



LOCAL FOCUS. CHRIST-CENTERED. GLOBAL REACH.

THE #1 CHRISTIAN TALK RADIO STATION IN UPSTATE N.Y.



MEDIA KIT

WHO WE ARE

The Alive Radio Network is a longtime market leader in Christian radio broadcasting for the Capital Region of upstate New York and is a company that is committed to excellence in all that it does.

Whether it is news, community events, local preaching and encouragement, national commentary and information, Alive Radio seeks to broadcast faith-focused content with hyper-local coverage and provide a important public service that deals powerfully with today's issues that affect the church of God, and face tomorrow's issues with faith,

Our goal, now more than ever, is to reach our listeners and followers with important information in the way they want to receive it through the word of a team of dedicated and passionate, Christian professionals, working hard every day to reach the Kingdom of God in the Capital Region.

VISION

The Alive Radio Network has a vision to expand beyond the borders of traditional broadcast radio to create a community of believers who think of “The Alive Media Network” as a place to faithfully turn for faith-based content including traditional broadcast radio programming as well as exclusive content like topical articles, study resources, Scriptural encouragement, social media interaction, e-books, podcast content and other Christ-centered resources focused on reaching the believers of upstate New York: **“The Alive Media Network: Your Kingdom Connection in the Capital Region”**



BROADCASTING FAITH IN JESUS CHRIST



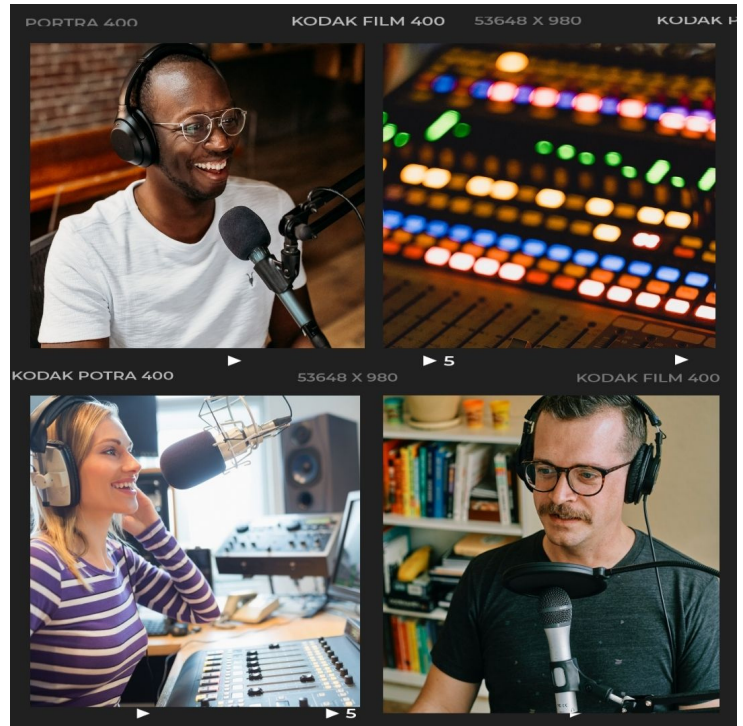
Programmers on Alive Radio Network are committed followers of Jesus Christ who have a message to share with the body of Christ across the Capital Region of upstate N.Y.

WHY ALIVE RADIO?

Alive Radio has been broadcasting faith in Christ since 1967 through a traditional radio format.

Our flagship station - WHAZ - has been around for 100 years and is the oldest radio station in the Northeastern United States.

Broadcasting or advertising with Alive Radio gets your message in front of millions of like-minded listeners.



ALIVE RADIO PROVIDES OPTIONS THAT REFLECT CURRENT TRENDS

As technology continues to change, Alive Radio has grown and continues to advance with those changes and add new ways to help our programmers reach their audience.

