



## What is Chinamerica Radio?

Chinamerica Radio is a one of a kind 24/7 Chinese Pop music station that plays only the best contemporary Mandarin & Cantonese hit music. We are exclusively an online radio station. No AM or FM affiliations. You can hear the newest Chinese artists here, day or night, anywhere in the United States. Because we're Internet-based, you also get the world at no extra cost! Why online? According to Nielsen Research, the Asian-American population spends 20% more time on the Internet or Smart Devices for Entertainment, News, and Information than the general population. So we put our radio station where our audience spends a lot of their time, at their fingertips on their favorite smartphone, device, or computer.

## Why Chinamerica Radio?

No major American media group has decided to program any pop-Chinese music for the fastest growing immigrant group, Asians. There are already 15 million persons identifying culturally as Chinese in the United States, living in every state, not just big cities. Potentially, Chinamerica Radio can reach all of them, online, wherever they are. We are unique. We are free. No registration. Chinamerica Radio presents our announcements, commercials, and interviews in English. Only the Music is Chinese. Our Chinamerica Radio audience consists of young-adult working professionals from across the United States and around the world. Although our listeners have a strong relationship with their heritage, it is not necessary to have Chinese as a first language to enjoy our station. Because they are the fastest growing demographic in the US, our Chinamerica Radio potential listener base multiplies every month.

## Who is Chinamerica Radio?

Chinamerica Radio has been broadcasting since 2007 from Queens in New York City, the most ethnically diverse county in the United States. The owners and employees have over 150 combined years of radio experience. Because our operation is in the Greater New York metropolitan area, we actively participate in Civic, Social, Cultural, and Artistic events throughout the region. However, as an online station, we have listeners all over the world. Wherever there's a Chinese population, you'll find potential Chinamerica Radio listeners. We are privately owned and not affiliated with any media group or government.





## What music do we play?

Our music is all in Chinese. We play both Mandarin and Cantonese from the top music capitals of Chinese-Speaking Asia. Chinese-Americans in the United States can still enjoy Chinese Pop from their favorite Chinese artists, regardless of their cultural heritage or national origin.

Chinamerica Radio is constantly reviewing music charts, karaoke clubs, and music sales to determine what songs to play, both old and new. We're an exclusive, unique musical hybrid. Music is an international language and the Chinese Pop Music scene is vast and widely appreciated throughout every region and province. Chinamerica Radio is the only Chinese music radio station that with this philosophy. We've distributed thousands of our promotional postcards to give potential listeners a hint as to what they can expect to hear.

**(网络收音机 - 最流行的国语, 粤语时代曲 - 用英语讲解 - 天天24小时为您播放)**

Your favorite singers include (您最喜愛歌手包括):

5566 ★ A-do 杜成义 ★ A-mei 张惠妹 ★ Aaron Kwok 郭富城 ★ Alex Fong 方力申 ★ Andy Lau 刘德华 ★ Chou Chuan-hung 周传雄 ★ Chris Lee 李铭顺 ★ CoCo Lee 李玟 ★ David Tao 陶喆 ★ Eason Chan 陈奕迅 ★ Edmond Leung 梁汉文 ★ Elva Hsiao 萧亚轩 ★ F.I.R. 飞儿乐团 ★ Fahrenheit 飞轮海 ★ FAMA 农夫 ★ Flowers 花儿乐队 ★ Han Hong 韩红 ★ Hins Cheung 张敬轩 ★ Jay Chou 周杰伦 ★ Jill Vidal 衛诗 ★ JJ Lin 林俊杰 ★ Joey Yung 容祖儿 ★ Jolin Tsai 蔡依林 ★ Kary Ng 吴雨霏 ★ Kay Tse 谢安琪 ★ Kelly Chen 陈慧琳 ★ Khalil Fong 方大同 ★ Leehom Wang 王力宏 ★ Leo Ku 古巨基 ★ Leon Lai 黎明 ★ Lollipop F 棒棒堂 ★ Nicholas Tse 张栋梁 ★ Pauline Lan 蓝心湄 ★ Phoenix Legend 凤凰传奇 ★ Richie Ren 任贤齐 ★ S.H.E ★ Sha Bao Liang 沙宝亮 ★ Stefanie Sun 孙燕姿 ★ Super Junior-M ★ Zhang Shan Wei 张善为 ★ Zhang Zhi Cheng 张智成 ★ Zheng Jun 郑钧

