



**THE VOICE OF THE  
INTERNET**

## Radio Sponsorship Rate Card - 2-17-2006 The Internet Business Hour

### Main Sponsorship

12 min interview is \$600 and consists of;

- 12 Minute prepared interview with questions and answers and plug for product or service
- Interview is second segment of the show
- Interviewers "sell" the intro and outro with phone number and set up the plug again
- Interviewers do another 1 minute endorsement in last show segment
- Call in interview

### Advertising Rates

: 30 sec spots - \$175

- WebStream can produce the spot if needed for an additional cost of \$250 and provides the talent, scripting, music and final editing. Client receives copy of spot via MP3 format or CD.

: 60 sec spots - \$300

- Same as above

### Distribution

- The show currently plays on the Internet Business Radio Network (IBRN) in 54 markets at varying times of day. The IBRN consists of a small to medium market mix of AM and FM stations. The formats range from Brokered Radio to Talk to Entertainment and reach a wide variety of listeners.
- The show is recorded live every Friday at 3 P.M. at the Flagship Station, WWNN-AM in Boca Raton, Florida.
- The show has broad appeal and is done in a professional and tasteful manner. It is good, wholesome material that plays well in any market and is a sound and credible launching pad for consumer or business products and services.
- The show plays primarily in the east coast and mid-west and is growing steadily in reach and markets. Because of this factor, the above pricing is only good for 30 days from the date shown. Prices are also subject to increase as the show expands its audience and reach.
- For market and station roster, visit <http://www.theinternetbusinesshour.com/> .