



Advertise at MartiniInTheMorning.com!

Reach the most loyal, most motivated listeners in radio. This audience of means will buy products, services and events, offered by advertisers who support the ONLY station of its kind...the station that plays "Their Music."

We Offer More than Traditional Radio Commercials...

We offer Opportunities for Results

Hourly Sponsorships

24/7 – Two Shared Sponsor Acknowledgments per Hour

"Martini in the Morning dot com...The Greatest Songs Ever Written – Brought to You This Hour By" ...Your Business Name, location, and slogan or descriptor along with "Be sure to see their ad on our website, Martini in the Morning dot com!"

Charter Sponsor

includes

4 Hourly Sponsorships Daily
2 Prime/2 Standard

468x60 banner rotating through all pages on MITM website, linked to client

Charter Premium Sponsor

includes

4 Hourly Sponsorships Daily
2 Prime/2 Standard

468x60 banner rotating through all pages on MITM website, linked to client

468x60 banner rotating on MartiniInTheMorning.com Jetcast audio player & ***MartiniVision*** Player

Charter Priority Sponsor

4 Hourly Sponsorships Daily
2 Prime/2 Standard

468x60 banner rotating through all pages on MITM website, linked to client website and/or branded page on MITM &

468x60 banner rotating on MartiniInTheMorning.com audio player & ***MartiniVision*** Player
"Overlay" Graphical banner IN video window



Charter Extreme Sponsor

4 Hourly Sponsorships Daily
2 Prime/2 Standard

468x60 banner rotating through all pages on MITM website, linked to client website and/or branded page on MITM &

468x60 banner rotating on MartinInTheMorning.com Jetcast audio player & **MartiniVision** Player
"Overlay" Graphical banner IN video window

:10-:15 TV Commercial aired while MITM audio stream loads

Sponsorship	Value/Month	You Pay/Monthly PIA*	Min Weeks
Charter	\$1,685	\$500/month	24
Premium	\$1,935	\$800/month	20
Priority	\$5,910	\$1250/month	16
Extreme	\$21,911	\$2100/month	12

Charter Advertiser Programs Reach YOUR customers from coast to coast and around the world at a fraction of traditional Cost per Thousand advertising rates.

So, you just wanna buy "Spots"

Spots/Wk	Price per Spot 12 Months
50	\$20
30	\$25
20	\$27.50
10	\$30
Price per Spot 6 Months	
50	\$25
30	\$30
20	\$32.50
10	\$35
Price per Spot 3 Months	
50	\$30
30	\$35
20	\$37.50
10	\$40

MITM Feature Sponsorships



Aired Noon – 1 PM Pacific Monday, Wednesday and Thursday
Noon – 1:30 PM Pacific Tuesday
Noon – 2:00 PM Pacific Friday

The 2 Martini Lunch is the most listened to feature on MartiniInTheMorning.com. It's a double shot of your favorite artists! A pair from Frank, Michael Buble times two, a Diana Krall duo, e two Ella, and the list goes on and on.

Title sponsorship of The Two Martini Lunch makes it the "Your Business Name Here Two Martini Lunch," and in turn means each time during the show, 16 – 18 times, your name will be mentioned in the title of the show. You'll also be included in 5 :10 "Live Promos," daily and 25 recorded promos over the course of the week. You'll receive a 468x60 banner ad rotating throughout the website, and a 728x90 "Leaderboard" on the 2 Martini Lunch page.

Annual sponsorship also includes 4 two hour live Two Martini Lunch broadcasts from your location or client bar, restaurant or retail location (subject to state and local liquor laws)

Also included in annual sponsorship – rotating :10-:15 TV pre-roll commercial and embedded graphical ads in our video players during the Two Martini Lunch.

Full/Exclusive Title Sponsorship – 6 month minimum commitment

Value: \$20,000/month

Charter Advertiser price: \$10,000/month¹

1 available

(plus remote broadcast expenses)

Partial/Non-Exclusive Sponsorship – 3 month minimum commitment

Includes 5 mentions daily in-show

Inclusion in 5 daily non-exclusive "Live Promos"

Inclusion in 25 weekly non-exclusive "Produced" promos

Rotating 468x60 banner on MITM website

Embedded graphical ads in video players during The Two Martini Lunch

Value: \$10,000/month - Charter Advertiser Price \$3000/month

5 available

MITM Feature Sponsorships



Sinatra at Six is another of our most popular features. They're lining up at 6:00 am and 6:00 pm Pacific to hear, between the two features, a sextet of Sinatra. It's special because it's not the same old songs you hear everywhere else, (not that you can hear Frank on many radio stations today) but it's a combination of the familiar and the rare, the hits and the hard to find.

Sponsorship of Sinatra at Six includes open and close "Billboards," and a third mention within each of the two segments. Sponsors are also included in 25 shared "Produced" promos and 25 "Live Promos" weekly. Sponsors will also receive a 468x60 banner rotating throughout the website as well as a 728x90 leaderboard on the heavily visited Sinatra at Six page. This page will feature a listing of each day's Sinatra at Six songs as well as hosting the MartinInTheMorning.com All Things Sinatra Forum where discussions, led by rabid and well-informed Sinatra-philes, will include everything from the Man and his Music to, well, all things Sinatra.

Sinatra at Six Sponsorship – 3 month minimum commitment

Value: \$5,000/month

Charter Advertiser Price \$1000/month¹

2 available

Additional Feature Sponsorships

Monday Morning Mindbender - \$1,000/Month (3 month minimum¹)

Birthday Blasts - \$1,000/Month (3 month minimum¹)

The Worm - \$1,000/Month (3 month minimum¹)



Sin City Saturday Nights

Las Vegas is a Home Away from Home for aficionados of "**The Lounge Sound**," for which MartinInTheMorning.com and its **Lounge Sound** stations are known.

