



Media Kit

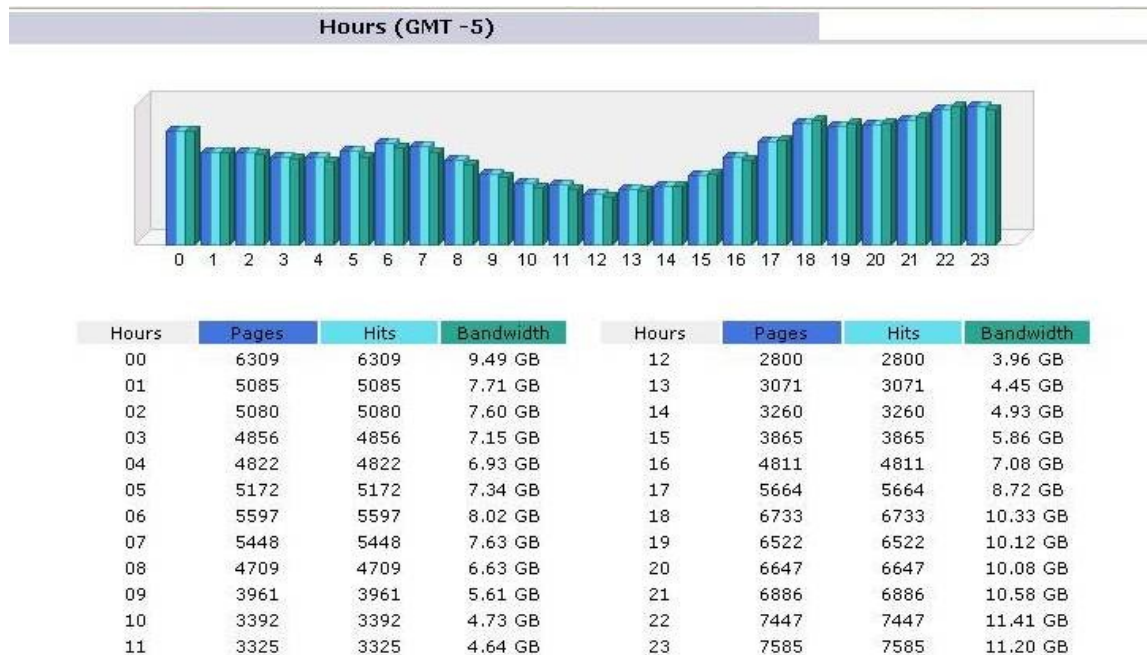
170Radio.com is Singapore's First & Only Online Radio.

It brings to you everything that's edgy, real and of course, authentic. The online radio mix offers a diverse range of contemporary music that is bound to keep you in the loop of what's hip and happening.

Targeting at listeners who falls in the age category of 18 to 40, our listeners are mainly PMEBS and students who spend a great deal of time online for work and pleasure.

170Radio.com aims to bring about a revolution of radio listening pleasure in the era of New Media.

170Radio.com is can be heard Online, ALL 3G Cellphones & Internet-Ready Radio.



**The above graph shows we have thousands of listeners at ANY 1 time!
(Updated on 31 May 2010)**

Current promotion from as low as \$5,000 per annum available. Please contact us for more details.

170Radio.com c/o Pukka Media
Singapore Post Centre PO Box 161
Singapore 914006
info@170radio.com



Commercial Spots On 170Radio.com

Commercials	Day 9am – 6pm	Evening 6am – 12mn	Early Morning 12am - 9am
30sec	5	4	2
45sec	7.50	6	3
60sec	10	8	4
90sec	12	10	5
120sec	15	12	6
Open Talks			
90sec	20	16	8
Live Reads			
30sec	10	8	4
45sec	15	12	6
60sec	20	16	8

Outdoor Roving Package

Your Nett Investment:

170Radio.com - \$1,800 (Inclusive of \$300 production & non-broadcast fees)

Offer Till 31 Dec 2010: 25% Discount @ only \$1,300 ONLY

Your Entitlements:-

- A total of 105 X 45sec Recorded Event Trailers (15 per day X 1 week, inclusive of event day).
- A total of 12 X 60sec On-site Roving Reports within a 2 hour period (Inclusive of 1 DJ to conduct the roving reports).
- A total of 70 X 30sec Recorded Commercial Spots across all timebelts.
- 1 DJ on-site filing the reports.
- 1 X Production of Recorded Event Trailers (Inclusive of 1 VO, 1 Script)
- 1 X Production of Recorded Commercial (Inclusive of 1 VO, 1 Script).