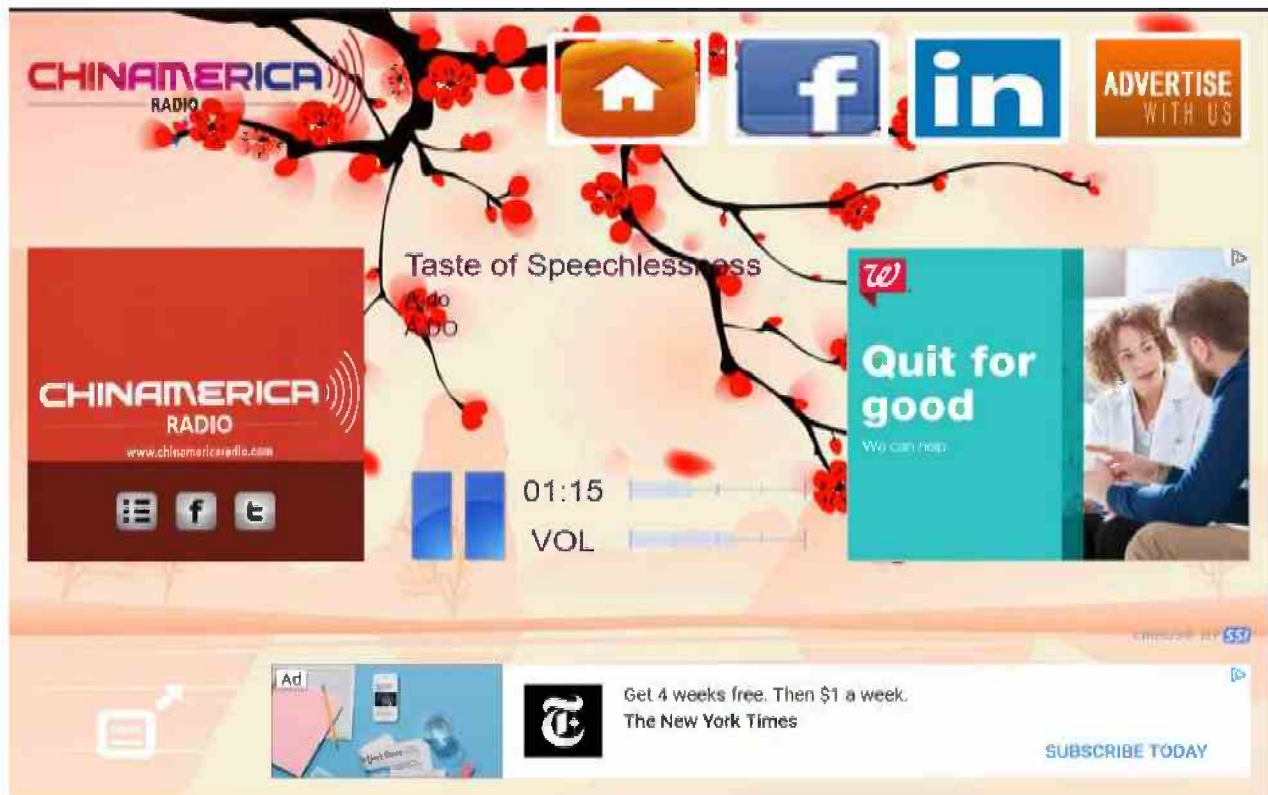
You cannot get this type of programming anywhere else and you won't get this unique and exciting audience that only Chinamerica Radio can deliver. We also track the live concert scene and know when Chinese artists are coming to the United States. Although completely under the radar by most mass-media, Chinamerica Radio knows who's playing where, whether in Atlantic City, Las Vegas, New York, Los Angeles, San Francisco, or casino-resort properties that regularly present Chinese Pop artists at their performance venues.

**CHINAMERICA**   
RADIO

## Where Can You Listen to Chinamerica Radio?

Go to the “Listen Live” tab on our website and go to our very own exclusive player, featuring artist name, song title (in English) and a menu to other cool links.

Our player looks like this:



We’re also on dozens of other Internet Radio directories (i.e. TuneIn, MusicGoal, Streema, etc.) Just search for Chinamerica Radio.

Take us with you. Download our phone app from your favorite app store including iPhone, Google Play, Blackberry, and Windows Phone.



## Our Community

Chinamerica Radio believes in due diligence to our community.  
We are members of:

- **The Asia Society**
- **The China Institute**
- **Museum of Chinese in America**
- **National Association of Asian American Professionals**
- **Taiwan American Professionals - NY**
- **Coalition of Asian & Pacific Americans**
- **Asian In NY**
- **SUNY Confucius Institute for Business**

We participate and support many events that put us in direct face-to-face contact with our audience:

- **Lunar New Year parade-Chinatown NYC**
- **Lunar New year parade Flushing**
- **Lunar New Year Fashion Show**
- **Hong Kong Dragon Boat Races**
- **Asian Pacific Islander Heritage Month**
- **Passport to Taiwan**
- **SUNY CIB Seasonal events**
- **Asian Diversity MBA Career fair**
- **NAAAP Career Fair**

Sunday at 10:00am (Eastern Time) we present Spectrum, our weekly interview Program with a newsmaker, entrepreneur, artist, author or guest with important and interesting topics for and about our audience.

