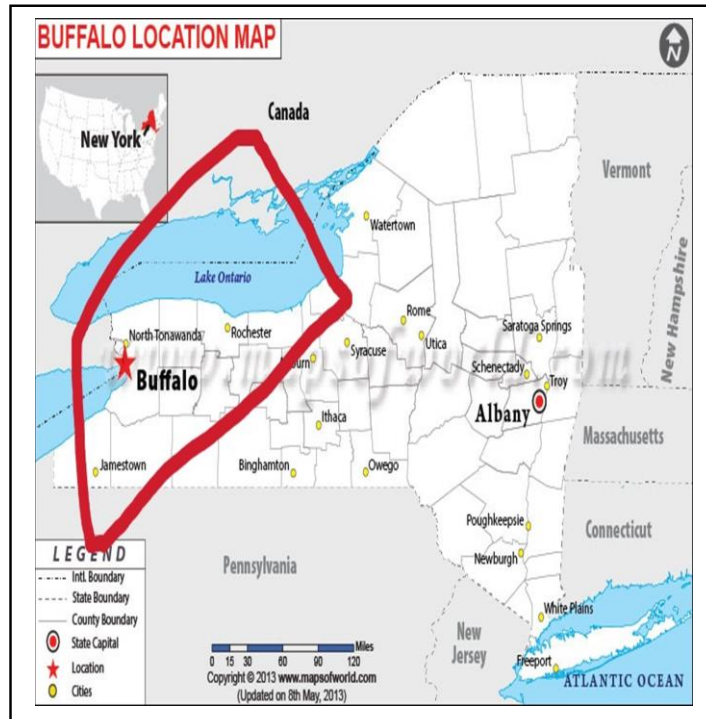


SHOW NAME: Sin Fronteras WNY (Beyond Boundaries WNY)

SHOW TIME: Fridays at 1:00 - 1:30pm

STATION CHANNEL: WUFO will be on 1080 AM & 96.5 FM

Website: <http://hispanicheritagewny.org/sin-fronteras.php>



GEOGRAPHIC REACH: Buffalo and Rochester New York inner cities and suburbs, Southern Ontario (Hamilton), Toronto, Niagara Falls, parts of Erie, and Pennsylvania.

TARGET AUDIENCE: Sin Fronteras WNY is media platform for acculturated Hispanics in WNY producing content that informs, entertains and inspires the forward thinking. Stories will target bi-cultural Hispanics that are WNY residents with cultural ties to Latin America. Many Latinos today identify with both cultures. Sin Fronteras WNY will fill the need for a news platform that caters to bilingual or English-speaking Latinos that targets bicultural Hispanic millennials and beyond, with local news they can trust and count on. On Sin Fronteras WNY listeners can count on top stories with a bicultural slant they can't find in the WNY area.

A growing share of Latinos now get their news in English...

The language of news media consumption is changing for Hispanics: we were once told that if you want to reach the Hispanic audience you have to do so in the Spanish language, but a change of the times has shown that this is not the case anymore.

According to the Pew Research Center, a growing share of Latino adults are consuming news in English from television, print, radio and internet outlets, and a declining share are doing so in Spanish.

The explanation to this shift in the Hispanic community is simple: slowing immigration and a growing number of U.S. born Latinos entering adulthood who are college educated, bilingual, and or English language dominant.

Overall, television and radio are by far the most popular news platform among Latino adults, followed by the internet and print newspapers.

Buffalo News August 4, 2017

Area's first bilingual radio show debuts Friday on WUFO

Buffalo's first bilingual radio program, Sin Fronteras WNY (Beyond Boundaries), debuts at 1 p.m. Friday on WUFO, 1080 AM and 96.5 FM. The half-hour show is being presented by the Hispanic Heritage Council of Western New York and will be hosted by Samantha Martinez and Michele Agosto. The weekly show will provide local news and information as well as stories from Latin America and around the United States with a bicultural slant targeted to Western New York's Hispanic population. It also will feature interviews with community leaders, public officials and area professionals and will provide information about events happening in the Buffalo area. Sin Fronteras will target Hispanics living in Western New York but who also maintain cultural ties to Latin America. -Rod Watson



Samantha Martinez 716-986-5998
 Michele Agosto 716-228-7370
 Casimiro Rodriguez 716-912-3489

Sin Fronteras WNY Advertising Rates
sinfronteraswny@gmail.com



Host: Samantha Martinez & Michele Agosto

All options are one (1) advertisement per show, unless otherwise noted, 6 & 12 month contracts available. Currently, shows are once a week, Fridays from 1:00 PM -1:30 PM.

OPTION 1:

1 / 10 second commercial: \$25 * 5 / 10 second commercial \$100 (Special)

LIVE READ of Company name and slogan

OPTION 2:

1 / 15 second commercial: \$35 * 5 / 15 second commercial \$150 (Special)

LIVE READ of Company name, slogan, word of the week, event promotion, etc...

*** Content will be produced by client, 3-5 written lines***

OPTION 3:

30 second commercial slot: \$50

LIVE READ TOSS TO COMPANY COMMERCIAL, then play AIR-READY produced commercial

Client will provide to SFWNY a 30 second branded AIR-READY commercial. Client may seek an independent media/marketing house to professionally produce material at a separate cost. Production of 30 second promo: Contact independent production house of choice Information on production houses provided upon request

OPTION 4:

Monthly Featured Guest: Competitive Rates Available Call Us For Details

LIVE ON-AIR INTERVIEW FOR 10 MINUTES ONCE A MONTH as agreed to by both parties.

OPTION 5:

Sponsorship Full Segment – Competitive Rates Available Call Us For Details (4 shows)

CHOICE OF : A BLOCK- news segment, B BLOCK-interview segment, or C BLOCK- community segment. ***Client will provide to SFWNY a 30 second branded AIR-READY commercials that will be used to introduce or close preferred block Client may seek an independent media/marketing house to professionally produce material at a separate cost. Production of 30 second promo: Contact independent production house of choice Information on production houses provided upon request***

OPTION 6:

Show Lead Sponsor: Competitive Rates Available Call Us For Details

Company name and slogan will be included in show open and first commercial toss in every show.

A Professionally branded 30 second AIR-READY radio commercial will be provided to the client at no cost.

Company branded items will be used as “product placement” during FB LIVE broadcast and post video production.

LIVE banter with radio hosts will be periodically included during the show to endorse client’s brand.

Please Note: We have registered with the New York State Attorney General's Charities Bureau (Reg. No. 42-75-45).

Our annual CHAR500was filed with the New York State Attorney General's Charity Bureau before its due date.

You may obtain a copy of such annual report upon request from us by mail addressed to P.O. Box 361, Buffalo, New York 14201.

You may also request a copy of such annual report from the Attorney General's Charities Bureau, 120 Broadway, 3rd Floor, New York, NY 10271.