

The **Vincent Tucker** **Radio Show**

The Vincent Tucker Radio Show

#1 for Talk, Independent & Mainstream Music!

www.VincentTuckerRadioShow.com

Advertising Rate Card

January – December 2010



Flagship Station

The Fishbowl Radio Network

www.FishbowlRadioNetwork.com

Saturdays, 9 a.m. to 11 a.m. Central Time
Blue Bowl/Blue Studio

Hear Us Live!!!!!!

Podcast - www.VincentTuckerRadioshow.Podomatic.com

The **Vincent Tucker** **Radio Show**

Why Advertise on Internet Radio?

- Internet radio plays far fewer commercials per hour. This **low spot load** results in **high listener attention levels**, which increase the ad's 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 to the advertiser's web site**.
- Web radio listeners are a **highly active group of consumers** with an **above average level of purchase intentions** and are **early adopters of other new media options and new technology**, according to an analysis by BIG research (www.bigresearch.com).

Online Advertising Facts

- More than eight in 10 Americans (85%) now have internet access.
- An estimated 27 million Americans have listened to a podcast in the last month.
- Weekly online radio audience is up nearly one-third in the last year (to approximately 42 million people).
- Seventeen percent of Americans aged 12 or over listened to online radio in the past week. The size of the weekly online radio audience has more than doubled since 2005.

SOURCE: Arbitron / Edison Media Research Internet and Multimedia 2009

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Advertising Demographic

Overall, our target audience is young adults and college students between the ages of 18 to 34 years old with a minimum household income between \$20,000 to \$40,000 a year.

Gender:

32% Male
68% Female

Age:

11% 13-17
37% 18 – 24
31% 25 – 34
18% 35 – 49
3% 50+

Ethnic Background:

51% African-American / Black
27% Hispanic / Non-Black
19% Caucasian / White
3% Other

Marital Status:

59% Single
33% Married
8% Living with Partner

Average Income Range:

17% Under \$20,000 per year
26% \$20,001 - \$29,999 per year
34% \$30,000 - \$39,999 per year
14% \$40,000 - \$49,999 per year
9% More than \$50,000 per year

Highest Education Level:

11% Current High School Students
37% High School Graduates
21% Current College Students
17% Some College
9% College Gradates
5% Post Gradates

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Advertising / Sponsorship Offerings

Full Episode Sponsorship (\$125)

- Multiple mentions throughout the show -
(i.e. “*The Vincent Tucker Radio Show* is presented by -Your Company Name –”)
- Two 30 second audio commercials (airing once per hour)
- Business listing on sponsor tab on our website: VincentTuckerRadioShow.com

Audio Commercials (\$40)

- Two 30 second audio commercials (airing once per hour)

Advertising / Sponsorship Rules

- Rates listed above are per spot; maximum 2 per show.
- Payment must be made via Paypal to finance@citywideonline.net.
- Payment must clear seven days before your advertisement will air.
- You can record your own advertisement and submit it via MP3 to info@vincenttuckerradioshow.com.
- We can also record your advertisement; just email EXACT TEXT to be included to info@vincenttuckeradiosow.com.

- Advertising on *The Vincent Tucker Radio Show* allows your ad to reach thousands of listeners each week via the streaming stations that air our show plus the sites where our show is available for download.

- Full listing of stations available on the following page.

The Vincent Tucker Radio Show

WHERE CAN YOU LISTEN?

You can check out our syndicated program at...



Flagship Station - *The Fishbowl Radio Network*
www.FishbowlRadioNetwork.com
 Saturdays, 9 a.m. to 11 a.m. Central Time
 Blue Bowl/Blue Studio

Hear Us Live!!!!!!

Podcast - www.VincentTuckerRadioshow.Podomatic.com

The Vincent Tucker Radio Show has the following syndication and/or content agreements:

<u>Network/Station</u>	<u>Web Address</u>	<u>Date/Time</u>	<u>Podcast or Streaming</u>
Hip Hop Soul Radio	HipHopSoulRadio.com	Thursdays 11 a.m.	Streaming
True Fire Radio	TrueFireRadio.net	Thursdays 5:30 p.m.	Streaming
Deep End Radio	Deependradionetwork.com	Thursdays 8 p.m.	Streaming
DPS Radio	DPSRadio.com	Fridays 4 p.m.	Streaming
Magic Hitz Radio (UK)	MagicHitzRadio.com	Fridays 6 p.m.	Streaming
Streets D Radio	StreetsDRadio.com	Sundays 8 a.m.	Streaming
Pegasus News	PegasusNews.com	On Demand	Podcast
The Dirty South	TheDirtySouth.com	On Demand	Podcast

- Syndication/content provider agreements as of August 18, 2010.
- Times listed above are in Central Time.
- Episodes that air via syndication/content providers aired the previous Saturday on Fishbowl Radio.

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P.O. Box 743306

Dallas, Texas 75374-3306

1 (877) 998-4623, ext. 1

Contact Us via Email:

General Information – info@vincenttuckerradioshow.com

Credits:

Executive Producer: Vincent ‘Young Heartbreak’ Tucker

Co-Executive Producers: Aaron Channell & Arkenna Darensburg

Associate Producer: Jonathan Bullock & Savel Rhines

Creative Director: Vincent ‘Young Heartbreak’ Tucker

Co-Creators: Jerone Mitchell & Vincent ‘Young Heartbreak’ Tucker

Assistant Music Director: Jacob “Jake Smallz” Taylor

Publicity: Christopher Panayiotou & Peter Jackson