

Why Advertise on W4CY Radio

- Parent company is full-service Marketing Firm
- Owner is International Motivational Speaker & Marketing Trainer w/over 30 years of Marketing Expertise
- Green Friendly Global Multimedia Network
- Shameless Promotion & Referral Network
- Station Promoted on variety of radio station listing sites such as iTunes
- Station Promoted by The Largest Internet Radio Broadcaster to its 4.5 Million Listeners
- Station Promoted weekly to a Large Subscriber Database
- Multiple Streams of Marketing
 - Radio Advertising with 24/7 Exposure
 - Mass Email Campaigns
 - Promotion at Events
 - Banner Ad Advertising on almost 100 websites
 - Link to your site on almost 100 websites
 - Mass Social Networking
 - Referral & Word of Mouth
- Ranked #1 overall in West Palm Beach, FL
- Ranked #1 in Talk, New Age & Rock Genres in West Palm Beach, FL
- Ranked 13th in the world for Internet Talk Radio
 - *Rankings Based on Monthly reports as per Largest Internet Radio Broadcast Provider with a Total of 10's of Thousands of Internet Radio Stations including AM/FM Stations that Broadcast over the Internet. All rankings are based on number of listeners, unique stream launches, and total listener hours.
- Listeners in at least 105 Countries and All US States
- W4CY Radio Has almost 100 Cloned Websites for maximum exposure, which means maximum exposure for your business
- W4CY Radio Search Engine Rankings Reported by analysis
 - Examples of some searches:
 - #6 - Internet Radio Stations WPB
 - #4 - Internet Radio WPB
 - #1 - Internet Talk Radio WPB
 - #1 - Internet Talk Radio Palm Beach
 - #5 - Internet Talk Radio Florida
 - #4 - Talk Radio WPB
 - #4 - Internet Radio WPB
 - #6 - Internet Radio Palm Beach
 - Anything with W4CY or W4CY Radio we monopolize
- Variety of programming including Talk, Music, Comedy, Entertainment for Mass Appeal

Who are the Advertisers

- ⊙ Businesses / Corporations
- ⊙ Executives / Entrepreneurs
- ⊙ Home-Based Businesses
- ⊙ Network Marketers / Speakers
- ⊙ Salespeople / Management
- ⊙ Retail Stores / Internet
- ⊙ Health/New Age Industry
- ⊙ Environmental/Non-Profit
- ⊙ Automobile/Boat Industry
- ⊙ Advertising/Marketing Industry
- ⊙ Food & Beverage Industry
- ⊙ Travel & Entertainment Industry
- ⊙ Contractors / Any Product/Service
- ⊙ YOU!

Benefits to Advertisers

- ⊙ Exposure / Branding
- ⊙ Promotions / Public Relations
- ⊙ Media Coverage / Live Events
- ⊙ Cost-Effective / Frequency
- ⊙ New, Untapped Markets / New Clients
- ⊙ Increase Internet Sales/E-Commerce
- ⊙ Multiple Streams of Residual Income
- ⊙ Increase Morale / Productivity
- ⊙ Increase Sales, Revenues, Profits
- ⊙ Qualified Lead Generation
- ⊙ Higher Closing Ratio
- ⊙ Business Growth & Expansion
- ⊙ More time / Less Cold-Calling
- ⊙ Knowledge, Coaching & Training

Top Topics of the Station

- ⊙ Success, Freedom & Happiness
- ⊙ Mindset/Beliefs/Relationships
- ⊙ Motivation/Self-Help/Goals
- ⊙ Sales /Marketing/Networking
- ⊙ Business/Management/Politics
- ⊙ Internet/Web Development
- ⊙ Expert Advice/Interaction
- ⊙ Music/Entertainment/Arts/Fun
- ⊙ Health/Pet Health/Autos
- ⊙ Green/Charity/Non-Profit/Veteran
- ⊙ New Age/Spiritual/Intuitive/Healing
- ⊙ Teen/Women/Men Issues
- ⊙ Culinary/Community/Culture
- ⊙ Sports/Anime/Gaming/Comics
- ⊙ Guest Speakers/Entertainers
- ⊙ Fashion/Comedy/Game Shows
- ⊙ Latin Programming/Live Events

W4CY RADIO RESEARCH STATISTICS & DEMOGRAPHICS

Internet users show a high degree of interest in going to a radio station Web site for information on products and services

8 out of 10 say they would be likely to seek information on products and services from a station Web site:

- ⦿ 31% say they would be very likely
- ⦿ 53% say they would be somewhat likely

Station Listenership through Internet at 45,000 individuals that have listened to shows on W4CY radio:

- ⦿ 82% listeners palm Beach/ Broward / Martin Counties
- ⦿ 12% Miami Dade County
- ⦿ 6% elsewhere
- ⦿ 75% annual income of over \$75,000
- ⦿ 54% of them have annual income of over \$100,000

Listenership by Gender:

- ⦿ Male 52% female 48%

Listening hours:

- ⦿ Night (30%),
- ⦿ Middays (26%)
- ⦿ Afternoons (26%).
- ⦿ Morning drive prime time, only 12%

W4CY Radio Media Attention

The extremely quick rise of w4cy radio, mass global & local appeal, unique variety & themed programming along with the mission of hope, help, change for people, the planet, and organizations has caught the media's attention!

