NEW YORK

Radio FREEDOM FM

104.7FM

96.3 HD-4

FREEDOM FM — NEW YORK

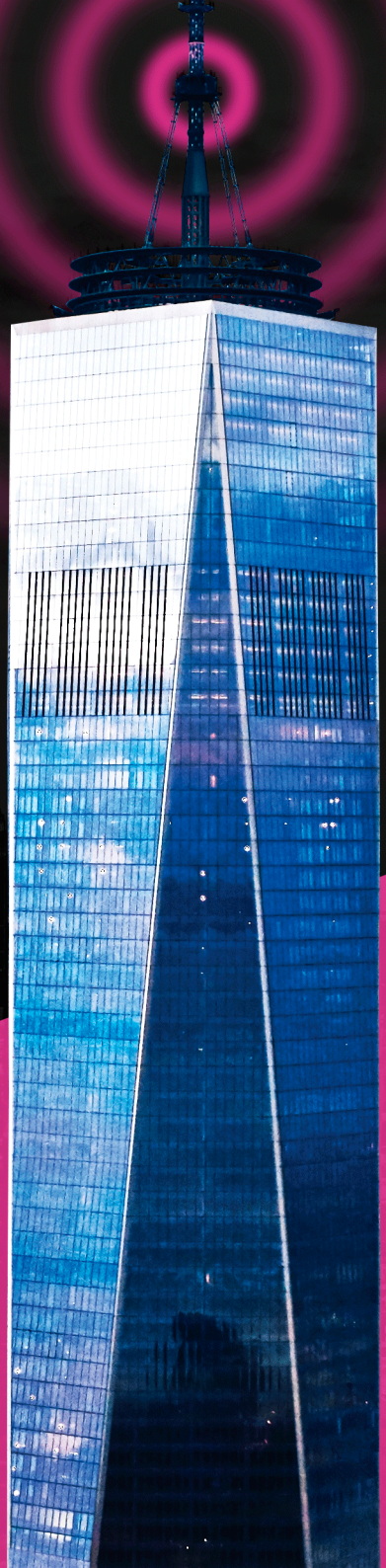
Broadcasting From the Top of One World Trade Center - the Tallest Building in America!

104.7 FM and 96.3 FM HD-4

24/7/365
New York's only Russian station on FM dial, accessible in any car or home stereo

www.russian.radio

"Alexa, enable Freedom FM skill"



RUSSIAN-AMERICAN MARKET IS HUGE

- With over 3,500,000 Russian-Americans nationwide, our FM and HD-4 broadcast in New York, New Jersey and Connecticut has access to the world's largest Russian-speaking community outside of Russia - over 1,600,000 people as per U.S. Census American Community Survey.

- Russian-Americans on the average are well-educated (equivalent of four years of college); most of our listeners are working professionals and business owners. They pursue quality in spending their money both for fun and profit, proactive in the investment, real eastate, food, drink, entertainment and fitness markets.

- The vast majority of the Russian-American population is well equipped for both online and offline commerce, receptive to new ideas, devices, diets. Russia may be in our talk and on our dining tables - but we are curiuos and we are patriotic towards the United States of America.

FREEDOM FM: FEET ON THE GROUND, HEAD IN THE SKIES

01

FREEDOM FM target audience is the age group 35-60, where FM stations have the largest reach with Generation X (ages 35-54), with 80.5 million listeners tuning during an average month (97% of the Gen X population) per 2018 Nielsen report.

02

FREEDOM FM format is an energizing cocktail of three parts entertainment to one part information and talk.

03

Charismatic local hosts and reporters from Russia, Israel, Ukraine, Belarus, Uzbekistan, Georgia, Armenia et al. cater to the many flavors of the "Russian-American" market.

04

Hand-picked programming featuring Russian and world music alongside with all-time greatest hits - because "The Russians love their oldies too".

