

The background features a scenic view of a beach with turquoise water and a city skyline in the distance. A large, multi-colored rainbow graphic is centered in the upper half of the image. Overlaid on the rainbow is the station's logo, which consists of a red globe with white grid lines and the text 'SHAKE 108 107.9 FM' in a bold, white, sans-serif font with a slight shadow effect.

**SHAKE
108^{107.9}
FM**

MEDIA KIT

305 COMMUNITY RADIO INC.

A 501-C3 NON-PROFIT

SHAKE 108 107.9FM

Shake 108 FM received FCC approval
for a local FM station on March 5th, 2014

THE STATION HAS THREE GOALS:

- 1) Bring a wide variety of eclectic music back to the Miami music scene. Most FM radio stations are dominated by the big multi-national media conglomerates which play the same commercialized music over and over.
- 2) Help the community by giving a free voice to many Miami non-profits in order to announce their community events/causes. We are the voice of the community!
- 3) Promote the local musicians, local comedians and local artists. Miami has great homegrown talent and we need a station willing to promote them.

ADVERTISING VS UNDERWRITING

305 Community Radio Inc. is a non-profit so we have certain rules when running a so-called "advertisement". In a non-profit, an "advertisement" goes by a different name known as "underwriting". See back page for underwriting guidelines.

WHY IS UNDERWRITING BETTER?

Besides promoting your business...

Underwriting also helps the local community, plus its a tax write off!

UNDERWRITER PRICING

Commercial Plays

12 PER DAY

\$1500

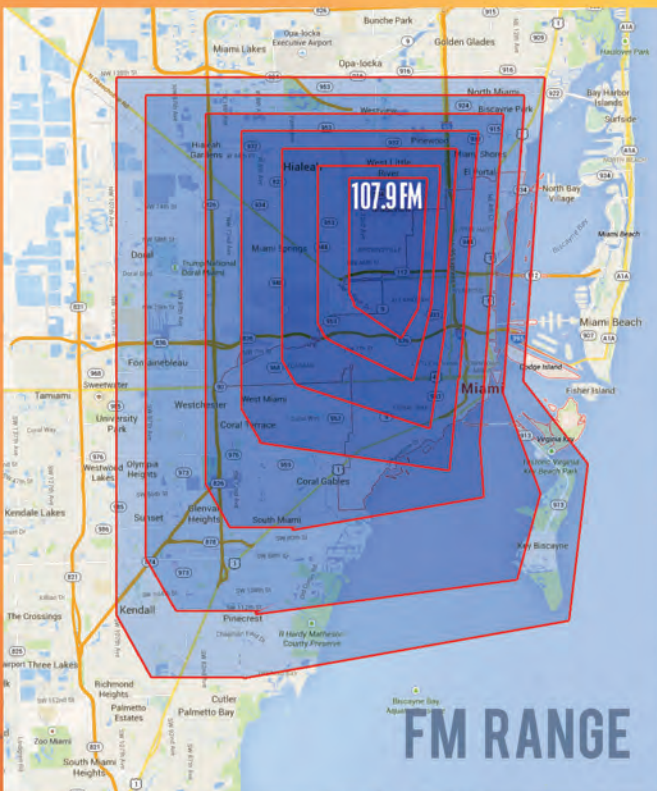
/a month

\$4.17

per commercial

SMALL BUSINESS DISCOUNT:

Companies under 8 employees can receive a **50%** discount to help the small business community. Contact us for more information.



DEMOGRAPHICS

500,000 POPULATION WITHIN FM RANGE

CITY OF MIAMI · CENTRAL MIAMI · WEST MIAMI

LITTLE HAVANA · DESIGN DISTRICT · OVERTOWN

LIBERTY CITY · KEY BISCAYNE · HIALEAH

WESTCHESTER · KENDALL · BRICKELL · COCONUT GROVE

PINECREST · DORAL · WYNWOOD

LITTLE HAITI · OPA-LOCKA · CORAL GABLES

UNDERWRITING GUIDELINES

WMIV-LP 107.9 is funded by our listeners. WMIV-LP supplements its operating expenses by offering underwriting to local businesses as a means of publicity for them and revenue for the station.

As an underwriter, rather than an advertiser, you are associated as a “supporter” or “sponsor.” The FCC allows announcements to be made to identify the underwriter which in turn provides a higher community profile and a more philanthropic appearance than the average advertiser.

UNDERWRITING EXAMPLE: This station is supported by Properties of Miami Real Estate Agency. Focused on buying & selling residential, commercial and luxury properties with expertise in all of Miami’s specific neighborhoods. More information can be reached by visiting PropertiesOfMiami.com or by visiting their office located in downtown Miami.


PropertiesOfMiami.com - Miami’s real estate professionals.

“We have quite a bit of flexibility when creating these radio announcements & can be creative!”

Here are some guidelines for the radio announcement:

- Underwriting radio announcements language must be “value neutral” and factual.
- Reasonably short in length – 20-30 seconds.
- Lists of items is OK.
- No “call to action” in the spot.
- Passive identifiers are OK. (what, when, where, etc.)
- No mention of special sales or discount offers.
- Contests or giveaways can be done separately.

State of Florida certificate of 501-C3 Non-Profit Status

	Consumer’s Certificate of Exemption			DR-14 R. 04/11
Issued Pursuant to Chapter 212, Florida Statutes				
85-8016552647C-3	09/24/2014	09/30/2019	501(C)(3) ORGANIZATION	
Certificate Number	Effective Date	Expiration Date	Exemption Category	

INFO@SHAKE108.COM • WWW.SHAKE108.COM
305 COMMUNITY RADIO INC. – SHAKE 108 FM