


SATURDAY'S 11:00 AM
PRCHRIS.COM





**Your insider guide for the
Best Adventures in
The Caribbean**




Adventures in the Caribbean

(AITC) is a live radio show in WOSO RADIO 1030am that airs on Saturdays from 11am to 12pm and is broadcast live via internet on video streaming or IPTV

AITC presents a Adventure on locations featuring all Caribbean Adventures

Destinations, Hotels and Restaurants in Puerto Rico and the Virgin Islands covering adventures, events and tourist attractions.

Your host Caribbean Chris will have lots of exciting adventures to explore and uncover.



**Your insider guide for the
Best Adventures in
The Caribbean**



We are offering immediate promotional opportunities to come aboard NOW and be a PREMIER sponsor for the NEW “Adventures in the Caribbean” Broadcast and the BEST Premium time spots and AD Placement. Offer and make your products and services a part of our show.

Each week we will offer new adventures to our listeners and exciting hints and tips and promotions for generating much more interest in taking part in the many amazing sights and activities that Puerto

Rico and the Caribbean has to offer. WOSO deliver’s Great demographics, Excellent listener loyalty and influential listeners and buyers. What this means is MORE interested customers for your business, products and services



Puerto Rico's first Online TV Station

We broadcast live events and video on demand shows, documentaries, radio, events, concerts, webinars and more...

Show Formats :

Live Simulcast of TV and Radio

5 - 10 Min Weekly Web series

Short Films

Movies

Webinars and More

Bernard Herger
787 . 594 . 0587 Ecenari.com

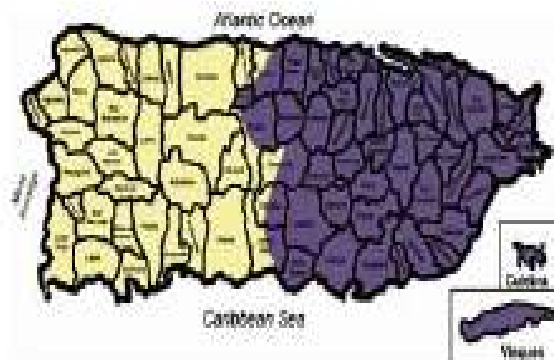
MEDIA KIT

LISTEN SMART.



WOSO 1030 AM COVERAGE

ON AIR



WOSO RADIO 1030AM broadcasts at 10,000 watts covering Puerto Rico's eastern half, including the San Juan metropolitan area, Vieques and Culebra. WOSO also reaches most of the U.S & British Virgin Islands

LISTEN SMART.



WHY RADIO?

*In the car, at home, at work...wherever your customers are, radio is a constant companion. Among persons 12 and older, **46.1 %** of listening takes place in cars, **35.2 %** at home and **18.7 %** at work and other places. Radio targets you best prospects. Radio is a simple and precise way to pinpoint specific customers by age, income, education and ethnicity. Every week, 25 to 54 year old adults spend an average of **20 hours and 45 minutes** listening to radio.*

RADIO = NEWS AND INFORMATION

Consumers depend on radio for up-to-the-minute coverage of local, regional, national news, weather and sports...giving you a unique opportunity to reach consumers in a trusted environment.

*Radio is **flexible**. Radio lets you adjust to changes in the marketplace quickly and easily. When necessary, copy and schedule changes can be made within hours.*

(Sources: Arbitron, Gaither Intl. and Radio Advertising Bureau)

LISTEN SMART.



WHY WOSO?

- *We reach a large and loyal audience. WOSO Radio reaches an average of **150,000** listeners per week and our audience listens the station for an average of **1.5** hours per day.*
- *We target your best customers and potential prospects. **67%** of our listeners, are considered business owners, decision makers or white-collar professionals.*
- *Your messages will be connected with the best news/talk radio coverage in the market. Our listeners main reason for tuning in is to receive instant high-quality information on a daily basis.*
- *We reach **influential** listeners; the person that tells the other 9 how to dress, where to eat and what's happening lately in business.*
- *You can count on a true marketing partnership, leveraging our listener's loyalty and station's heritage to help brand your business.*

(Sources: Arbitron, Gaither Intl. and Radio Advertising Bureau)

LISTEN SMART.



