

Ralph's **DEEPER CUTS**



"Without a Net"...
Fridays 7-10pm
on www.chestnutradio.com
sunday 12-3, tuesday 7-10



Wednesday's 7 PM & Sunday's 3 PM
www.chestnutradio.com



Why Advertise on Internet Radio?

- Internet radio plays far fewer commercials per hour, which results in higher listener attention levels, increasing the ads, intended effect.
- Listeners are only one click away from an advertiser's web site. They are online and have browser windows open. This makes it very easy to get the listener to visit the advertiser's web site.
- Web radio listeners are a highly active group of consumers with an above average level of purchase intention according to an analysis by *BIG Research*.

This link is regarding a recent study of the impact of internet radio advertising written by an authority on internet radio, **Targetspot**:

http://www.iab.net/media/file/TargetSpotInc_AdImpactStudy_WhitePaper2011.pdf

Why Advertise On Chestnut Radio.com?

We have developed a targeted audience of musicians and their fans. True music lovers. Most of our listeners play an instrument and or sing.

Most of our listeners are in a band and are involved with playing out live and recording their music or are a fan of these bands.

Our listeners are affluent and have the means to get what they want.

The demographics: age range is from 21 years old to 64 years old / 55% female; 45 % male audience.

ChestnutRadio.com listeners stay on our station for far above average extended periods of times.

ChestnutRadio.com is one of fastest growing internet radio programs in the *Live 365 network*. We are adding new listeners every day and are becoming a major player in the

adult alternative music market.

To get started email: info@chestnutradio.com

Toll-Free: (877) 360-8474 Direct: (908) 217-4774 www.ChestnutRadio.com



Rate Card For ChestnutRadio.com Introductory Offer:

Branding Package A:

• Web Site Banner – Prominently located on the ChestnutRadio.com Home Page, where all listeners must enter. This includes a link to your web site or where you choose to send traffic. [Advertiser supplies JPEG, no larger than 3" x 2"]- **\$35.00 per month**

Branding Package B:

• **Forty, 30 second radio spots per month** guaranteed to be played during prime time listening period between 6AM to 12 midnight. [You have the option to record the spot in your own voice or use one of ChestnutRadio.com DJ's at no extra charge]- **\$65 per month** [your average cost is \$1.62 per spot, almost half of what other similar internet radio stations are charging on the LOWER end of the rate chart spectrum]

Package A & B discounted:

• Banner and radio spots together: **ONLY \$90.00 per month** [save \$10 per month, while gaining full exposure]

Custom packages are also available – please inquire for more frequent spot packages

Advertising / Sponsorship Rules

- Payment must be made via Paypal to: rjrizzo2@verizon.net
- Payment must clear seven days before your advertisement will air.
- You can record your own advertisement and submit it via MP3 to: info@chestnutradio.com
- We can also record your advertisement; just email EXACT TEXT to be included to info@chestnutradio.com

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