



Spectrum

Spectrum is our critically acclaimed 15 minute Public Service interview program most Sunday mornings at 10:00am (Eastern US). After the initial broadcast, the program remains on our website as a download/pod-cast for several months, thereafter.

The guests and topics are of key interest to the culture, lifestyle, and experiences of our Chinese-American communities. Guests have included authors, Tony-winning writers, civic leaders, community events sponsors, celebrities, chefs, entrepreneurs, business executives, and artists, among others. At your convenience visit our website and listen to any of the past shows or download them. Because this is a Public Service program reaching all segments of our audience, it would be an ideal vehicle for an institutional corporate sponsorship. Many of our past guests have created links from their websites to our "Spectrum" program page, offering even greater exposure for your message. "Spectrum" is sponsorship exclusive. This is your opportunity to connect your company name with Chinese Communities we serve.

We have only one Spectrum sponsorship package and you'll own it. Here's what you get with every week's "Spectrum" program:

- **15 second Open & Close Billboard**
- **A 60 commercial announcement inside the show**
- **Twenty 15 second promotional announcements during the week**
- **Exclusive banner on our website "Spectrum" page with link.**

Our "Spectrum" sponsor will be very high profile and is ideal for a corporate diversity message, providing brand building for your corporate products and services, and would be an excellent vehicle for promoting corporate initiatives and charitable or civic involvement.

