

ADVERTISING PACKAGE



Sight and Sounds of the Caribbean
www.caribbeanvibesradio.com



www.CaribbeanVibesRadio.com
music | news | interviews
Catch It. Feel It. 24/7
reggae ★ dancehall ★ soca ★ and more

ADVERTISING PACKAGES

Becoming an advertiser on Caribbean Vibes Radio website and its' affiliated properties offers enormous value for clients trying to reach a diverse and qualified audience with great spending power. The process is both affordable and easy. Become an advertiser TODAY!

Advertiser benefits and opportunities!

Caribbean Vibes Radio was organized with the simple mission of showcasing the best, brightest, and positive in Caribbean Culture. We also feature products and services in the “entertainment” and “music” Caribbean Market Sector. Since the initial launch in November 2004 Caribbean Vibes Radio continues to be the single Caribbean entertainment source to stay connected to what's happening and what's next in Caribbean music and popular culture. Young adults turn to CVR to get the answers. From fashion, lifestyle and sports to attitudes, politics and trends, only CVR offers what's consistently fresh, honest and groundbreaking.

Caribbean Vibes Radio

has launched an “Advertising Program” and invite you to become the first companies, businesses and organizations to advertise on our website and broadcast email.

Co-Marketing, Promotion and Advertising

Receive Extraordinary Promotional Value by Prominently Featuring Your Company Logo on Broadcast, E-Newsletter, Website, Social Networks, and Caribbean Vibes Radio Promotional Materials.

Advertising Value!

- Showcase your products and services on the Caribbean Vibes Radio website – The World's “Caribbean” Portal – the most comprehensive source for Caribbean events, resources, and connecting with qualified Caribbean industry persons.
- The Caribbean Vibes Radio website offers fresh, dynamic and “live” content –keeping visitors coming back for more
- Receive extraordinary advertising value by prominently featuring your company logo or banner ad in these locations:
 - Home Page of the Caribbean Vibes Radio website.

Business Directory

- Event Banner/Collateral
- Website Network
- Social Network
- Promotional Materials
- See www.caribbeanvibesradio.com advertising for more details and to apply online.
- Weekly Broadcast “E-Newsletter” Up to 35,000 impressions per month for advertising on the CVR website. CVR attracts 14,000 Unique Visitors (First Time Unduplicated Visitors) Google PR 5



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Vision and Mission

To bring together stakeholders who are passionate about Caribbean industries and to forge long term partnerships to develop independent business and social networking in the U.S. and around the world. Our goal is to collaborate and empower artist, businesses, organizations and individuals to create new businesses, new jobs, become sustainably independent and promote the industries products and services locally and globally.



Analytics & Rates

Caribbean Vibes Radio, or CVR, is a regional resource center for Caribbean industries. We were officially launched November 2004. After a year of development work we received over 750,000 Total Pageviews. Google PR 5 (Source: Urchin 5 Summary)

ADVERTISING PACKAGES AVAILABLE

Being an advertiser of the Caribbean Vibes Radio offers enormous prestige and visibility for local, national or international businesses, organizations and individual service providers.

Web Spotlight Advertising

- Your Spotlight Company Logo/Banner Ad w/ Link on All Pages
- Featured Logo/Banner on Monthly "E-Newsletter"
- Credit on Advertiser Page
- 1 Position Fixed - 250w x 250h OR 468w x 60h (pixels)
- Impressions = 5k + 12k/mo

Web Premium Advertising

- Your Premium Company Logo/Banner Ad w/ Link on All Pages
- Credit on Advertiser Page
- 6 Positions Rotating - 250w x 250h OR 468w x 60h (pixels)
- Impressions = 5k + 6k/mo

Web Event Flyer with Calender Listing

- Your Event Flyer w/ Link on the Home Page & Monthly "E-Newsletter"
- 6 Positions Rotating - 500w x 650w (pixels)
- Impressions = 5k + 6k/mo

Social Media Network Advertising

- Your Logo, Product or Service Ad w/ Link on Targeted Social Network
- 20 Positions Fixed - 288w x 240h (pixels)
- Impressions = 6k/mo

Broadcast Spotlight Advertising

- Featured Logo/Banner on Monthly "E-Newsletter"
- Impressions = 6k/mo

Each month we broadcast via email a "Broadcast E-Newsletter" to 3500+ "Caribbean industry specialist globally, and to our growing sponsors, and subscriber list of 7,000+

Apply online or email us:

advertising@caribbeanvibesradio.com

OR call (301) 332-6935

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Advertising Flat Rate Matrix
 Select Which Advertising Opportunity Is Best For You From The Advertising Matrix
Your resource center to reach people who love things Caribbean!

