

WWFE

WRHC

Advertising 2015



WRHC
BROADCASTING
CORPORATION
©2015



FENIX
BROADCASTING
CORPORATION
©2015

Advertising with

WWFE
LA PODEROSA
670 AM

La Poderosa 670AM

WRHC
CADENA AZUL
1550 AM MUSICAL

Cadena Azul 1550AM

La Poderosa 670 AM and Cadena Azul 1550 AM radio broadcasters provide our clients with advertising services to create ad campaigns for commercials and radio spots as well as for their online websites.

We offer our customers a highly professional publicity service that allows them to evaluate the effectiveness of its advertising in our audience, in addition to setting the best positioning, location and control of these campaigns within each web site, which allows maximum effectiveness for your advertising.

Advertising with **spots** and **capsules**

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Our advertising services offer the hiring of announcements and radio spots with the following options:

26 minutes program

(Includes Opening, Closing and 30 second spot)

13 minutes program

(Includes Opening, Closing and 30 second spot)

5 minutes capsule

(Includes Opening and Closing)

2 minutes capsule

60 seconds spot

30 seconds spot

15 seconds spot

Sponsorship of health capsules

(Includes Opening, Closing and 30 second spot)

Sponsorship of weather report

(Includes Opening, Closing and 30 second spot)

Sponsorship of traffic report

(Includes Opening, Closing and 30 second spot)

Remote broadcast of 2 or 3 hours

with live cut-ins of 1 minute, every 15 minutes

Client presence with the stations at events

where the stations are participating

We customize your radio advertising package according to the taste of each client, to adapt your needs exactly. The client experiences as a business can be reflected in different radial spaces of his choice.

We also run week-long promotions across both stations-home of personality-driven radio in South Florida. Our shows are fun, imaginative, and fearless and most of all tuned-in.

Team of professional hosts

highly recognized by our community.



Eduardo Alemán

news anchor



Aaron Glantz

news anchor



Eddy Calderón

recognized in Miami with his humoristic performances reflected in each of his characters



Armando Pérez Roura

with her audacious approach to current world affairs



Enrique Encinosa

known for his wise and learned analysis of world news



**Pepe Campos
"El Chamby"**

that keeps us in constant discovery with statistics about sports and entertainment

All this means that our audience is faithful to our programs, adopting our station as a main source of information, and not as a simple alarm clock station.

Online advertising with **web sites**



Online advertising in our websites:
www.lapoderosa.com and
www.cadenaazul.com
 is an effective option to create advertising campaigns.

Our websites generate more than 10,000 visits per week to give local information about events, views, opinions, etc. that make our programming more attractive.

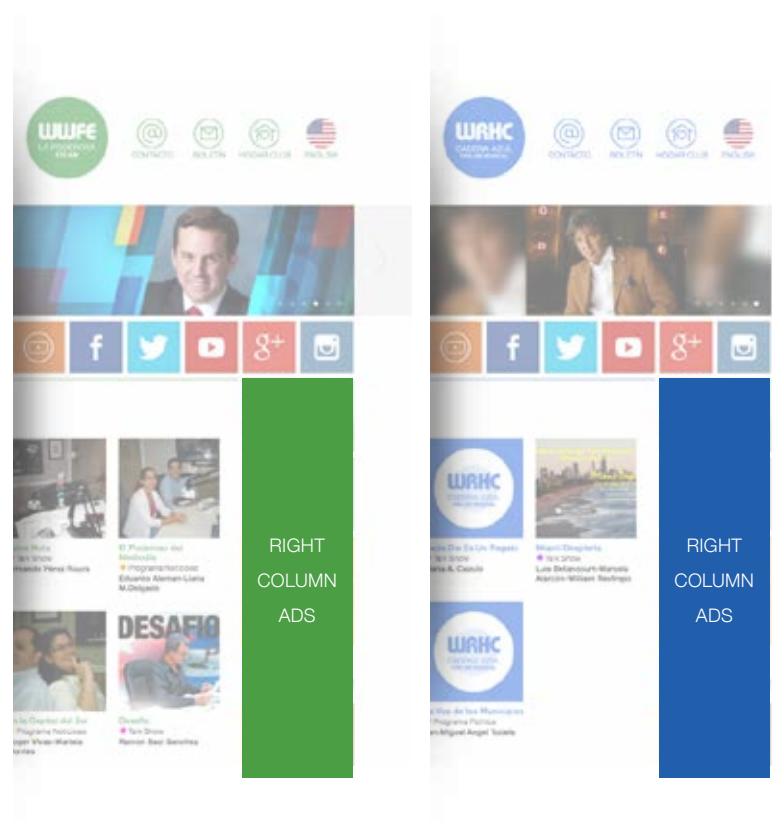
We offer advertising opportunities to create and customize campaigns in the following ways:

Banner or web ad

Inserting your banner or web ad in the right column of the home page and the inner pages in each of the web sites, each web banner can be static or animated with the following features:

- Format:** JPG, PNG, GIFF
- Color:** RGB
- Width:** 220px
- Height:** 150px (maximum recommended)

The customer must submit their data and the URL address of your website to be included in the ad.





Podcast ad

Include in the Podcast section your advertisements or contracted radio space so you can be heard later.



Radio space contracted by the client

A profile page is created that includes the following information:

1. Information of contracted radio program with title, business description, business logo or image of the personality that hosts the program.
2. Stating the schedule of contracted radio program.
3. It includes personalized information of your email, Facebook and Twitter.
4. The host information or customer who takes the program with your picture and description.



Facebook and Twitter

In the pages of Facebook and Twitter for both stations, information about the client's business and ads with custom image gallery are included.

Contests

Creation of advertisements for business-related contests customer.



News and Events

The corresponding information for the promotion of events related to the client or with his business is created in the News and Events section. This publication allows you to show an image gallery, one audio file, and one video file.

The customer must give us the complete news or event information, as well as pictures for the image gallery and the media (audio and video) files.



Home page ads

We can incorporate, into the application of Listen Live, the ads of the client.

HOME PAGE ADS

HOME PAGE ADS

Format: JPG
Color: RGB
Width: 1600px
Height: 450px

NOTE:

This ads are visible on devices with screen resolutions over 768px.



Terms and conditions

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1 The customer must approve and sign an application or preform with all his information, defining the characteristics of his campaign or advertising package.

2 Materials must be received in our offices or via email with at least seven working days before the start of the campaign.

3 The delay in the delivery of information to the campaign would bring delays in the performing of this campaign.

4 The web ads in the right column must be in JPG, PNG or GIF format, and must have 220 pixels width. The height of the ad is variable but it should not be over 150 pixels.

5 In the case of ads for Home page banner, the image should be in JPG format and 1600 x 450 pixels (horizontal).

6 The images for the gallery in the News and Events section, Facebook and Twitter, should be in JPG format and a maximum size of 800 x 800 pixels.

7 For track / competition, the material should be sent as a third label.

8 All offers, of course, are subject to availability of advertising space.

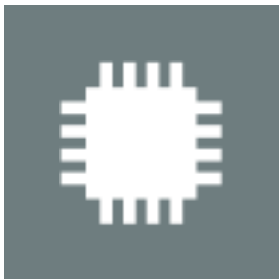
Third party services

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If the client does not have the best professional services to design their own promotion and to create their banners, photo adjustments, graphic design, corporate identity or website design, we recommend the services of 3MINDWARE Inc. for their quality and professionalism.

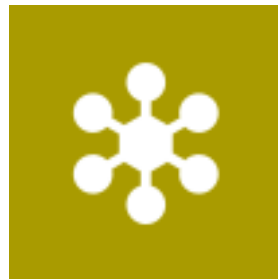
For more information on the services offered by 3MINDWARE Inc. visit their website:
www.3mindware.com



Hardware services



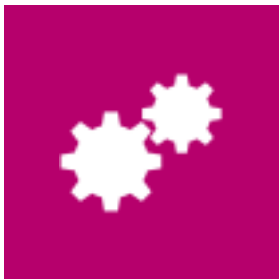
Software services



Networking



Website design



App development



SEO services



Social media marketing



Logo desing



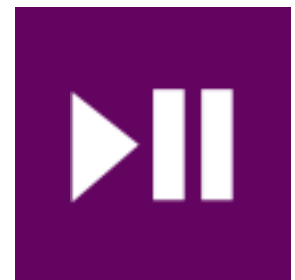
Corporate identity



Interior design



Advertising



Video & Multimedia

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DESIGNED BY