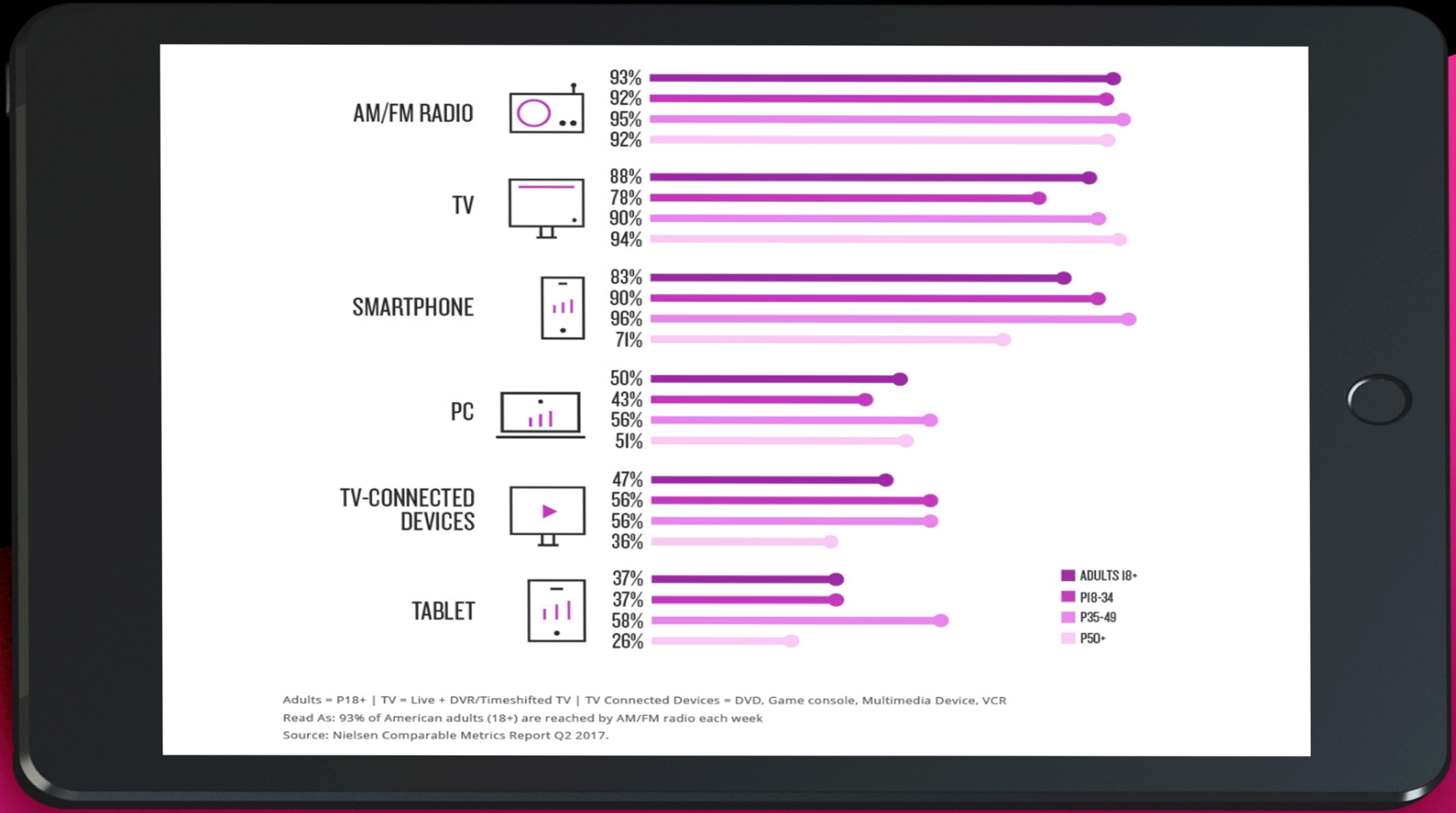
05

Heavy Social Media presence, with live audio and video streaming, live concerts and events, weekly initiatives to benefit and promote the community: today's listeners are tomorrow's customers.