WEBSITE - ADVERTISING www.caribbeanvibesradio.com	1 Month	3 Months	12 Months
Web Spotlight: • Top All Pages & Home Page Position 1 (Fixed) • Company Logo Size: 250 W x 250 H (pixels) (IMU Square Pop-Up) or 250 W x Variable Smaller H (pixels) OR • Banner Ad Size: 468 W x 60 H (pixels) (IMU Full Banner)	\$200	\$540	19,000
Web Premium: • Second All Pages & Home Page Positions 1 - 6 (Rotating) • Company Logo Size: 250 W x 250 H (pixels) (IMU Square Pop-Up) or 250 W x Variable Smaller H (pixels) OR • Banner Ad Size: 468 W x 60 H (pixels) (IMU Full Banner)	\$100	\$270	\$960
Web Event Flyer with Calendar Listing: • Featured in Events Calendar Positions 1 – 6 (Rotating) • Full-Page Event Flyer: 500 W x 650 H AND 288 W x 240 H (pixels)	\$100	\$270	\$960
Social Media Network (CRC): • Top Targeted Social Media Network Positions 1 – 20 (Fixed) • Standard Graphic/Photo Ad: 288 W x 240 H (pixels)	\$100	\$270	\$960

BROADCASTING NEWSLETTER	1 MONTH	3 MONTHS	12 MONTHS
Broadcast Spotlight: • Top Featured Positions 1 – 6 (Rotating) • Company Logo Size: 250 W x 250 H (pixels) (IMU Square Pop-Up) or 250 W x Variable Smaller H (pixels) OR • Banner Ad Size: 468 W x 60 H (pixels) (IMU Full Banner)	\$100	\$270	\$960

Note: CPM rates \$10 - \$15 per 1000 impressions. Minimum \$2/day. • 10% discount already calculated in prices if paid-in-full 3 months in advance. • 20% discount already calculated in prices if paid-in-full 12 months in advance.



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From the Desk of Fiona B. Wright, Founder & Co-Organizer
Re: Advertising Application & Contract

Dear Advertiser,

Thank you for your interest in Caribbean Vibes Radio. We consider our advertisers as Partners and we look forward to a longterm relationship with you and your company. To efficiently handle your application, please fill out an online form or go to: www.caribbeanvibesradio.com/advertising

To become an advertiser, fill out this page completely and submit a signed copy via mail. Each advertiser has one week (seven days) to return this 1-page signed contract with payment to retain your agreed advertising position unless other arrangements have been made. Contract deadline is one week prior to the start date.

STEP 1: Apply to Become an Advertiser.

COMPANY:

Contact Name: _____ Title: _____

Mailing/Business Address:

City: _____ State: _____ Postal Code: _____ Country: _____

Phone: (_____) _____ WWW: _____

Email: _____

STEP 2: Select an Advertising Program, Ad Size & Duration from Matrix.

- Web Spotlight - Logo or Banner Ad Social Media Network (288 W x 240 H pixels)
 Web Premium - Logo or Banner Ad Broadcast E-Newsletter - Select Logo or Banner
 Web Event Flyer Submit Logo or Ad to: info@caribbeanvibesradio.com
✂ 1 Month 3 Months 12 Months Ad Size: _____ W _____ H (pixels)

STEP 3: Decide on a Payment Method & Submit Company Logo (300 dpi .png or .jpeg preferred).

PayPal or Credit Card Amount Enclosed: \$ _____

Cashiers or Business Check # _____ Check Payable to: Ahmad Stewart

STEP 4: Return this Signed Contract with Payment by Mail or Call (866)ONE-VIBE For Alternative Opitions.

As an authorized representative of the Company contracting services described above, I have read and understood the content of this Agreement as set forth here and agree to abide by them. Fax or email transmission of this Agreement and any signatures affixed hereto shall be considered for all purposes as originals. This agreement is for advertising on Caribbean Vibe Radio website and affiliated social networks. There are no refunds.

Advertiser Signature

Date