



local media with a mission & purpose



Oasis Marketing Group OMGPSP.com

At Oasis Marketing Group, we support your business growth with a wide array of online digital advertising options. We can create a custom program to target your customer with laser-like accuracy. Services include:

- Facebook, Instagram and LinkedIn Ads
- Social Mirroring Ads
- Geo-Framing Ads
- Live Chat
- Native Display and Video
- Amazon Premium
- YouTube and Connected TV
- Pay-Per-Click
- Mobile Conquesting
- Website Development & SEO Services

For more, see **OMGPSP.com**. Contact us to discuss your needs and explore our capabilities.

Whether you're selling products or services, having a grand opening, or inviting people to your next big event, creating and delivering an effective advertising message is critical to your success.

Our media entities work to provide valuable and affordable advertising options. We have expertise reaching LGBTQ+ consumers locally and globally. But we also serve the general market with targeted digital and traditional media channels.

We have helped hundreds of companies and organizations increase sales, raise visibility, increase foot traffic, build website & social media visits, and enhance brand-building.

With two radio brands, an online portal, a printed visitor map and guide, and a complete in-house digital agency, we are the leading locally-owned media company serving clients big and small.

Contact us to explore how we might partner with you.

Reaching the LGBTQ+ Audience

The LGBTQ+ market is a major part of the vibrant culture, economy, and social fabric of Palm Springs and the Coachella Valley.

By partnering with the leading LGBTQ+ media company, you will get a one-of-a-kind opportunity to have your message delivered to this important market segment using our unique ecosystem.





Gay Desert Guide

GayDesertGuide.LGBT

Gay Desert Guide is the go-to place for finding LGBTQ-friendly businesses, travel and tourist information, including drag shows & happy hours, festivals, and community events. Heavily cross-promoted on KGAY 103.1 and KGAYPalmSprings.com. **Get your business listed here first to unlock radio advertising discounts and special access available to our Featured Advertisers.**

We drive business through our **premium listings**, which function much like Google paid search. These **"Featured" Listings** are SEO optimized and appear in various places on the site.



Our **Visitor Map & Guide** is published three times annually and is widely distributed across the Coachella Valley and Southern California.

Gay Desert Guide also offers display advertising, **Hot Deals** (our "gay Groupon"), social media promotion with "Social +", event marketing, advertorial, podcasts and blogs. Our website gives your business the implied endorsement of being LGBTQ-friendly, making consumers want to support you.



KGAY 103.1 FM

KGAYPalmSprings.com

KGAY is the award-winning dance music radio station and streaming service based in Palm Springs and heard around the world. As seen in the *New York Times*, "The Call-Letters Say It All". We reach all demographics. Our listeners recognize and support our advertisers.

KGAY is locally owned and programmed with local talent. Award-winning **John Taylor** hosts the morning show, with frequent guests from the LGBTQ+ community. Popular **DJ Galaxy** and **DJ Eric Ornelas** serve up dance mixes during the *Retro Lunch* and *Sunday Retro Brunch*. Program Director **Chris Shebel** hosts weekday afternoons, and **DJ Modgirl** throws down beats on the *Sunday Tea Dance*.

Carefully curated and balanced, the KGAY playlist represents every era of dance music from the disco era of the 1970s through today.

community connections



KGAY + Gay Desert Guide partner on sponsorship of community events. We talk with those who are making a difference in our community.



KGAY + Gay Desert Guide have built a large social media following with high engagement & raving fans! @KGAY165 @GayDesertGuide



KGAY's streaming numbers more than double our local, on-air listenership! Listeners from all over the world, but especially in the drive and fly markets, tune in daily to our stream.

201 E. Ramon Road Palm Springs, CA 92264

To learn more, call us: 760.340.6880 or email: Sales@GayDesertGuide.com or Brad@OMGPSP.com

PROUD MEMBERS of



SUNNY 106.5

1065Sunny.com

There's a new sound in the Coachella Valley - **Sunny 106.5**. Rooted in the adult contemporary heritage of the iconic **"Sunny"** name, this is a fresh approach designed for women 35-64. The perfect compliment to **KGAY's** male-skewing audience, **SUNNY 106.5** delivers the everyday soundtrack for active listeners across Greater Palm Springs. Featuring all time favorites from the 90's, 2000's and more - it's music so bright, you gotta wear shades!

Core artists include **Mariah Carey, Green Day, Coldplay, Adele, Matchbox 20, Katy Perry, Maroon 5, Goo Goo Dolls, Justin Timberlake** and hundreds more.

In addition to great music...**Sunny 106.5** keeps you informed and entertained with a focus on the latest in the community happenings. **Patrick Evans, News Channel 3's Meteorologist and Host of Eye on the Desert**, delivers the latest weather every weekday morning and hosts mid-days.



Patrick Evans
Best Local Radio Personality