HOW AMERICA LISTENS: THE AMERICAN AUDIO LANDSCAPE

Weekly U.S. reach (percent of population)

Source: Nielsen Comparable Metrics Report Q2 2017



80% ARE LISTENING TO FM RADIO

HOW AM & FM CUMES STACK UP

	2013	2014	2015	2016	2017
AM Weeky Cume	63.02	59.59	58.53	58.35	57.80
FM Weeky Cume	230.68	231.62	231.29	233.06	235.13

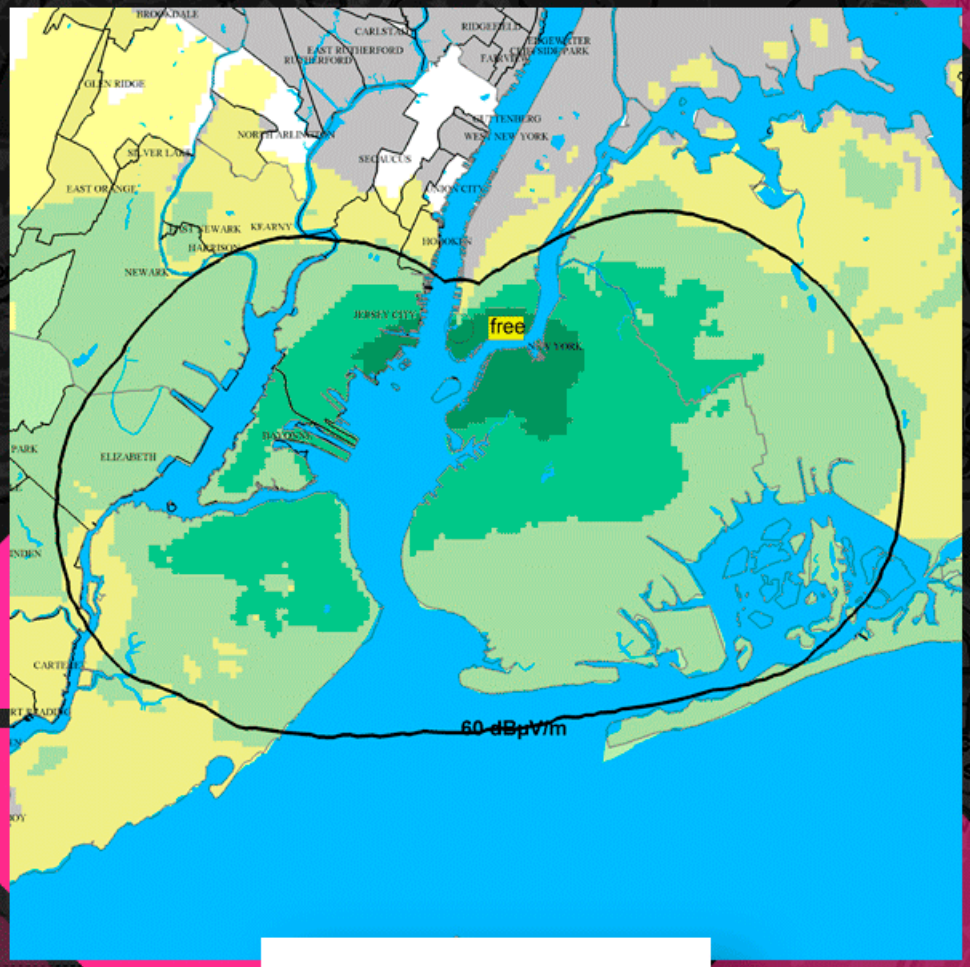
Source: Nielsen. Figures are weekly cume in millions for June of each year. Mon-Sun 12M-12, Persons 12+

