

# Advertising on Butterflies Radio

(v4.4.12)

Thank you for your interest in advertising on Butterflies Radio. We have provided detailed information and options below. If you have any further questions, please do not hesitate to send an email to [mark@butterfliesradio.com](mailto:mark@butterfliesradio.com)

Station Name: Butterflies Radio, LLC

Genre: Various

Specialty: Music from only Independent Musicians (Unsigned)

Largest Demographic: Male, ages 24 to 35

Countries: All countries, with the largest listenership in North America and the United Kingdom

Butterflies Radio is included in the iTunes radio directory as well as TuneIn, Shoutcast, Audiorealm and more.

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## Reach:

Klout Score: 56

Strongly Influential in: Indie Music, Radio, Music

Twitter: 4,700 followers

Facebook: 7,600 fans with a total reach exceeding 15,000 and a potential reach of over 4.8 million (friends of fans)

TOTAL CURRENT REACH: 19,700

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## Twitter Tuesday Live

Twitter Tuesday Live is a 2-hour weekly, live, interactive show. It airs every Tuesday night at 8:00pm EST and is hosted by the owners of Butterflies Radio, Carol and Mark.

Each week, a guest appears on the show for an informal interview. The show takes on a 'morning drive' type of a format.

Each show is recorded and distributed by podcast. It can be found on iTunes, Podomatic and other podcasting sites.

Twitter Tuesday Live is simulcast, live, on MSI Radio. It is also rebroadcasted on KGUP 106.5 on Tuesday nights at 8:00pm PST (11:00PM EST).

## **Advertising Options**

### **Station:**

Live Shout-outs on Twitter Tuesday Live: \$135 per, minimum of 2, maximum of 4.

Exclusive Sponsorship of Twitter Tuesday Live: \$540 per show

Up to a 30-second commercial during rotation: \$25 per spot, minimum of 2 per day, minimum 30-day purchase. (i.e. minimum of \$1,500 for a 30-day run)

Longer spots: \$5.00 per 10 seconds (or any part of)

Production: If production is required, fee will be at cost.

### **Web Site:**

Static 125x125 banner (stays in the top left corner of the browser at all times and does not disappear when the page is scrolled – appears on all pages): \$150 per month, minimum of 3 months

Side-bar 125x125 banner (appears on all pages): \$125 per month, minimum of 3 months

Link on Partners Page: \$115 per year

Banner must be provided by advertiser.

### **Social Media Blasting:**

Scheduled textual ads with links will be posted on our Twitter account and FaceBook page: \$2,000.00 per time slot, for 30 days.