

PRAVASVANI RADIO

WLIE 540AM
MEDIA KIT

ADVERTISING



Tri-State's



LARGEST
SOUTH
ASIAN

RADIO
STATION





STATION OVERVIEW

--www.pravasvani.com--

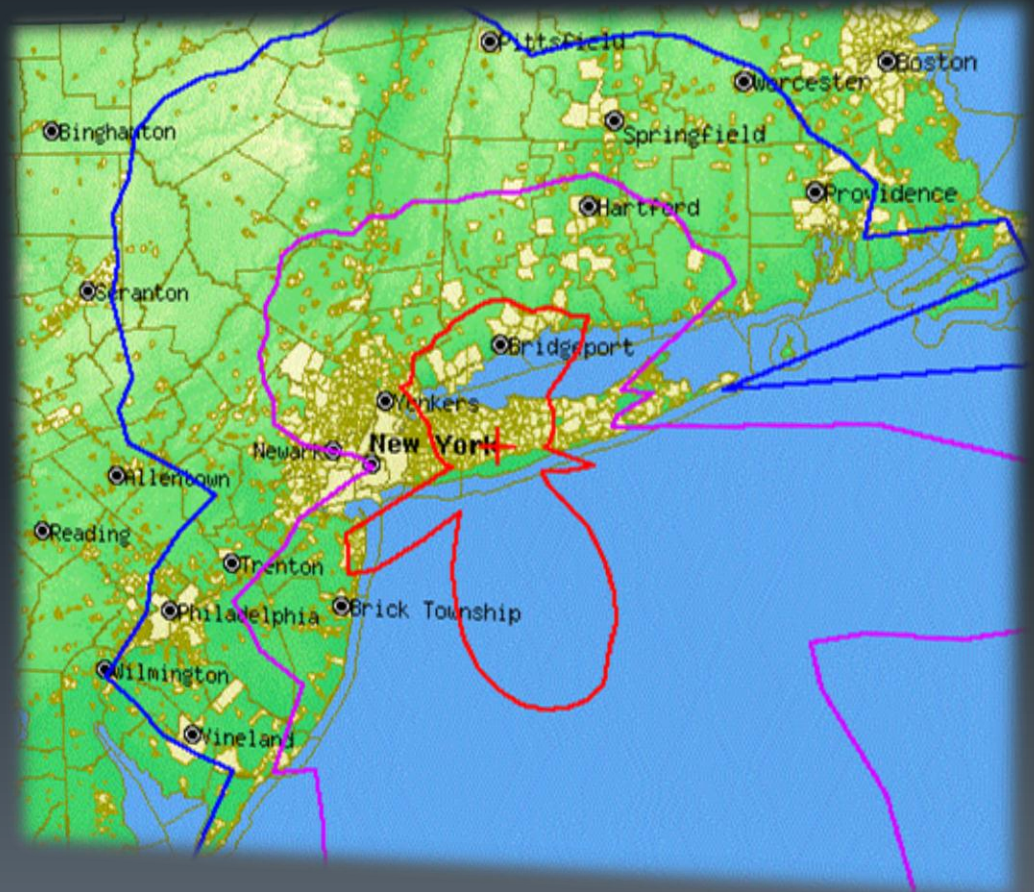
- Pravasvani Radio broadcasts on WLIE 540AM and live on the internet. www.pravasvani.com
- WLIE 540AM is the largest and most powerful 24/7 South Asian Radio station operating in the Tri-State Area.
- Pravasvani Radio not only connects with Asian Indians but also Southeast Asian. It provides listeners with fun filled entertainment & informative programs!



COVERAGE AREA

--www.pravasvani.com--

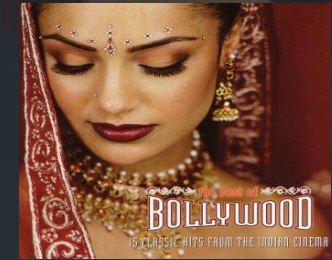
10,000 Watt Day
220 Watt Night





FEATURES

--www.pravasvani.com--



BOLLYWOOD ENTERTAINMENT features today's best Bollywood mixes from the 80's, 90's and Now! along with a deep commitment to world news, interviews with celebrities and dignitaries and on-the-spot coverage of local events.