ONLY 20% ARE LISTENING TO AM RADIO

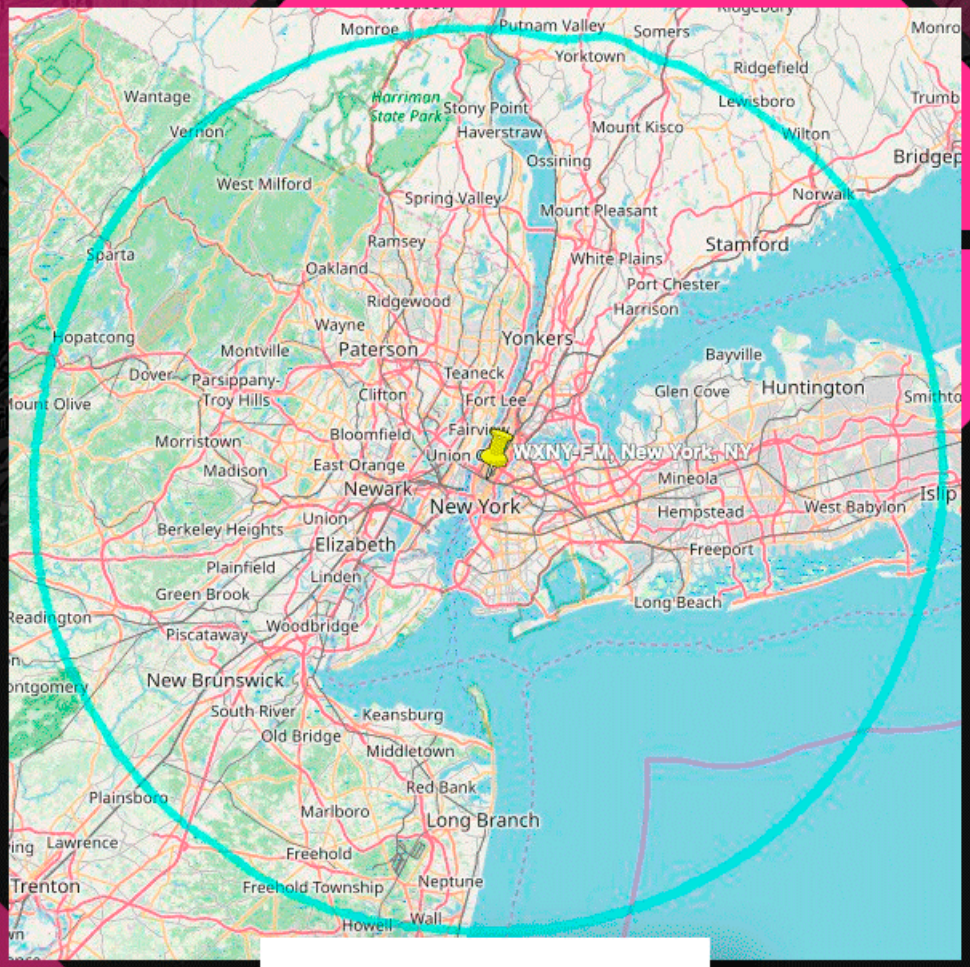
RATE CARD

PRODUCT	PRIME TIME	DAY TIME, WEEKENDS	ALL OTHER TIME
Commercial	Monday – Friday: 6:00am-10:00am 5:00pm-8:00pm	Monday – Friday 10:00am-5:00pm Saturday – Sunday. All Day	Monday – Sunday: 8:00pm-6:00am (except special projects)
15 seconds	$65.00	$35.00	$20.00
30 seconds	$104.70	$65.00	$45.00
45 seconds	$145.00	$90.00	$55.00
60 seconds	$175.00	$115.00	$100.00
Ad Libs			
15 seconds	$75.00	$45.00	$25.00
30 seconds	$114.70	$75.00	$50.00
45 seconds	$155.00	$100.00	$60.00
60 seconds	$185.00	$125.00	$110.00
Infomercial			
2 minutes	$280.00	$168.00	$120.00
3 minutes	$380.00	$200.00	$175.00
4 minutes	$480.00	$225.00	$200.00
5 minutes	$600.00	$250.00	$220.00
Show Sponsor	$325.00	$200.00	$150.00
News, Weather, Sport	$120.00	$80.00	$60.00
PRIZE Give Away	$125.00	$80.00	$55.00
Talk Show or Live broadcast (Live Broadcast is $200 surcharge for host and transportation)			
10 min	$1,000.00	$500.00	$350.00
15 min	N / A	$700.00	$400.00
20 min	N / A	$850.00	$500.00
1 HR	N / A	$1,700.00	$1,000.00