Chinamerica Radio also offers an abundant amount of free Public Service time to non-profit agencies with outreach to our Chinese communities both on our Spectrum program and with scheduled PSA announcements

Wherever we go, whatever we do, our Chinamerica Radio Sponsors go along with us. Support for us reflects your support for our community.





价值定位：我们自 2007 年创立以来的使命就是给华人社区提供最棒的网络广播娱乐和资讯

- 服务美国境内的每一个华裔家庭
- 美国每个地区，州，和城市的 410 万华裔人士
- 美籍华裔的购买力：在 2017 年达到 每年一万亿美元（根据 Nielsen 数据）
- 美国增长最快的移民族裔，70%是华人后代
- 免费收听。不需要登记，订阅，零支出
- 24 小时 7 天不间断的国语和粤语流行音乐
- 广告全部是英文，不需要翻译或根据族裔改编广告
- 任何智能设备，电脑，平板电脑，或手机应用都可以在网上 24 小时收听
- 美籍华裔人群在任何设备上都比总体普通人群花 20%更多的时间来获取娱乐和新闻资讯（根据 Nielsen 数据）
- 我们没有竞争者。没有美国的主流媒体公司的卫星或地面竞争对手（比如 SiriusXM, iHeart Radio, CBS, Cumulus, TV)
- 我们的管理团队在电台广播运营方面有超过 150 多年的总和和经验
- 为客户全面定制的经济型广告价格计划
- 我们在全球其他市场有 400 万讲英文的华人听众
- 我们的收听量可以从 Google Analytics, Quantcast, GoSquared, ShinyStat 找到

更多完整的定制计划或私人会议和演示，请联系史蒂夫。

Steve Warren 718-729-1962  
[steve@chinamericaradio.com](mailto:steve@chinamericaradio.com)



**VALUE PROPOSITION:** Our Mission is to provide unique entertainment and information to the Chinese-American community (since 2007)

- Potential to reach every Chinese-American household in the U.S.
- 4.1 Million Chinese-Americans in U.S. from every region, state, and municipality
- Asian-American buying power: One Trillion Dollars annually by 2017 (Nielsen)
- Asians are fastest growing U.S. immigrant group, 70% culturally/ethnically Chinese
- Exclusive 24/7 Format of Pop Contemporary Chinese (Mandarin-Cantonese) music
- Announcements and commercials are in English, no “ethnic” campaign, translation, or production necessary
- Available streaming online-only 24/7 via any smart device, computer, tablet, and customized phone app (iPhone, Android, Windows, Blackberry)
- Chinese-Americans spend 20% more time on devices for Entertainment, News, and Information than general population (Nielsen)
- Competition? None. No satellite or terrestrial competitors from any major American media company (i.e. SiriusXM, iHeart Radio, CBS, Cumulus, TV)
- Free. No registration, subscription, or cost to listen
- 150+ years combined expertise in radio broadcasting from management team
- Every advertising and promotional campaign is fully customized for every client
- Global market includes another 4 million Chinese in English-speaking countries
- Listener statistics available from Google Analytics, Quantcast, GoSquared, ShinyStat

Contact: Steve Warren 718-729-1962

[steve@chinamericaradio.com](mailto:steve@chinamericaradio.com)



## Flying Dragon Package

The magnificent Flying Dragon can soar over towering mountains, cross the deepest oceans, and travel to far distant lands and so can your company message.

Our exclusive Flying Dragon package is our absolutely best resource for maximum exposure over the long-term. It is designed specifically with travel, tourism, consumer products, or companies with a national or international image and footprint. If you are an airline, a hotel group, casino-resort, insurance carrier, financial institution, food product manufacturer or distributor, travel agency, or tourism/trade bureau, then this is the opportunity for you!

Throughout your annual agreement, we offer unlimited copy changes, seasonal promotions, and flexible scheduling. The important thing is that your company name will always be in front of our listeners on our broadcasts and in banners on our website. Your Flying Dragon package includes:

- 8 commercials per day
- 60 seconds each
- 365 Days a year
- Rotating evenly through every day
- 2920 Total commercials annually
- Banner and link on our website



## Silk

Silk is a mystical fabric, spun meticulously from a living creature known for its beauty, persistence, and rewarded with the gift of beautiful and strong wings for flight as a moth. The silkworm passes through many stages of life, just like many businesses. As a product of growth and maturity through the stages of life, it leaves behind the tiny threads of silk that when crafted carefully, can become something of strength and beauty.