HEALTH TALK features health practitioners such as dentist, chiropractors, eye surgeons, homeopathic consultant, Ayurvedic counselor and sports-medicine doctors. Medical experts weigh in on compelling issues, dispense valuable information about health topics and answer questions from callers.



BUSINESS TALK features accountants, financial planners, real estate brokers, mortgage specialist and entrepreneurs. Experts provide listeners with breaking economic, business and market news and information. In addition, callers can call to share their thoughts or ask questions.

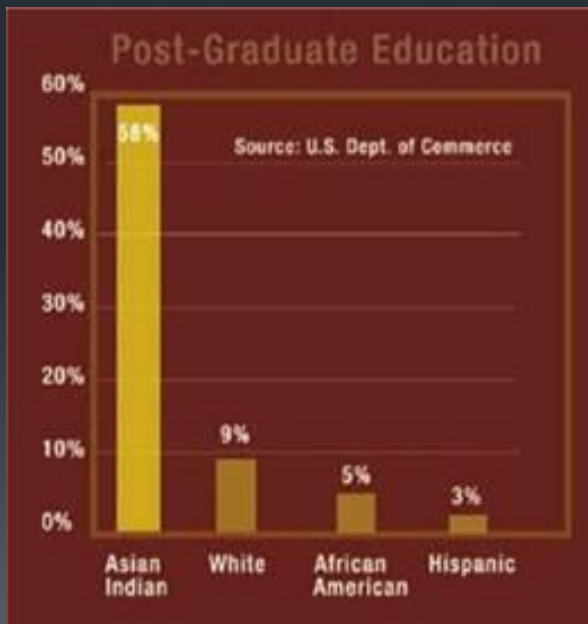


TARGET AUDIENCE

--www.pravasvani.com--

Education An astounding 91% of all Indian professionals have at least a 4-year college degree. Almost two-thirds of them have advanced degrees. This exceeds the national average and is the highest of all ethnic groups.

Income Level Asian Indians are the wealthiest immigrant group in the United States with a median income of over \$60,093 (compared to the national average of \$38,885).



1 in 10 South Asian Americans is a millionaire. (Source: US Census Bureau, Census 2000)



WHY ADVERTISE?

--www.pravasvani.com--

If you're going to advertise, it makes sense to spend your advertising money where you get the most results... Radio! Here are few reasons why radio is your best choice.

Radio escapes advertising's clutter.

Today's newspapers average 2/3 ad copy to 1/3 editorial copy. TV spends about 1/3 of its time on advertising. Today's radio, at about 10 minutes of advertising per hour, devotes less than 1/5 of its time to ads. Radio is the uncluttered medium.

Radio is the cost effective medium.

Newspaper rates are up (even though circulation is down). TV ad rates are up (even though viewership is down). Radio advertising costs grew less than any other major form of advertising.

You're always on the front page with radio.

With radio advertising you are front and center in the listener's attention span when your ad is on the air. You're never buried on page 42 and you're never surrounded by your competitor's ads. With radio, you are always on the front page.

Reach is nice, but frequency sells.

Newspaper and TV are reach media - they reach varying numbers of people. Psychologists tell us that consumers need to be exposed to an advertising message at least three times before it begins to penetrate. Most local businesses cannot afford the necessary three-times-plus frequency that effective advertising demands - except on radio. Radio is the reach and frequency medium you can afford.

Radio sells everywhere.

Radio is the only true mobile medium. In the car, at work, and at play, radio is there... the companion and the advertising force your customers take with them wherever they go.

Radio is an active medium in an active society.

Passive forms of advertising simply list merchandise or tell you where a product is available. Radio is an active medium capable of stirring emotion, creating demand, and selling your product or service. Today's hotly competitive marketplace demands an active medium. That's radio!