



## AUDIO

**DOMINANT FM RADIO STATION:** CINA-FM 102.3 is the only FM radio station targeting the 320,000 Arabic-speakers in Metro Detroit and Windsor-Essex. Our popular live hosts are Rami Sadeq 7am to 9am, Rana Haddad 9am to Noon, and Rasha Zreaka 4pm to 7pm. Rami, Noor Kinani and Wafaa Al-Kudimi provide locally-focused Arabic language newscasts to keep our listeners up to date. Contests and promotions add an extra level of audience engagement.

*Ad elements include 30-second audio ads, news and weather sponsorships, promotional sponsorships and talk shows.*

**POWERFUL APP:** CINA RADIO app includes simulcast streams from CINA Radio 102.3 FM. Our app enhances our coverage into areas of Metro Detroit and Essex County. Programs and ads heard on our FM signal are also heard on our stream

*Ad elements include in-app display banner, podcasts and video*

## DIGITAL

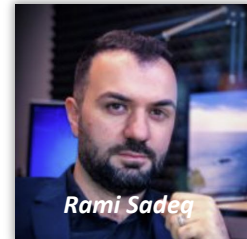
**WEBSITES:** CINA Radio operates 2 websites that attract thousands of monthly visitors. **radiocina.com** is focused on content from our radio station. It includes on-demand advertiser video and audio as well as information about our announcers and on-air promotions. It is a popular way for players to enter our contests. **Arabicdetroit.com** is an information portal that provides local news from Detroit and Windsor in the Arabic language

*Ad elements include display banners, podcasts, video ads, content sponsorships.*

## SOCIAL

**SOCIAL MEDIA MARKETING:** CINA Radio 102.3 FM's Facebook page includes personality and feature content from CINA Radio. It may also be used to post content on behalf of advertisers.

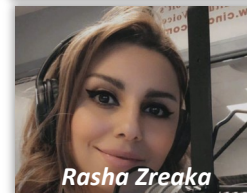
*Ad elements include sponsorship of news teaser posts, advertiser posts, photos and video.*



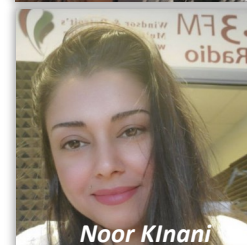
Rami Sadeq



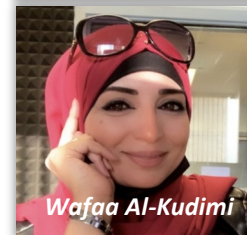
Rana Haddad



Rasha Zreaka



Noor Kinani



Wafaa Al-Kudimi



Senan Ibrahim

REACH 320,000 ARABIC-SPEAKING CONSUMERS IN METRO DETROIT AND WINDSOR-ESSEX.