BROADCASTING | PRODUCTION & EDITING | PODCASTS | BLOGGING | ADVERTISING

5 FULL-POWERED STATIONS

DIAL POSITIONS

- 🔊 **WHAZ AM | 1330**
TROY
- 🔊 **WHAZ FM | 97.5**
HOOSICK FALLS
- 🔊 **WMYY | 97.3**
SCHOHARIE
- 🔊 **WBAR | 94.7**
LAKE LUZERNE
- 🔊 **WMNV | 104.1**
RUPERT, VT
- 🔊 **W286DI | 105.1**
CAMBRIDGE

24

**BROADCAST
HOURS EACH
DAY**

1.2

MILLION REACHED

*Listening audience potential based on residential data

13

COUNTIES

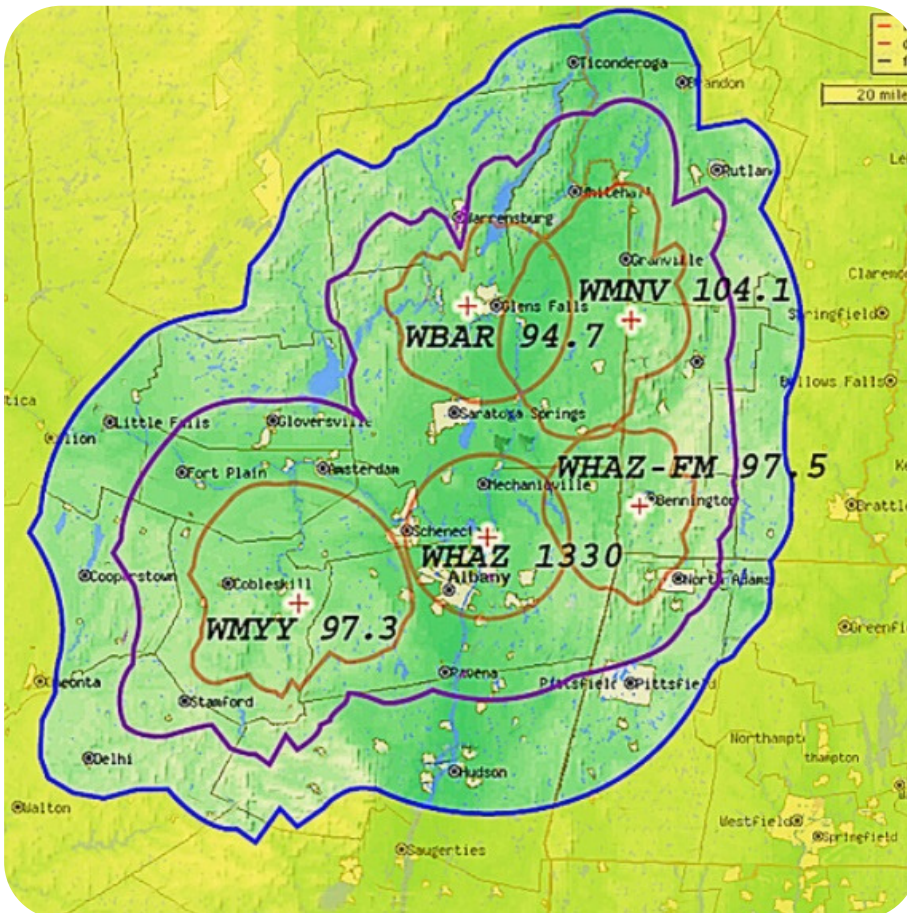
across the Capital Region

3

STATES

+

Thousands of visitors to the Alive Radio Network website each month



WWW.ALIVERADIONETWORK.COM



OUR AUDIENCE

The Alive Radio listening audience is seeking more content to support their faith in Christ.

Our audience is engaged and active in their local church. They are mature and established in their local communities.

Associating your ministry or business advertising with Alive Radio assures listeners that your values reflect theirs, and delivers your message to men and women who are committed to Christ, who strive to live according to Biblical principles and who express their faith through how they live their daily lives.



CAPITAL REGION CHRISTIANS ARE HUNGRY FOR QUALITY FAITH CONTENT



➤ REACH OUR LISTENERS ON AIR AND ONLINE

Partnering with Alive Radio through programming or advertising gives your message increased visibility within a demographic that is aligned with the values and principles of the Kingdom.

All programs on Alive Radio are faith-centered, from a Judeo-Christian perspective, adhering to the traditions of Scripture.

Advertising messages on Alive Radio can be for any business, company or service that does not conflict with the Christian faith.

➤ WHAT TO EXPECT YOUR CONTENT, OUR CONNECTIONS

Our team is ready to provide support for your program or advertising at whatever level you need.

