

24-hour **Gospel** and **Talk** Radio

A
GOLD CHIP
COMMUNICATIONS
STATION



GoldChip
RADIO



MEDIA KIT

1580thepraise.com



GoldChip
RADIO

Gospel and Talk Radio.

ALL DAY, ALL NIGHT

Live stream 24/7 on any device.

**In your car, the office, on your mobile device...
The Praise is everywhere YOU are!**



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GOSPEL MUSIC INDUSTRY FACTS

- * Gospel and Talk is one of the fastest growing areas in the industry. Total recorded music sales are more than half a billion annually.
- * Internet Gospel radio stations have one of the highest time spent listening levels in Internet radio. On average, Gospel listeners 12 years of age and older spend an average of 9 hours with radio programming formats.
- * 73% of Internet Gospel radio listeners are in the 25-54 prime demographic age group and they account for more than 50% of all record sales.



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THE AFRICAN-AMERICAN CONSUMER & RETAIL SPENDING POWER FACTS

- * Companies that “Don’t” advertise using Black media risk having African-Americans perceive them as being dismissive of issues that matter to Black consumers.
- * 91% of African-Americans believe that Black Media and the products that advertise specifically for Black audiences is more relevant to them.
- * African-Americans “Trust” their own media over the mainstream for not only news, but also information they can trust before they purchase products.
- * African-American Women play a critical, influential role in the Black community. Companies should look for ways to engage these women, especially single moms, with products and services that will make their lives easier.

Source: Nielsen -The African-American Consumers: Still Vital, Still Growing 2012 Report



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THE AFRICAN-AMERICAN CONSUMER & RETAIL SPENDING POWER FACTS

- * 35% of African-American households earn \$50,000 or more.
- * 10% of African-American households earn \$100,000 or more.
- * 70% of African-American Generation Y & 64% of African-American Baby Boomers use Radio as their main source of news and information.
- * 67% of African American Consumers want to see more Advertising targeting Black Consumers.
- * 81% of African American Consumers believe that products advertised on Black media are more relevant to them.
- * A large percentage of African-American spend a considerable amount of time daily in their cars. Promote products and services that can help make the experience more enjoyable.

Source: Nielsen -The African-American Consumers: Still Vital, Still Growing 2012 Report



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MINI REMOTE PACKAGE



Mini Remote Package Includes:

1 WEEK radio schedule

1 Hour Remote with 2 Live Call-ins (2) per hour

6 (:10) second mentions 2 days prior to remote

1580thepraise.com On air Personality and Praise Prize Pack



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ADVERTISING RATES

Commercial Rates

Regular rate \$10 dollars for a :30 sec commercial

Regular rate \$15 dollars for a :60 sec commercial

Programming

Weekday | Monday - Friday

15 minutes	\$35
30 minutes	\$50
60 minutes	\$75

Programming

Sunday

15 minutes	\$40
30 minutes	\$75
60 minutes	\$100

Programming

Saturday

15 minutes	\$40
30 minutes	\$100
60 minutes	\$125

Vignettes

5 minutes	\$25
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SPONSORSHIP

\$45

15 minutes

Opening / Closing

1 mention

(1) 30 second commercial

\$150

60 minutes

Opening / Closing

4 mentions

(4) 60 second commercials

\$100

30 minutes

Opening / Closing

2 mentions

(2) 60 second commercials

Production Fees

\$15 per 1/2 hour
on most packages*

**15 minute shows and 5 minute vignettes are \$10*

Monthly fees are paid prior to spots airing.

Email mp3 to: Traffic1580thepraise@gmail.com; wayned@1580thepraise.com



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WEEKDAY SCHEDULE

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
6A - 10A	Bishop Mel Griffin & Friends	Bishop Mel Griffin & Friends	Bishop Mel Griffin & Friends	Bishop Mel Griffin & Friends	Bishop Mel Griffin & Friends
10A - 11A	Your Columbus Praise Pastor Wayne R. Dandridge	Your Columbus Praise Pastor Wayne R. Dandridge	Your Columbus Praise Pastor Wayne R. Dandridge	Your Columbus Praise Pastor Wayne R. Dandridge	Your Columbus Praise Pastor Wayne R. Dandridge
11A - 12P	TALK	TALK	TALK	TALK	TALK
12N - 3P	Current Event Monday Pastor Mike Reeves	The Midday Show	The Midday Show	The Midday Show	The Midday Show
3P - 7P	The Afternoon Ride	The Afternoon Ride	The Afternoon Ride	The Afternoon Ride	The Afternoon Ride
7P - 11P	Evening Praise	Evening Praise	Evening Praise	Evening Praise	Evening Praise
11P - 6A	Night Praise	Night Praise	Night Praise	Night Praise	Night Praise



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AM Listeners

	Hour of day	Accesses	Visitors
1	midnight - 1:00 AM	2,291	71
2	1:00 AM - 2:00 AM	2,275	75
3	2:00 AM - 3:00 AM	2,275	70
4	3:00 AM - 4:00 AM	2,272	81
5	4:00 AM - 5:00 AM	2,341	79
6	5:00 AM - 6:00 AM	2,392	83
7	6:00 AM - 7:00 AM	2,412	97
8	7:00 AM - 8:00 AM	2,492	113
9	8:00 AM - 9:00 AM	2,419	133
10	9:00 AM - 10:00 AM	2,773	173
11	10:00 AM - 11:00 AM	2,596	171
12	11:00 AM - noon	2,493	157

PM Listeners

	Hour of day	Accesses	Visitors
13	noon - 1:00 PM	2,422	135
14	1:00 PM - 2:00 PM	2,348	117
15	2:00 PM - 3:00 PM	2,360	108
16	3:00 PM - 4:00 PM	2,425	116
17	4:00 PM - 5:00 PM	2,403	112
18	5:00 PM - 6:00 PM	2,383	107
19	6:00 PM - 7:00 PM	2,366	120
20	7:00 PM - 8:00 PM	2,437	122
21	8:00 PM - 9:00 PM	2,505	137
22	9:00 PM - 10:00 PM	2,426	94
23	10:00 PM - 11:00 PM	2,505	98
24	11:00 PM - midnight	2,352	88

TOTAL ► Accesses: 57,963 Visitors: 2,637



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CONTACT US

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(614) 824-2139 | Call-In

ADVERTISE WITH US

It's easier than you think!

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