The following media outlets Have reported several feature stories about W4CY Radio:

Several local & national newspapers
Terrestrial radio stations
Several news websites,
and on NBC's 11 o'clock News

You are in Good Company - Some Other W4CY Sponsors

211	ExpCon	Primetime MMA
4C Marketing Group	Fiesta Pet Deli	Relay For Life
A Second Chance Pet Rescue	Foreign Legion	Santa Monica Baykeeper
Abundance Hypnosis	Forgotten Soldiers Outreach	Save a Pet
Allstate	Frank's Video Services	Seagull Industries of the Disabled
Always Best Care of Palm Beach	GatorAtlantic.com	Sendout Cards
Andy Roddick Foundation	Gloria Guo Professional Group	Severensen Law
Anything Carpet Cleaning Around Wellington Beach County	HedgeHog Consulting	Shop A Mattress
BioComplete Meals	Hillary's Reataurant	Silver Screen Cinema
BizTech	Home Video Inventory Services	South Florida Kids Consignment
Boca Raton Theatre Guild	Hot Shots Paintball	South Florida Science Museum
Catering by David	Jensen Insulation	Southern Acrylics
Chosid Law	Kitchen & Baths For Less	Spa City
Community Shopper	Koam	Superior Cruise and Travel
Crown Max Molding	LabTest Express	Tanism
Cutie Pie Florist	Lake Worth Playhouse	The Cottage
Dateability	Lois Levy Enterprises	The Happy Psychologist
Department of Safe Schools of Palm	Matthew F. Lupardo, P.A.	The Hobby Shop
Designer Concrete of the Palm Beaches	MizuCon	ThermaSeal
Designer Homes Construction	Munchies a la Cart	Town Crier
DJ Fade	My B Network	US Building Inspectors
DJ Frank	My Hypnosis Coach	Veteran's Association of Florida
Dolce Dental	Network South Florida	Wedding Ceremonies of Florida
Dr. Gomberg	Nicole's Village Tavern	Welcome Home
Dr. Jafari	PakMail	Wellington Dental
DrMotivator	Palm Beach Poetry Festival	Wellington Magazine
EcoGala	Palm Beach Poetry Festival	WineStyles
Entrepreneur Source	Palm Beach Roadrunners	Your Web Surgeon
European Sleep Leader	Palms West Chamber of Commerce	ZeroPoint Technologies
EVE (Every Women's Evolution)	Parsi Herbs	Zicaro's Plumbing
	Players Edge Sports Camps	ZonaCon
	Prime Time Sports	

In Closing

We are so much more than just a great radio station. 4C Marketing Group is a full-service marketing company that provides a variety of strategies in order to customize a program that would be most effective to meet your marketing goals. We can help your business with a variety of both online and traditional marketing needs as that is our forte. Although you may be successful with your efforts now, it does not hurt to look at opportunities to accomplish more. We are not looking to replace what you already have in place. We are simply looking to add to it.

Below is a listing of some services 4C Marketing Group provides:

- Your Own Radio Show or Radio Infomercial
- Radio Marketing Programs
- TV Marketing Programs
- Marketing Consulting
- Event Planning
- Online Local Search Engine Placement
- Local Targeted Online and Offline Marketing Programs
- Lead Generation, Lead Databases
- Email Databases, Email Marketing Campaigns, Bulk Opt-in Email up to 15,000,000
- Networking
- E-Marketing
- Internet Advertising
- Online Mall
- Emag
- Seminars/Workshops/Keynote Speeches on various personal development, sales, management, business, networking, relationships, and marketing topics
- Business and Life Coaching
- Sales and Management Training
- Web Design & Development
- Graphic Design / Printing

The bottom line is that 4C Marketing Group could help you immensely and to what degree is up to you. Whether you currently have a website or have none at all, we can provide services that will build your business, increase revenues, and generate profits in a way that will be cost-effective for you and not require any additional time or effort on your part. We can discuss what your needs, goals, and desires are and I could put together an appropriate package that fulfills your goals and fits your budget. We are willing to work with you for a solution that is comfortable and will put a smile on your face at the same time.