MartinInTheMorning's Kitty Collins lights up the Las Vegas Strip Saturday Night from 7-Midnight EST



Music, Interviews, Las Vegas entertainment info and more from one of the hottest spots on the strip, featuring some of the coolest artists doing the greatest songs ever written

"Your Name Here Sin City Saturday Nights,"

Title Sponsorship

Each time the show's name is mentioned during the show, up to 10 times per hour, your name will be mentioned as part of the title:

- Up to 80 In-Show Mentions
- 5 Live daily promos
- 25 recorded promos each week
- A 468x60 banner ad rotating throughout the website
- 728x90 Leaderboard on the Sin City Saturday Nights page
- 8 hour weekly live broadcast from your resort, or from a client's resort
- Three 3-day, 2-night on-site events with listeners coming in from all over the country to eat, drink, party and gamble
- Rotating :10-:15 TV pre-roll commercial and embedded graphical ads in our video players.

Full/Exclusive Title Sponsorship – 6 month minimum commitment

Value: \$20,000/month

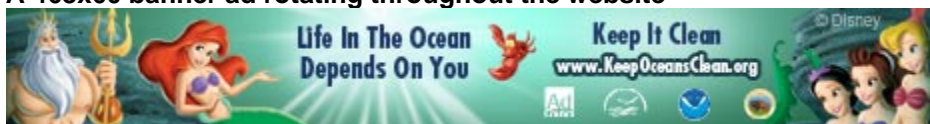
Charter Advertiser price: \$10,000/month¹

1 available

(1plus remote broadcast expenses)

Sin City Saturday Night Sponsor Package Detail

- **80+ In-Show Mentions**
 - Let's say Vegas Memories Travel becomes the title sponsor. Roughly 10 times per hour, Kitty will say ***Hi, I'm Kitty Collins...you're listening to Vegas Memories' Sin City Saturday Nights!***
- **5 Live daily promos**
 - These are live promos that run daily on the station, where the personalities say ***LISTEN TO VEGAS MEMORIES' SIN CITY SATURDAY NIGHTS, SATURDAY NIGHT 7 TO MIDNIGHT, LIVE FROM THE LOBBY OF THE LAS VEGAS MOTEL 6 ...***
- **25 recorded promos each week**
 - These are more elaborate promos, produced with the "Big Voice Guy" from the station and a lot of Vegas sound effects, etc.
- **A 468x60 banner ad rotating throughout the website**



- This is the size

- **728x90 Leaderboard on the Sin City Saturday Nights page**

728x90

- This is the size

- **8 hour weekly live broadcast from your resort, or from a client's resort**
 - Kitty Collins broadcasts from the resort, at a location to be determined by the resort (and dependent upon certain technical requirements) from 4 pm PST (7 pm EST) to Midnight PST (3 am EST) – the show will include a lot of music to insure we maintain high listener levels...BUT, we will book celebrity interviews, interview hotel staff, dignitaries, guests, resort entertainment and more.
- **Three 3-day, 2-night on-site events with listeners coming in from all over the country to eat, drink, party and gamble**
 - Events staged at times deemed optimal by the resort. Listeners will be invited to the resort for a Friday evening welcome cocktail reception, an event of some sort Saturday afternoon (a slots contest or something like), followed by a dinner and dance that evening.
- **Rotating :10-:15 TV pre-roll commercial and embedded graphical ads in our video players.**
 - Resort TV commercial airs as listeners connect to both our audio player and our MartiniVision/Video player. Thousands of monthly impressions. A captive audience because they've chosen to come to our website to hear the music, and will gladly sit through a 15-second commercial. Also, video/embedded text commercials on our video player.

Full/Exclusive Title Sponsorship – 6 month minimum commitment

Value: \$20,000/month

Charter Advertiser price: \$10,000/month¹

1 available

(1plus remote broadcast expenses)



Lifestyle Minutes

60-Second Informational segments in tune with the active lifestyle of MartiniInTheMorning.com listeners. Our audience is affluent, more likely than most to own a home; more likely than most to own a “Luxury” car; and more likely than most to dine out two or more times weekly. 40+ consumers, representing 29% of the US population, control 57% of all discretionary spending. Our listeners – your customers are looking for products to help them enjoy their lifestyle and they have the means to act on their motivation.

Lifestyle Minutes are available Monday-Sunday at:
7:00 am; 9:00 am; 11:00 am; 1:00 pm; 3:00 pm, 5:00 pm; 7:00 pm

- Each Lifestyle Minute Package includes **5 Lifestyle Minute Features** spread over a maximum of 1-week, rotated through available times
- **5 daily :10 Lifestyle Minute reminders/promos daily during the flight, Clickable Banner Ad on player while Lifestyle Minute is playing**
- **Ad on Lifestyle Minute Index Page with link to detail page that adds detail on-air message**
 - **Link to sponsor’s website**

Total Package: 5 Lifestyle Minutes; 25 reminders, Ad and Detail page on website. \$1000/week. \$925/week for 2 weeks. \$875/week for 4 weeks+

Availability limited: 10 packages per week. All subject material subject to lifestyle relevance.

(* Payment in advance)



Did You Know...

Martini in the Morning Listeners are...

Affluent

Nearly 50% have a household income of \$100,000 or more
80% are Homeowners

Active

90% Dine out WEEKLY

Educated

Over Half have College Degrees

Travel

10 times or more each year for business and pleasure

Listen to MartiniInTheMorning.com & 1480 KPHX in Phoenix

On Average 27.5 hours per week in 10 listening "Sessions"

WHEN YOU'RE READY TO MEET YOUR NEW CUSTOMERS

Call The Standard Media Group/*Martini in the Morning* TODAY!

(818) 766-7664