

WATB 1420 AM - YOUNG URBAN LIFESTYLES RADIO SHOW

YUL
RADIO.COM

2013 MEDIA KIT

WATB 1420AM - WWW.YULRADIO.COM

ABOUT OUR SHOW

Young Urban Lifestyles currently referred to as Y.U.L. Radio plays the best in Urban Pop, R&B, Top 40, Pop and talented independent artists; featuring such artists as Adele, Brandy and Gotye. Y.U.L. Radio Show is America's first radio show tailor-made for the urban woman.



The everyday hustle & bustle of life can get to you but regardless; you want to remain informed of what's going on around you. People want to have an avenue to keep up-to-date with what's going on in their world and Y.U.L. radio is the way.

YULradio.com (Y.U.L. is an acronym that stands for Young Urban Lifestyles) is a radio show centered on all things urban. Y.U.L. was formed because as a collective, we feel there has been a misrepresentation by the mainstream media of who the urban youth are. But in our actual reality, the urban individual is often times a self-made trendsetter and entrepreneur. The young and upcoming future millionaire who often owns his or her own business or working class that handles their life at a highly successful level. Y.U.L. radio is the voice of the real young urban youth and our goal is to replace this stereotypical misrepresentation.



YUL, by our definition

Young – (noun) in early period of life or development of growth; young people collectively.

Urban – relating to, or characteristic of a metro; town or densely populated inner-city area.

Lifestyles – (noun) the way in which a person or group lives.

OUR PLATFORM

A WAY BROADCASTING STATION

WATB 1420 AM - 3589 North Decatur Road. Scottdale, Georgia 30079 - 678.744.9851

WGFS 1430 AM - 1151 Hendricks Street, Covington, Georgia 30014 - 678.744.9851

We are powered by Way Broadcasting which is owned by MRBI. Founded in 1982, Multicultural Radio Broadcasting, Inc. (MRBI) and its affiliates own and operate one FM and thirty nine AM licensed radio stations in California, Florida, Georgia, New Jersey, New York, Pennsylvania, Texas, Virginia, Washington, and District of Columbia. MRBI's affiliates also include Sino Television, Sunbelt Television and Networks Asia (collectively, the "Companies"). The Companies are broadcasters of Asian, Hispanic and other ethnic programming with specific focus on serving the under-served ethnic minority audience.

ATLANTA'S FASTEST GROWING MARKETS

- Fact: 88% of Hispanics listen to radio compared to only 49% watch television.
- Fact: Caribbean and African communities have limited media resources in metro Atlanta. WATB and WGFS provide the radio medium in their language.
- Fact: 9 out of 10 Hispanic Americans prefer Spanish as the language of choice — A language spoken on WATB.
- Fact: Multicultural programming is in step with the future of radio. WATB and WGFS cater to the current and future diversity of metro Atlanta.
- Fact: With well over 70,000 the Asian Community continues to grow at a fast rate in metro Atlanta.

Whose helping you build your business in these communities?

WATB'S TARGET AUDIENCE IS YOUR TARGET MARKET

NOW THAT'S THE FACTS...

One Station, Color by Color, Different Cultures, Different Languages

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OUR PLATFORM (CONT.)

WATB/ WGFS’S AUDIENCE

Our audience is the one of most diverse in metro Atlanta. It is comprised of faithful radio listeners from the Hispanic, Caribbean, African and African American communities.

These communities continue to provide economic growth for the Atlanta market.

The Hispanic population is out numbering every other ethnic group by an almost 20 to 1 growth rate. The Caribbean population consists of well over 100,000 with over 30,000 of Spanish decent. The African population continues to grow with the current numbers of over 50,000 people. The ever growing African-American group continues to be a major population segment in the Atlanta area.

Target Audience

African-American	18 to 64
Hispanic	18 to 64
Caribbean	18 to 64
African	18 to 59
Religious & Business	18 to 64

DEMOGRAPHICS

Sex	<u>Hispanics</u>		<u>Caribbean</u>	
	Male	52%	Male	51%
	Female	48%	Female	49%
Age	18-49	21%	16-49	18%
	25-49	17%	25-49	20%
	25-54	31%	25-55	28%
	35-65	57%	35-65	60%
Income	20,000 – 29,999	17%	20,000 – 29,999	21%
	30,000 – 49,000	40%	30,000 – 49,999	29%
	50,000 and up	27%	50,000 and up	31%
Sex	<u>African</u>		<u>African -American</u>	
	Male	47%	Male	31%
	Female	53%	Female	69%
Age		19%	16-49	35%
	25-50	21%	25-51	15%
	25-56	26%	25-57	18%
	35-67	56%	35-67	58%
Income	20,000 – 29,999	31%	20,000 – 29,999	18%
	30,000 – 49,999	30%	30,000 – 49,999	29%
	50,000 and up	23%	50,000 and up	37%

OUR NETWORK

Our show Live on WATB 1420 AM each and every Tuesday morning at 10 a.m.