Website Exposure on www.170radio.com for 1 month

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Outdoor Broadcast Package on 170Radio.com

Your Nett Investment:

170Radio.com - \$2,000 (Inclusive of \$500 production & non-broadcast fees)

Offer Till 31 Dec 2010: 25% Discount @ only \$1,500 ONLY

Your Entitlements:-

- A total of 105 X 45sec Recorded Trailers (15 per day X 1 week, inclusive of event day).
- Minimum of 15 X 120sec "Live Feed" on-site during the 3-hour "Live" broadcast.
- A total of 70 X 30sec Recorded Commercial Spots across all timebelts.
- 1 X DJ on-site to do the "Live" broadcast.
- 1 X Production of Recorded Event Trailers (Inclusive of 1 VO, 1 Script).
- 1 X Production of Recorded Commercial (Inclusive of 1 VO, 1 Script).

Website Exposure on www.170radio.com for a month.

Terms:

- All Preferred spots will be charged at a flat rate of 1.5x loading.
- 30 sec commercials with tag-ons will be priced at 1.5x loading, and will be placed at the first or last position in any commercial break. The tag-ons shall not be more than 15 sec.
- All Live Reads are priced at 1.8x loading and will be placed either first or last in any commercial break.
- All Open Talks are priced at 90 sec
- 1.2x loading in the months of January, June, November and December.
- PA System Available for Rent for Outdoor Broadcasting @ \$500 nett.
- All rates quoted are subject to GST.
- Non-broadcast fees or 3rd party costs are no-agency commissionable.

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PLAN CORRECTLY FOR RADIO

By Sebastian Raj

- 7) spots were poorly placed throughout the day
- 8) the production was poorly executed or the wrong announcer used
- 9) timing of the campaign was off
- 10) the new client had no name recognition

DON'T UNDERESTIMATE THE POWER OF RADIO

The voice is a wonderful thing. Used properly, it can move you to tears, unleash a fury of anger, sooth both physical and mental pain, fire you up & motivate you to accomplish the most daunting tasks and yes, it can certainly convince you to happily part with your money. In fact, the people who make radio production their livelihood, are paid quite handsomely to get you to do things that are not on your priority list.

Ever listen to a movie trailer? Listen to the announcer. His job is to get you to see that movie. Whether you realize it or not, the impact of that voice lasts longer than you may be aware of.

You may remember the visuals, but it is the EMOTIONAL AUDIO IMPRINT that leaves you with a "I've got to see this when it comes out!" memory. It is the same subliminal effect that radio can create.

The problem faced, is that most radio production quality can often be sub-standard. Let's face it - the radio station copywriters are under the gun to write & produce dozens of spots a day & there just isn't enough time to write super creative & dynamic commercials. Even if the copywriter can squeeze out something really hot, there is often a lack of voice-over talent to make it happen. Let's not talk about the studio engineer's backlog!

This doesn't mean that you can't have an effective radio spot come out of a radio station. It just means that to make it more effective, you may have to go to a third party production house to get your spots professionally produced.

GET THE BEST CREATIVE PRODUCTION POSSIBLE

Why do you want the best creative possible? Well, there are several reasons.

- 1) it makes your advertising more effective
- 2) the cost of your campaign can actually be lower if more people respond to a better commercial, as fewer spots are necessary to make the same impact
- 3) better creative is more memorable.
- 4) strong creativity entertains and sells at the same time
- 5) powerful creative radio spots get people talking about the spot & consequently the product

Remember, advertising is an investment if you eventually get back more than you paid. It's a fortune if you don't get back anything! In order to make sure that there's a payback, I highly recommend you look at all the variables and creative production is high on the list!

DEVELOP A STRATEGY & STICK WITH IT

There are many ways to use radio. Short campaigns, long campaigns, image building, promotions, product launches etc.

The first thing to be aware of is that new advertisers have to develop name recognition with a station's audience. This isn't as important for long time advertisers who have used other media, but it is crucial for first-timers.

Well known advertisers are seen as reliable and trustworthy. The longer you advertise, the more favour you win with listeners. It is like money in the bank.

I advise all new advertisers to start with an introduction campaign to highlight who they are, what their product is and the benefits of shopping at their store.

What you want to do, however, is not succeed by throwing tons of money into your advertising, but rather cover all the essentials so that you have an effective and cost efficient campaign. Good planning can go a long way. ■

We get asked a lot: how do I know if radio will work for me & why should I use radio? I usually have gotten

these questions when a client is afraid & can't stomach the idea of paying for an advertisement that they can't physically hold on to. In other words, they think that if they can't SEE their Ad, then no one else can. They seem to have a hard time believing that a disembodied radio voice can move people to buy their product.

Yes, it's probably true that most advertisers get their feet wet with print advertising. Your typical print advertiser will place an Ad in a local newspaper and bingo, the next day - traffic. The results can be quite immediate.

Radio is a different animal and although it can work as effectively as print, it can be equally disappointing to a seasoned print advertiser. Radio advertising can turn off a new advertiser who expects immediate results, but it doesn't have to be this way. Here are 10 reasons why "immediate results" are hard to come by:

- 1) the spots were not aggressive enough
- 2) the offer was not strong enough
- 3) there was not enough weight (number of spots) booked
- 4) the wrong radio station was used to reach the desired market
- 5) not enough radio stations were booked
- 6) only radio was used