

**Double Down Radio / Dust Devil Radio**  
**Media Kit**  
**(Introductory Rates)**

Thank you for taking an interest in supporting the only radio station that plays local Las Vegas music 24 hours a day 7 days a week, and not only for Las Vegas, but for the whole world!

Beginning in 2008 as a 1hr show on KLA V we've grown to become an all internet 24/7 broadcaster and feature not only music from all styles of local musicians but also interviews with local entertainers and fellow business owners. In addition we showcase locally produced podcasts like *Ruckus On The Radio*, *Bizzaro Radio*, *Viva Ska Radio* and *LIVE! From the Double Down Saloon*. Our flagship podcast and live show *LIVE! From the Double Down Saloon* is one of our five live broadcasts (the others being live *Bizzaro Radio*, *Viva Ska Radio*, *Rex Dart & The Bargain DJ Collective*) with more in the works. Double Down Radio can be found streaming 24 hours (online, all the time) on TuneIn, iTunes, XiiaLive and at <http://doubledownradio.com> as well as many other locations. Our podcasts can all be found on iTunes, Stitcher and at <http://doubledownradio.com>. We even have a mobile app for iPhones / iPads, Android, Windows Phone and Blackberry via [TuneIn.com](http://TuneIn.com) and XiiaLive.

With 90% of our audience (25,000 plus unique listeners per year) in the 18-54 age range and just less than half in the 25-44 age range with a 2 to 1 ratio in the men's favor, you can see that our fans are at their prime earning potential.

What are their interests? Well, they listen to Double Down Radio which is a broadcast geared to independent minded persons who like to try new things, like your products! The irony is that they are fiercely loyal to the things they love, which means any new customers generated by sponsoring us will be long time customers for you.

As Double Down Radio enters a new stage in development we are not just looking for advertisers, but sponsors that would like to grow with us...and our attractive rates reflect this!

The rates on this page do not include art / production costs.

### **Ad Rates for Streaming Broadcast**

Rates are for 30 second spots, double rate for 60 second spots.

<b>Spots per day (91days)</b>	<b>Price per Quarter (13weeks)</b>
6	\$65.00
12	\$120.00
18	\$170.00

### **Podcast / Live Broadcast Ad Rates**

Your ad will be permanently embedded in the podcast. FOREVER!

13 weeks x

1 spot / podcast - \$195

2 spots / podcast - \$260

3 spots / podcast - \$312

Available podcasts on the Double Down Radio roster:

*LIVE! From the Double Down Saloon* – weekly (airs live Fridays 8-10pm)

*RUCKUS On The RADIO* – recorded monthly (airs Wednesdays 6-8am & Fridays at Midnight)

*Bizzaro Radio\** – weekly (airs live Thursdays 5-7pm)

*Viva Ska Radio\** – weekly (airs live Tuesdays 9-11pm)

\*These shows are currently only live.

With more coming soon!

## **Live Remote Broadcasts from YOUR LOCATION!**

Add excitement to your business by having Double Down Radio broadcast live from your location. The features of a live remote broadcast can be customized to your needs and desires but our Basic Remote Setup includes one of our 3'x8' banners, a sound system and at least one host for 2 hours.

Not only can you draw listeners to your place of business but the added action at your storefront increases the curiosity of passersby who may otherwise "keep on keepin' on".

We can also do a single remote for multiple businesses. (ie: 2 or more shops in the same center)

Our Basic Remote Setup is just \$145.00

Additional time is sold in 1 hour increments at the rate of \$50 per hour.

## **Production Rates**

Graphic artist - \$55/hr

Audio production - \$65/hr

We will give you a firm quote after a short consultation.

Of course if you already have your artwork or audio produced we would be glad to use that!

**DON'T FORGET!!** We have an advertising budget too, which means when we advertise for ourselves **WE ADVERTISE FOR YOU TOO!!**