We can broadcast your produced audio, help edit, record and produce your program or commercial, provide voice overs, create a podcast for your program and help write scripts for your advertising, promos and announcements.



PARTNERING WITH ALIVE RADIO NETWORK

Reach the Kingdom of God in the Capital Region

Sponsor a Program

Churches, individuals and other groups can sponsor specific programs that broadcast on Alive Radio. If you feel a program we broadcast is the right fit for the company you want to advertise, contact Alive Radio Network and ask about program sponsorship.

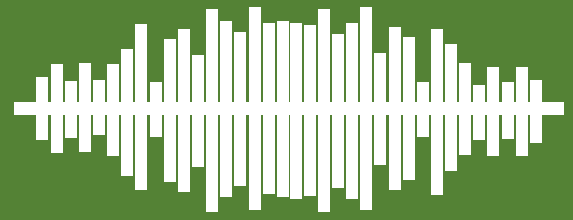
Podcast Platform

Alive Radio Network's website receives thousands of visitors per month. If you would like to start a podcast or if you already have one and you would like to increase your reach, contact Alive Radio and ask about our podcasting platform.



www.AliveRadioNetwork.com
518-237-1330

REACHING THE ALIVE RADIO NETWORK AUDIENCE



ADVERTISING RATES



WEEKLY PERIOD	DURATION	RATE PER SPOT
WEEKDAYS	:15 sec	\$10.00
WEEKENDS	:15 sec	\$9.00
WEEKDAYS	:30 sec	\$12.00
WEEKENDS	:30 sec	\$11.00
WEEKDAYS	:30 sec	\$17.00
WEEKENDS	:30 sec	\$16.00

ADDITIONAL NOTES

With the purchase of 10 advertisement airings, you'll receive two free additional airings. (With the purchase of 15 airings, get 3 free. Purchase 20 airings, get 4 free.

NOTE: If you would like to have your advertisement or promotional spot air before or after a specific program, contact the Alive Radio Network team. If the slot is available, the additional cost will be \$1 per spot above the rates noted.

*Script and production included with purchase price of advertising spot.

For additional advertising deals, contact the Alive Radio advertising team: 518-237-1330.





PROGRAMMING RATES



	Broadcasting Time	Duration	Per Broadcast
Weekdays	6am - 7pm	2 minutes	\$25.00
Weekends	6am - 7pm	2 minutes	\$20.00
Weekdays	7pm - Midnight	2 minutes	\$18.00
Weekends	7pm - Midnight	2 minutes	\$15.00
Weekdays	Midnight - 6am	2 minutes	\$13.00
Weekends	Midnight - 6am	2 minutes	\$10.00
Weekdays	6am - 7pm	5 minutes	\$35.00
Weekends	6am - 7pm	5 minutes	\$30.00
Weekdays	7pm - Midnight	5 minutes	\$25.00
Weekends	7pm - Midnight	5 minutes	\$20.00
Weekdays	Midnight - 6am	5 minutes	\$18.00
Weekends	Midnight - 6am	5 minutes	\$15.00
Weekdays	6am - 7pm	15 minutes	\$60.00
Weekends	6am - 7pm	15 minutes	\$50.00
Weekdays	7pm - Midnight	15 minutes	\$45.00
Weekends	7pm - Midnight	15 minutes	\$35.00
Weekdays	Midnight - 6am	15 minutes	\$35.00
Weekends	Midnight - 6am	15 minutes	\$25.00
Weekdays	6am - 7pm	30 minutes	\$114.00
Weekends	6am - 7pm	30 minutes	\$95.00
Weekdays	7pm - Midnight	30 minutes	\$85.00
Weekends	7pm - Midnight	30 minutes	\$70.00
Weekdays	Midnight - 6am	30 minutes	\$70.00
Weekends	Midnight - 6am	30 minutes	\$48.00
Weekdays	6am - 7pm	1 hour	\$230.00
Weekends	6am - 7pm	1 hour	\$190.00
Weekdays	7pm - Midnight	1 hour	\$170.00
Weekends	7pm - Midnight	1 hour	\$133.00
Weekdays	Midnight - 6am	1 hour	\$133.00
Weekends	Midnight - 6am	1 hour	\$95.00



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Email: Office@AliveRadioNetwork.com

