

Real Estate Jerky media kit

We always give you something to chew on.

Real Estate Jerky is real estate and mortgage talk with Ed Parcaut and Mike Kelly, on the radio, on video and on this website. Sponsorship puts your business next to housing, lending and local life conversations in the Central Valley and the foothills.

THE SHOWS

Real Estate Jerky

Saturdays at noon on KFIV 1360 AM, then on demand as a podcast.

The weekly show. Market news, lending questions, guests and the Community Corner segment.

Real Estate Jerky Daily

Weekdays at 8:30 AM Pacific, video and podcast.

A short weekday read on housing, mortgage and market headlines, with what they mean locally.

WHERE TO FIND US

- KFIV 1360 AM
- Apple Podcasts
- YouTube
- realestatejerky.com, including Community Corner, home improvement tips, business spotlights and community resources

COUNTIES WE COVER

Stanislaus County, San Joaquin County, Calaveras County, Tuolumne County

THE HOSTS

Ed Parcaut, Mortgage advisor and co-host

<https://edparcaut.com/> 209-404-1915

Mike Kelly, Realtor and co-host

<https://mikekellyrealtor.com/> 209-968-5633

SPONSORSHIP PLACEMENTS

Community Corner segment

One business at a time backs the Community Corner. Your business is read on air, and your name and logo sit on the Community Corner page with a link to your site while your sponsorship runs.

Home improvement tip

A fit for trades, suppliers and contractors. Your name goes with the tip on air and on the website.

Business spotlight

A longer look at your business, clearly marked as sponsored so listeners always know the difference between a story we chose and one you paid for.

HOW WE HANDLE SPONSORSHIP

- Sponsored items are labelled as sponsored, on air and on the page.
- Community listings are never sold. A sponsorship does not buy an event listing or a spotlight decision.
- One sponsor at a time per segment, so your business is not sitting in a crowd.

WHAT IS NOT IN THIS KIT

- Audience figures: we do not publish listener or view counts here. Ask and we will send the current numbers from the station and the platforms, as they report them.
- Rates: openings and pricing change by month and by segment, so we quote them when you ask.

TALK TO US

radio@realestatejerky.com <https://realestatejerky.com/sponsor>