
	YES	YES	NO
	YES	NO	NO
	YES	YES	NO
	YES	YES	NO
	\$1,000	\$500	\$250

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

Packages limited. Sectors are product exclusive. Go to AceTJMedia.com to check availability



ASSETS

PACKAGES A, B, C level package options

- **Client commercials**
 - Podcast (:15s)
 - Streaming (:15s)
 - Video (:15s)
- **Sponsorship mention promos (A='Title')**
 - Radio (:10s) *
 - Video, Podcast & Streaming sponsorship mentions (:10s)
 - Social media sponsorship posts (1x weekly)
- **Link/Banners**
 - AceTJ.com
 - Ace & TJ app
 - Database Newsletter (weekly)
- **Voiced by**
- **Ace & TJ Experience**
- **:60 streaming 'Live Reads'**
- **Custom URL (AceTJ.com/(YOU))**
- **Rewards Program Incentives**
- **PRICE (/WEEK)**

PACKAGE	A	B	C
(impressions)	15,000	7,500	2,500
(impressions)	20,000	10,000	5,000
(impressions)	10,000	5,000	—
(10s / month)	4	2	—
(impressions)	45,000	10,000	5,000
(posts / month)	8	4	1
	LARGE	MEDIUM	SMALL
	YES	NO	NO
	LARGE	MEDIUM	SMALL
	ACE & / OR TJ	RIGGINS / ROB	ATJ VOICE
	YES	YES	NO
	YES	NO	NO
	YES	YES	NO
	YES	YES	NO
	\$1,000	\$500	\$250

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