Online everyday at www.yulradio.com

On Internet radio under the All Noise Radio network at Live365.com

On iTunes via podcast

We also have a strong Internet social media following. We are active on Twitter, Facebook, YouTube, Reverbnation, Instagram and more.



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WHY RADIO ADVERTISING?

On-Air Radio advertising is:

Cost-effective because other forms of media can cost thousands of dollars to get started

Time-efficient; your radio ad can be on the air as early as next week

Demographic specific; target exactly who you intend

On-Air Radio advertising benefits also include:

Highly targeted and local (geographically and demographically)

High recall, even among distracted listeners

Effective reach and frequency

Flexibility when it comes to event-based campaigns

Mobility (listen in your car, at work, at home)

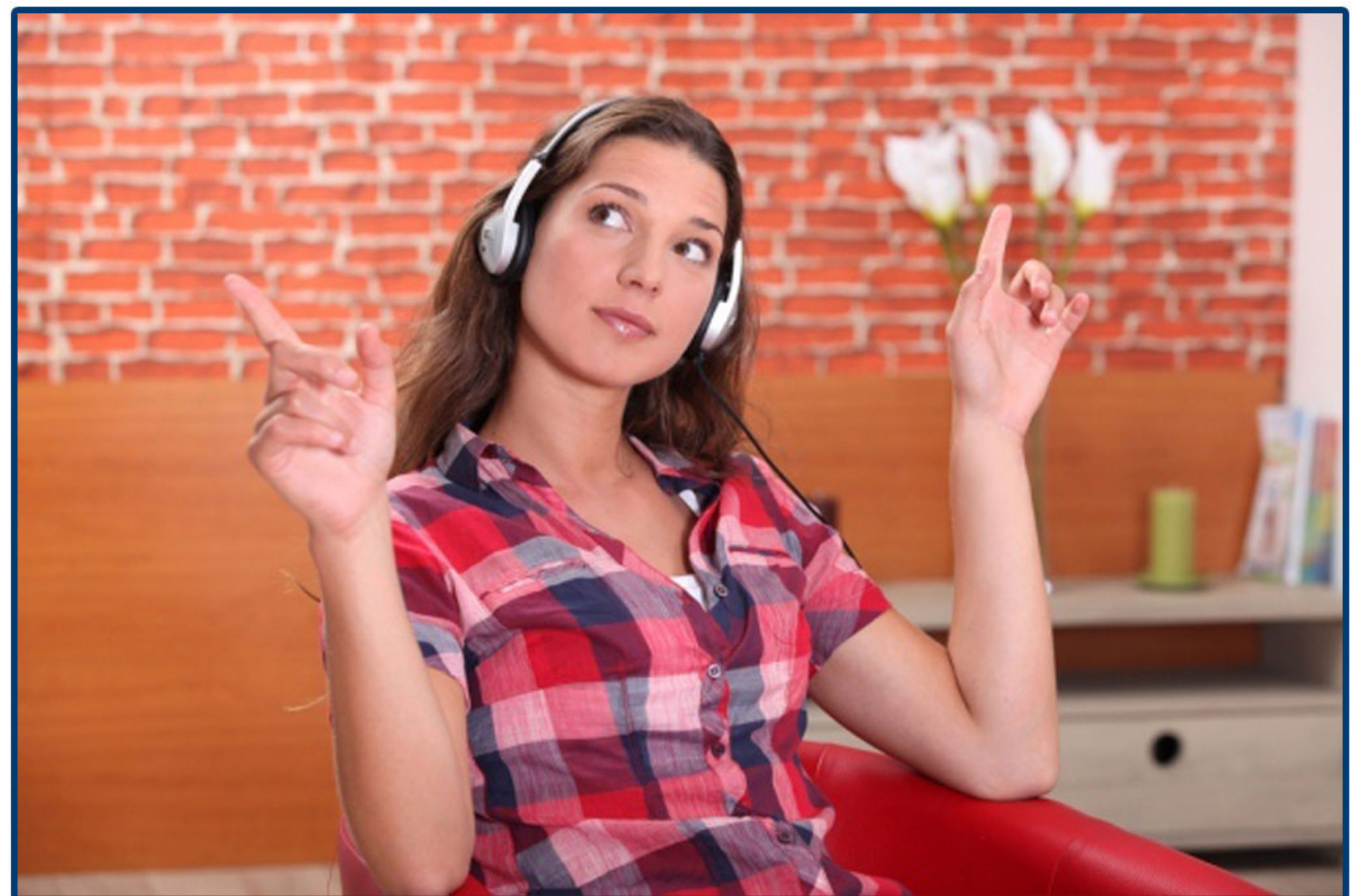
Strong ties to community, events and promotions

The perfect channel to reach the at-work audience:

Y.U.L. radio listenership remains high during working hours, when terrestrial radio listening is reduced.