Trade on the famous Silk Road was a significant factor in the development of the civilizations of China. Just like the ancient Silk Road was the route to riches and prosperity, our Silk package will assist in the construction and strengthening of your brand? Shouldn't your business have the same legendary status? If your company thrives on productivity, just like the silkworm, your business never stops. With Chinamerica Radio listeners 24/7 neither will your message. Sign up for our Silk package today and lock-in a whole year of advertising. Your annual Silk package consists of:

- **8 commercials per day ·30 seconds each**
- **Rotating evenly throughout every day**
- **365 days a year**
- **2920 Total Commercial annually**
- **Banner and link on our website**

Here's the best part...Just like a piece of fine Silk fabric, our package can be tailored into smaller units. If you have a tight budget, but still want to take advantage of daily exposure and brand building, you can get a Half-Package and even a Quarter-Package at a comparable reduction of price. See our price list for complete details.





## Diversity? We Can Help. . .

If your company has been aggressively “out there” promoting itself to the Asian community, we’ve probably seen you at various events.

- You want the Asian community to be familiar your brand.
- You want them to be comfortable doing business with you.
- You welcome potential future employees and representatives from that community into your corporate structure.
- You want to associate your company with events and interests for those communities

Therefore, participation in our specially priced Diversity promotional package gets your message directly to the Asian community.

No overkill. No waste. You can promote your corporate image at a fraction of the cost of a typical 10 x 10 career fair booth and keep your image visible to the community in-between fairs and corporate outreach events.

Chinamerica Radio is a logical, visible, and economical addition to your existing outreach activities.

Here’s where you can promote your company and solicit applicants for available jobs and opportunities by using Chinamerica Radio. This is your chance to talk about your company, not just your products\*. A Diversity schedule on Chinamerica Radio can also help satisfy EEO obligations and will provide documentation of your outreach to minority communities.

Here’s what you get with our Chinamerica Radio Diversity Package:

- **4 announcements per day**
- **30 seconds each**
- **Unlimited copy changes**
- **Fully customizable messages**
- **1460 Total Announcements per year**

\* With some exceptions, this package is designed to promote your company and corporate outreach rather than retail products and services



## ***Spectrum***

Spectrum is our critically acclaimed 15 minute weekly Public Service interview program on every Sunday morning at 10:00am (Eastern US). The program remains on our website as a download/podcast 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.





# ADVERTISING RATE CARD

## Effective January 1, 2025

**All packages are annual unless otherwise noted. Custom packages are available.**

Package	#Spots	Length	Monthly	Annually
Flying Dragon	2920	:60	\$1538.33	\$18,460
Silk (Full)	2920	:30	\$1047.91	\$12,575
Silk (Half)	1460	:30	\$ 533.33	\$ 6,400
Silk (Quarter)	730	:30	\$ 276.66	\$ 3,320
<b>Diversity*</b>	<b>1460</b>	<b>:30</b>	<b>\$434.00</b>	<b>\$ 5,200</b>
Spectrum Sponsorship	26	:60	\$50@show	\$ 1,300 (6 months)
(Includes :15 open/close per show & 20 weekly promos :15 each)				

All advertisers receive:

- Banner and link on [www.chinamericaradio.com](http://www.chinamericaradio.com) website
- Product or promotional placement at Chinamerica Radio public appearances and promotional events.

\*Exclusively for Chinese/Asian community outreach, Human Resources, Educational, Cultural, Non-Profit, Career Expos, etc. Not for advertising or promotion of retail products.

All advertising products are Agency Commissionable at 15%. An affidavit of performance is available upon request at the end of each month. Pre-approved accounts Net 60 from billing date.

For additional information, please contact:

Chinamerica Radio  
400 W. 43<sup>rd</sup> Street #20H  
New York, NY 10036  
 (USA +01) 718-729-1962  
[sales@chinamericaradio.com](mailto:sales@chinamericaradio.com)



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# CONTACT US:



400 W. 43<sup>rd</sup> Street #20H

New York, NY 10036

(USA+1) 718-729-1962

Txt-Mobile 917-405-7575

[sales@chinamericaradio.com](mailto:sales@chinamericaradio.com)

[events@chinamericaradio.com](mailto:events@chinamericaradio.com)

[news@chinamericaradio.com](mailto:news@chinamericaradio.com)

[www.chinamerica.biz](http://www.chinamerica.biz)

Advertising

Civic, Social, Cultural participation

News or event coverage, press releases

Business to Business Website

## Social Media:



NYCSteve



chinamericaradio



/chinamericaradio



linkedin.com/in/Chinamerica



@chinamericaNYC

**Mobile apps:** Search for "Chinamerica Radio"



iPhone

