



# BALTIMORE Internet Radio

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[www.BaltimoreInternetRadio.com](http://www.BaltimoreInternetRadio.com)

## What is Baltimore Internet Radio?

Baltimore Internet Radio is an internet only radio station providing information to advance Baltimore business development and tourism locally, nationally and internationally 24 hours a day 7 days a week.

The station is comprised of live and recorded segments. All segments can be accessed through a website so the information will be available through recorded audio and text with links to other websites for complete details about topics discussed. It is a continually updated marketing tool for Baltimore tourism and business development providing real-time promotion for Baltimore to an audience across the world.

### **Our station provides for local businesses and attractions:**

Updates of current and upcoming events for business.

Opportunities for local companies to network with other local national and international businesses for development, partnerships and exporting.

Monthly updates featuring on-going accomplishments of Baltimore such as a cancer research update from the medical community and the latest developments from local information technology businesses.

Programs that compliment business development websites and initiatives.

Recorded step by step guidance for tourists after they arrive.

Guides for accommodations and restaurant reviews, trip advisory section of personal reviews on the website.

### **Our station promotes tourism with:**

Programs featuring current and future tourism events.

A calendar of events continually updated that includes populous events along with smaller ones including neighbourhood events.

Interviews and performance segments of the Baltimore entertainment scene.

Historical stories of Baltimore and directions for locations to attain more details.

Genealogical information including guidance to personal Baltimore histories

Video clips of the tourist areas and a live webcam on the website (in the near future).

Features in other languages to benefit foreign tourists from non-English speaking countries (in the near future).

Baltimore Internet Radio Station believes that a city cannot develop its business and tourism structure without cultivating its social culture. The station also features programs that showcase all aspects of Baltimore life.

### **Benefits:**

Non-stop tourism and business promotion across the world. By operating 24 hours, countries like Australia and China will be able to access real time information when it is late at night in Baltimore.

Baltimore residents will be able to participate.

Provides information on smaller events to local residents.

Gives Baltimore a continuous worldwide presence.

Provides Baltimore business expansion with a means of international networking.

Enables national and international companies a perspective of business life in Baltimore for expansion into our area.

[www.BaltimoreInternetRadio.com](http://www.BaltimoreInternetRadio.com)

## Why promote on Baltimore Internet Radio?

Baltimore Internet Radio is Baltimore City's only internet radio station providing information to advance Baltimore business development and tourism locally, nationally and internationally 24 hours a day 7 days a week.

Our website hits have been consistent and steadily growing,

- ⇒ **We have over 320,000 website hits in 2014.**
- ⇒ **Over 59,570 Unique Visitors in 2014.**
- ⇒ **We have Listeners from over 80 countries & throughout the US**

## Baltimore Internet Radio's Target Audience is...

- ⇒ **Local** Our visitors come from the US with more hits from Maryland than any other state (no surprise there) but we are garnering lots of hits from California, DC, Florida, New Jersey, New York, Ohio, Pennsylvania, Texas and Virginia.
- ⇒ **International** In addition we are getting many International hits from countries such as the UK, Australia, Brazil, Canada, China, Germany, Israel, Italy, France, Japan, Netherlands, Poland, Russia Federation, Spain, Sweden, Turkey, Taiwan and Ukraine.
- ⇒ Listening (**Radio**) and Viewing (**Companion Website**)
- ⇒ For both **Business** and **Pleasure**
- ⇒ **Well-educated** equal distribution of men and women who are decision-makers, the majority ranging in age from **25–65**.  
These individuals have **Discretionary Income** and **Fine Taste**.
- ⇒ They **Dine Out** and **Purchase Quality Products and Services**.
- ⇒ They **Live in or Travel to Major Metropolitan Areas** both in the **U.S.** and **Internationally**.