Other points to consider:

**Radio has the lowest
CPT (cost per thousand) versus
other media, i.e. Newspapers.**



WHY INTERNET ADVERTISING?

Internet Radio advertising is just like radio advertising and just as powerful.

More precise targeting opportunities.

Advertising is multi-faceted – a combination of audio ads and website link.

More actionable – listeners are only a click away from your site.

Audio is not background noise. Listeners at their computers pay attention.

Internet radio is growing rapidly and is already a significant part of many companies' marketing campaigns. A recent report by US company Arbitron noted:

Over 50% of Internet users consume streaming media.

The proportion of Americans who have listened to radio stations online has nearly quadrupled in three years.

Streaming media attracts a highly compelling advertising target.

People in the western world are spending less time with TV and print due to their time spent with the internet.

56% of audio streamers rate internet audio as being "new and fresh".



WHO IS LISTENING?

We are not only on the AM dial, we have the internet base of our radio show. Since we stream on the radio, our coverage is global and available to anyone with an internet connection (broadband or mobile). As of December 2012, we have over 50,000 listeners each month across all of our networks, growing at a rate of approximately 8-10% each month. Many users access or stream directly through our website and via our iTunes podcast, plus we receive an average of 15,000 hits each month on our website.

Current figures show we are listened to in 76 different countries and many more cities.. Here is a breakdown of our top ten listening cities around the world.



1. Atlanta, Georgia
2. New York, New York
3. Los Angeles, California
4. Chicago, Illinois
5. London, England
6. Toronto, Canada
7. Houston, Texas
8. Washington, DC
9. Decatur, Georgia
10. Charlotte, North Carolina



IT'S CHEAPER THAN YOU THINK!

GOLD SPONSORS

- *40 30-second commercials (dates specified at contract signing)
- *6 month ad on our website

Advanced

- *30 30-second commercials (dates specified at contract signing)
- *4 month ad on our website



Basic

- *20 30-second commercials (dates specified at contract signing)
- *2 month ad on our website

Starter

- *10 30-second commercials (dates specified at contract signing)
- *1 month ad on our website

- * Each of the above packages include Twitter promotion of your company during any show that includes your commercial.
- * 1 Facebook post labeled "A Word From Our Sponsors" on the day your commercial airs live.
- * Your company will be added to our sponsorship page on our website.
- * Your company logo and website link will be added to our weekly newsletter during the duration of your sponsorship.

Added Benefit: Your company can use a sponsorship with us as a tax write-off!



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IT'S CHEAPER THAN YOU THINK! (CONT.)

Other forms of advertising with Y.U.L. Radio Show

Brand Awareness - Each of our radio broadcasts is videotaped. Our on-air hosts can wear your companies branded paraphernalia during each sponsored show inexchange for products and/or services offered by your company.

Requested broadcasts – In special circumstances, Y.U.L. radio can provide our on-air hosts at requested shows and events. These shows can provide a brand and stage presence. If you would like Y.U.L. radio to be part of your event, please contact us.

Station sponsorship – The opportunity to sponsor the entire show may become available at certain times, this can be long-term or short-term 'takeovers'. Again, please contact the station for further information.

Website advertising – Display your banner or a text link to your website on YULradio.com. Our website attracts an average of 5,000 hits each month. Prices start as little as \$75 USD.

Newsletter & Email marketing – Sponsor our weekly newsletter. Each week our listeners are privy and kept up-to-date with what's going on at Y.U.L. radio. Show your ad to thousands of listeners each week. Prices starting as little as \$100 USD per week.

Exchanges - We understand that each company handles their day-to-day busines affairs differently. So if any of the above packages do not meet your marketing needs, contact our staff. We can customize a package that can include the trading of B2B goods and services to accomplish your company business marketing needs.



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DISCLAIMER

Advert Production

Our professional production team at Y.U.L. radio is available to produce your radio advertisements.

Samples are available upon request and prices start from as little as \$100 USD.

Terms & Conditions

All slots run on Tuesday unless otherwise specified.

Y.U.L radio reserves the right to amend or remove packages at any time.

New advertisers with Y.U.L. radio must pre-pay before advertisements go on the air.

Cancellation or change of any advert must be received and acknowledged by Y.U.L. radio at least six working days before scheduled transmission.

Copy – All copy must be submitted and cleared prior to transmission to info@yulradio.com. Any music submissions must be done separately – see our website for further information.

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Contact Us

If you would like to book advertising or sponsorship on Y.U.L. radio, to discuss a customized promotional package or have any questions about advertising on Y.U.L. radio, please contact us:

Email: info@yulradio.com

Website: www.yulradio.com

Phone: **678-744-9851**

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