



REEL LIFE RADIO

TONY@REELIFERADIO.COM

TONY WILLIAMS

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CEO / PRODUCER

Veteran radio producer

HIGHLIGHTS REEL

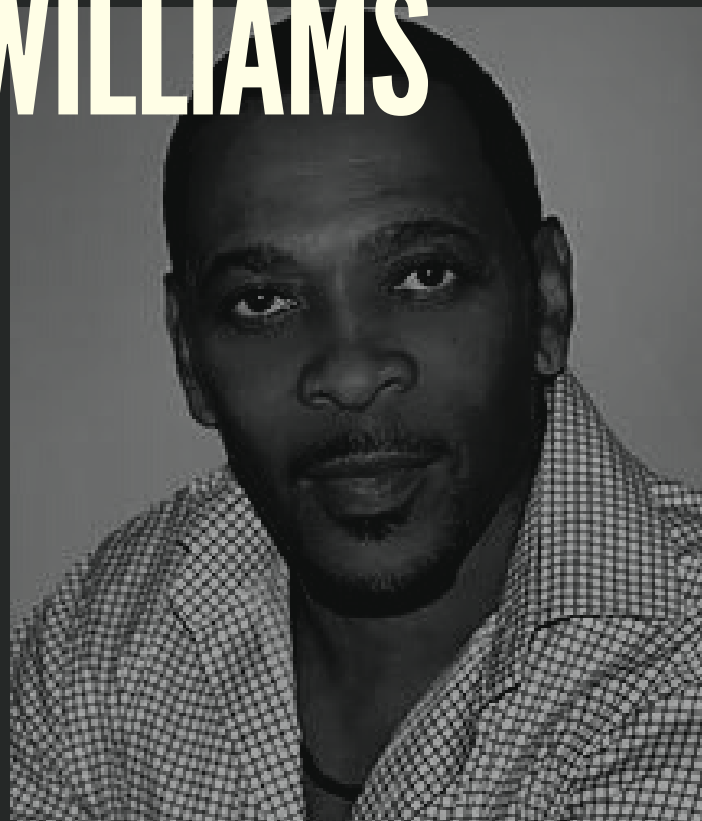
Public Radio station WFSU, Florida

National Public Radio

WCNN Atlanta

WTOP, Washington D.C

Capital Hill for Pacifica Radio



may all your dreams come true

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THE REEL FACTS

MISSION STATEMENT

My goal and aspiration for Reel Life Radio is the continued delivery of positive radio programming to a diverse listening audience that appreciates a positive listening experience. We bridge the gap between the African American consumer and your brand.

TARGET

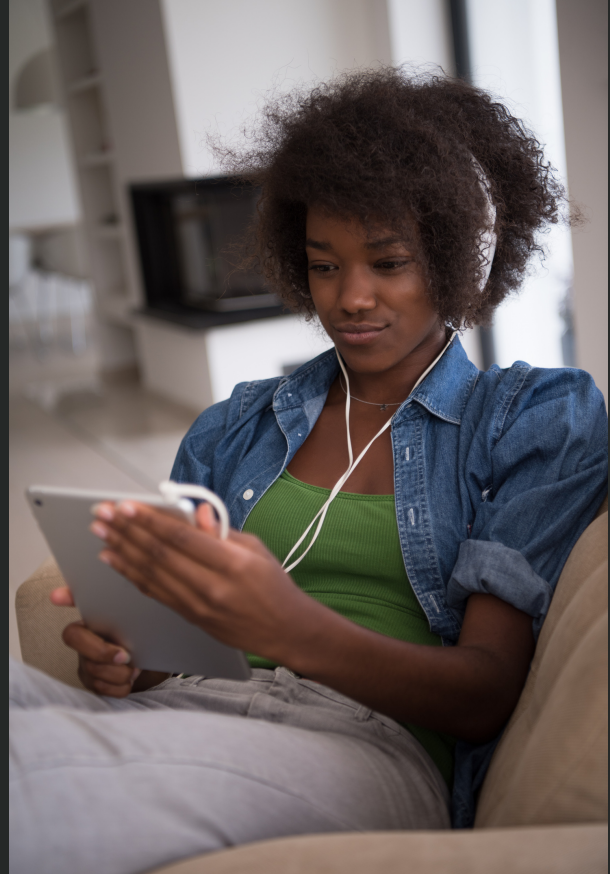
We target a very desirable 25 - 54 age group. Our programming. Your brand. Their homes. Research shows that our target audience spends more time listening to Inspirational and Urban AC radio than most groups and are Primarily African American homeowners with annual incomes of \$50 thousand+

REACH

Our reach is global with over 4 internet streaming stations and 28 terrestrial radio Affiliates that air our programming daily. With an AQH of 15,000 and expanding. Our projected growth will double our AQH within 6 months.

Proposed Current Media Cost
per 30-second commercial
\$150.00

(based on rates as upon receipt of this
proposal. negotiable)



STRATEGY

Simple. Two shows.

JUST CHECKING IN

- Runs twice daily. (6a-2p) Mon.-Fri.
- Affiliates - over 28 stations. Available Inventory: 4x30 daily.
- 60000+ impressions daily -- 300000+ impressions weekly.
- *A personal look into the lives of today's hottest Gospel artist.*

INSPIRATION AFTER DARK

- M-F on our affiliates.
- Available Inventory: 24x30 daily Sun.-Fri.
- 360,000+ Impressions daily -- 1.8 Million+ Impressions weekly. 1500+ followers.
- *A Smooth mix of Urban Gospel and R&B for the adult listening audience.*

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