FREEDOM FM COVERAGE:
1,600,000 RUSSIAN LISTENERS - ON FM/HD-4
3,500,000 NATIONWIDE AND ELSEWHERE-ONLINE



FM 15 miles



HD 40 miles

CONTACTS

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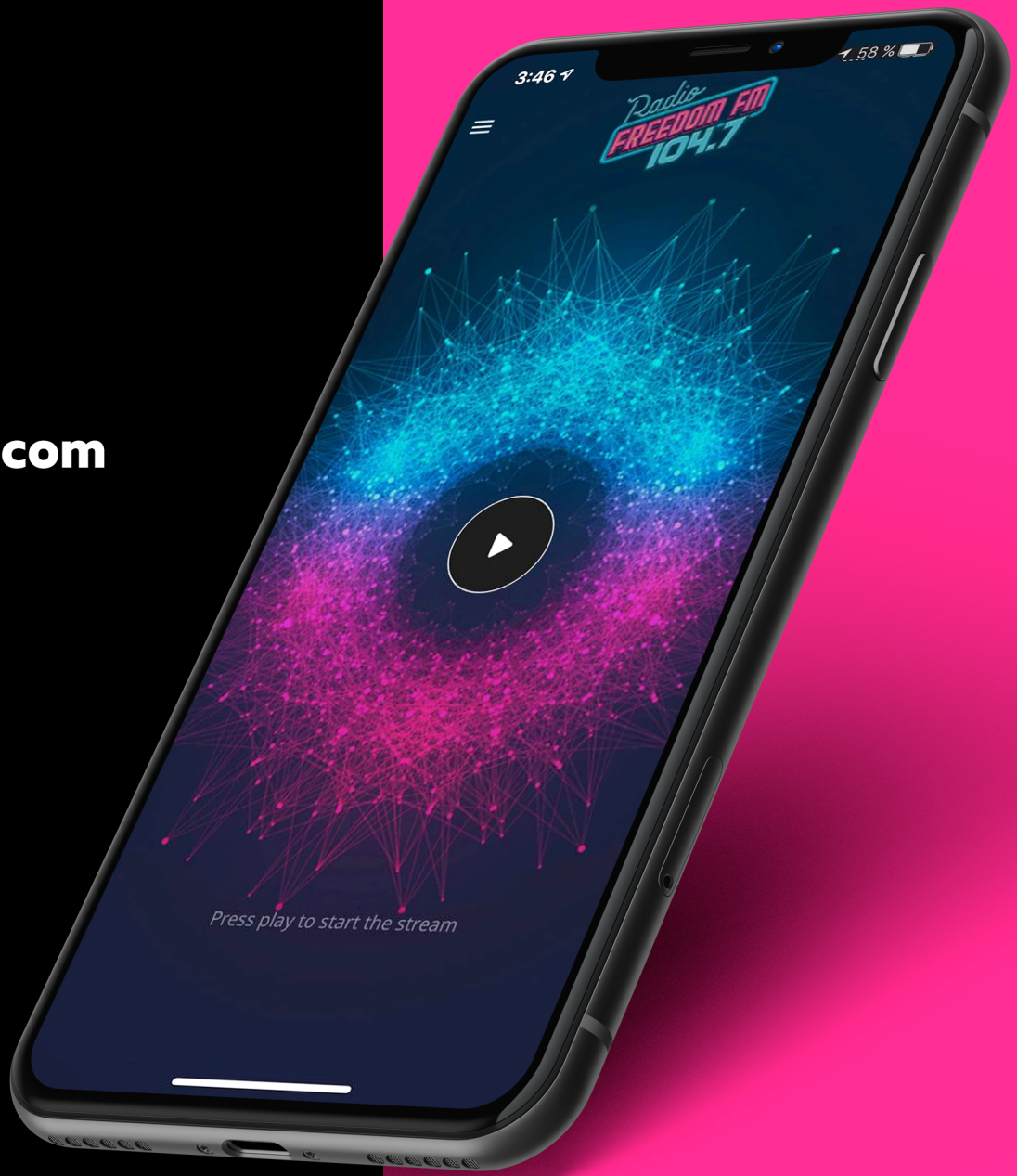
www.russian.radio

DOWNLOAD
App Freedom FM



OUR CLIENTS

NY ISLANDERS
zepter INTERNATIONAL
Balinoff
NetCost market
Empire BlueCross BlueShield
etvnet
LOCAL CAVIAR CO.
RODELL NAPOLEON
1857
KURANT
VODKA
Crystal
Meest
SEAGATE
REHABILITATION & NURSING CENTER
GOLDSTAR
Shore View
Nursing and
Rehabilitation Center
GRANEFF
VODKA
PREMIUM
RTVi
KBAC TAPAC
MELANIE