# Baltimore Internet Radio's Promotional Opportunities

## On the Website ... Banner Advertising

pricing starts at \$150/unit per month for 2 banner ads per month

Banner Ad Specs: All banner advertisements are 146 pixels wide;

(2) One Unit Ad @ \$150/month (146 wide x 193 tall)

(2) Two Unit Ad @ \$300/month (146 wide x 368 tall)

(2) Three Unit Ad @ \$450/month (146 wide x 579 tall)

Banner ads must be in JPG, GIF; animated GIF or Flash SWF formats below 100 K in total size. When submitting your banner ad to [janicek@baltimoreinternetradio.com](mailto:janicek@baltimoreinternetradio.com) please include the URL that you would like your banner ad linked to and the website section you would like them to appear.

## On the Air ...

\$100/month for (8) 30 second spot per month.

\$200/month for (8) 60 second spot per month.

## Sponsor A Weekly Program... for only \$1000/mo (a \$1400/mo value)

As a Sponsor of a Weekly Program and you get:

Website show listing and links from that listing (a \$100/mo value)

(2) 30 sec. spots during your sponsored show or 8 spots/month (a \$100/mo value)

(2) 60 sec. promos/week or 8 promos/month (a \$200/mo value)

(2) 30 sec. promos/week 8 promos/month (a \$100/mo value)

(4) 3 unit banner ads per month; (a \$900/mo value)

That's 4 shows per month plus a total of 29 promotions per month minimum and that does not include the promos that run within the archived shows.

## Additional Baltimore Internet Radio Promotional Opportunities:

**Program Host.** Perhaps you may want to guest host a program or have a permanent show slot as a sponsor. Please contact us.

**Show Guest** Perhaps you may want to be a guest on a program Please contact us.

**Radio Spots.** Traditional radio advertising within a particular show or time slot. Please contact us for pricing.

**Discounts for multiple ads and sponsorships  
and multiple months on both web and radio will apply.  
Special Rates and Packages for Non-Profits.**

Baltimore Internet Radio is organized by Channels and a sample of some of our programming:

**Live Channel** (Live Shoutcast of Baltimore Internet Radio) it also offers:

- ⇒ Show Listings
- ⇒ Live Schedule
- ⇒ Webcams of the Inner Harbor, Fells Point, Federal Hill, Charles Village & Hampden (coming soon)
- ⇒ Show Archive

### **Business Channel: What's New • Medicine • Technology • Education • International**

- ⇒ **Health Care** Frank discussions on the Health Care and its future.
- ⇒ **It's Not Personal, It's Business** the challenges of small/minority/woman-owned businesses.
- ⇒ **Technology Forum**
- ⇒ **Baltimore in the Global Market World Economy** Forum with business leaders to increase B'more's presence in the world market and networking with international businesses and economies.
- ⇒ **International Relations** A forum with a variety of guests discussing international concerns from world peace to our cultural differences and similarities.
- ⇒ **International Arts Discussions** on the performing arts in the US and abroad.
- ⇒ **International Radio Industry**

### **Tourism Channel: Attractions • Accomodations • Dining**

- ⇒ **Tourism Talk** with the Baltimore Tourism Association (BTA)
- ⇒ **Tourist on the Spot**

### **History Channel**

- ⇒ **Baltimore Heritage** with the Baltimore National Heritage Area
- ⇒ **Baltimore History Uncovered**

### **Local Channel: Local Interests • Politics • Green • Sports • The Arts**

- ⇒ **Dining Dish with Dara Bunjon** all the food sizzle. Baltimore locavore and food authority Dara Bunjon shares food trends and local "dish."
- ⇒ **The Baltimore List** Quirky Eccentric and Noteworthy Events going on that are uniquely Baltimore.
- ⇒ **On my Stoop with Ray** - weekly stories about life in the City.
- ⇒ **Urban Mom** - Raising children in the city.
- ⇒ **Baltimore Sports Nostalgia**
- ⇒ **Local Issues Forum**
- ⇒ **Baltimore Success Stories** Periodic forum of Baltimore natives who have local, national and international success in the arts and business.
- ⇒ **Arts, Music & Culture in Baltimore**
- ⇒ **Veteran Artist Program**