



beachhouseaudio.com

Advertising & Sponsorship
BeachHouseRadio.com
2008/09

Why Beach House Radio?

- **Broadcast worldwide**
 - **Over 100,000 listeners per month**
 - **Included in the iTunes Radio Tuner**
 - **Included in the Windows Media Radio Tuner**
 - **95% of listeners are Adults 16+**
 - **73% would be described as ABC1 with a further breakdown of 65% Male & 35% Female**
 - **Active website with over 25,000 hits per month**
 - **Listeners in over 81 countries**
 - **Available through PC, Media Center, Tivo (US), Wifi & Mobile Phone**
- **Your message once every hour, every day to make sure it is heard.**

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Why Internet Radio?

- More precise targeting opportunity
- Advertising is multi-faceted, a combination of audio messages and website link
- More actionable – listeners are only a click away from your site
- Over 50% of internet users consume streaming media
- Streaming media attracts a highly compelling advertising target
- Attracts affluent professionals in their 20's and 30's often described as ABC1 by advertisers
 - Tech savvy, highly educated
- Large disposable income, comfortable spending online
 - Listenership remains high during work hours when terrestrial radio is reduced.
- Radio has the lowest CPT (cost per thousand) versus other media

What do you get?

Beach House Radio has only four station sponsorship positions available. Each sponsor gets one mention, every hour, every day, every month.

With average listening time per stream running at around 1 hour 8 minutes, this system ensures your message is heard.

You also receive a direct website link from our “Friends” page, plus links from our highly rated Blogger & MySpace pages.

Under the term “chill radio”, the Beach House website currently appears 4th on the first page of Google.

No different packages, no tiers, no spots – simply one message, every hour, every day.

You can use the Beach House logo on your marketing materials.

Prices include audio production of your message (samples available upon request) by our partners at the Radio Production Company.

Cost of sponsorship is £400 / \$800 / €600 per month.

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What next?

Contact us to become a Beach House sponsor:

Tel: USA: (213) 985 2634 / UK: 00 44 (0) 870 199 8669

Email: station@beachuseradio.com

Mail:

USA: BeachHouseRadio.com, c/o Mbex (#3415), 1840 W. Whittier Blvd, La Habra, CA. 90631. USA

UK: BeachHouseRadio.com, c/o Northgate OS Ltd, 3 Farrer Cottages, Main Street, East Farndon, Northamptonshire. LE16 9SJ. England

Free inclusion of any video adverts on our new You Tube TV channel for all station sponsors.

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