(Sources: Arbitron, Gaither Intl. and Radio Advertising Bureau)

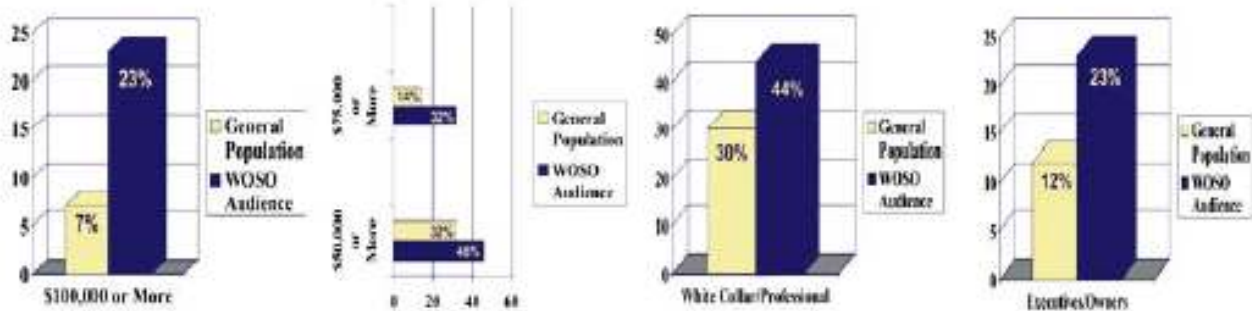


WHO LISTENS TO WOSO 1030 AM?

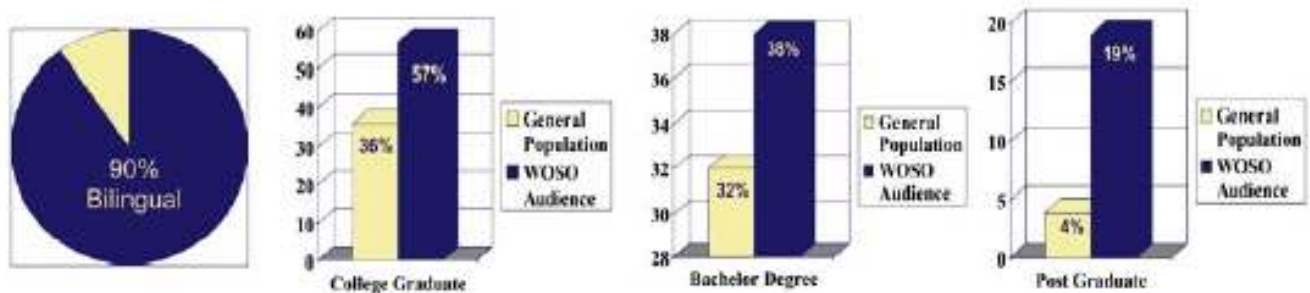


Our audience belongs to the highest income segments of the population, are business leaders, owners, professionals and white-collar executives.

WOSO RADIO listeners have an estimated purchasing power of 3.3 billion dollars.



Our audience is highly educated, bilingual, travel and eat out regularly.





Listen to what some advertisers have said...

"We had calls for reservations during the show from Adventures in the Caribbean."

Chris Laube

Numero Uno Guest House, Ocean Park PR.

"We had people visit our location immediately after hearing the interview on WOSO and Adventures in the Caribbean"

Maggie SCUBA Dogs

Escombrón Park in San Juan, PR.

"We had a customer that heard about our new Express Delivery on the Adventures in the Caribbean show on WOSO in Tortola and is now a customer"

Carlos

**Isla Grande Flying School,
San Juan, Puerto Rico.**

So join us for a great adventures and excellent promotional opportunities TODAY! So make your business part of our adventures today!



WEEKLY SPOTS

Includes commercial 30 second spots on radio, and product integration for simulcast of :

- Live radio show via online TV. Available for Video on Demand for 3 months
- Five 30 second spots rotating Mon-Friday
- One 30 seconds commercial on every Saturday's show for AITC
- Live host mentions in opening and closing business
- 10 Promos of The Show Mentioning your b
- Weekly Facebook Post to 10,000 AITC Friends
- Monthly Newsletter – Banner ad
- Adventures in The Caribbean Website

Banner (1 Month) Price \$350.00 week



Interviews and Sections

SPECIAL Guest Adventurer 3 minute interview
with details on your company's products and services

\$200.00

SPECIAL Adventurer Section 10 minute section
with details on your company's products and services

\$350.00

Live From On Location

OnSite Broadcasting. We take the show
to you. Live radio and Online TV Broadcasting on location.

Call for Custom Quote

787 . 667 . 6729



**Your insider guide for the
Best Adventures in
The Caribbean**

Video Production OnLine Streaming

SPECIAL Guest Adventurer

3 to 5 minute Web Series

with details on our adventure with your company

\$650.00

Main Page Video 1 Week for your Company Ad

30 second ad in PRChris.com Main Page Video

on your company's products and services

Includes: Production, Post-Production, Voice Over

\$350.00

Live From On Location

**OnSite Broadcasting. We take the show
to you. Live radio and Online TV Broadcasting on location.**

Call for Custom Quote

787 . 667 . 6729



[www. AdventuresInTheCaribbean.com](http://www.AdventuresInTheCaribbean.com)
HaveFun@AdventuresInTheCaribbean.com

787 . 667 . 6729

WWW.PRCHRIS.COM

787 . 594 . 0587

Your Weekly Insider Guide to the BEST

Adventures in the Caribbean!

