

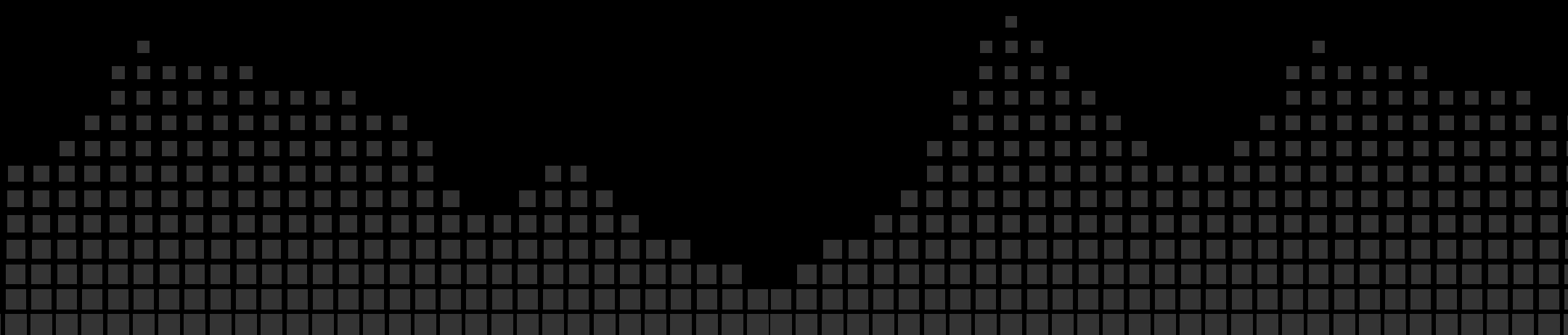
ON AIR



# WAZOONE MUSIC



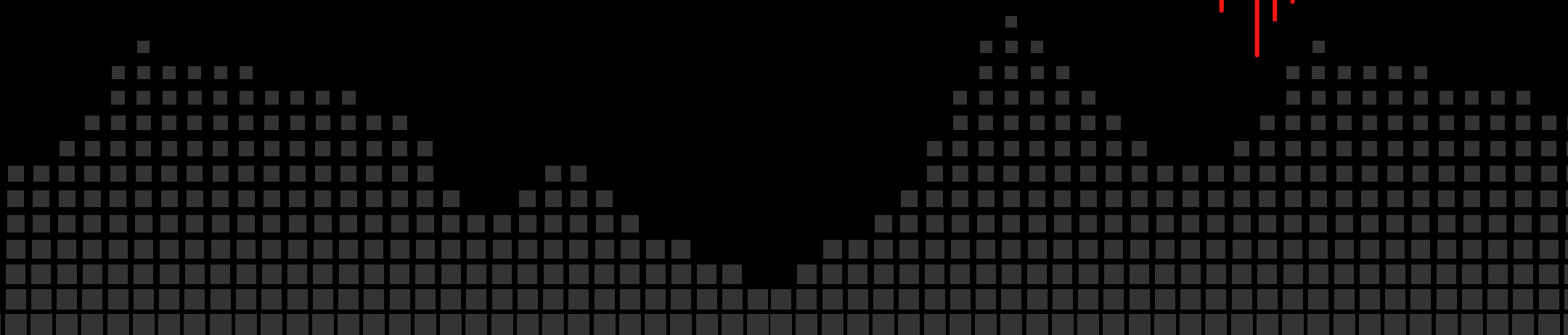
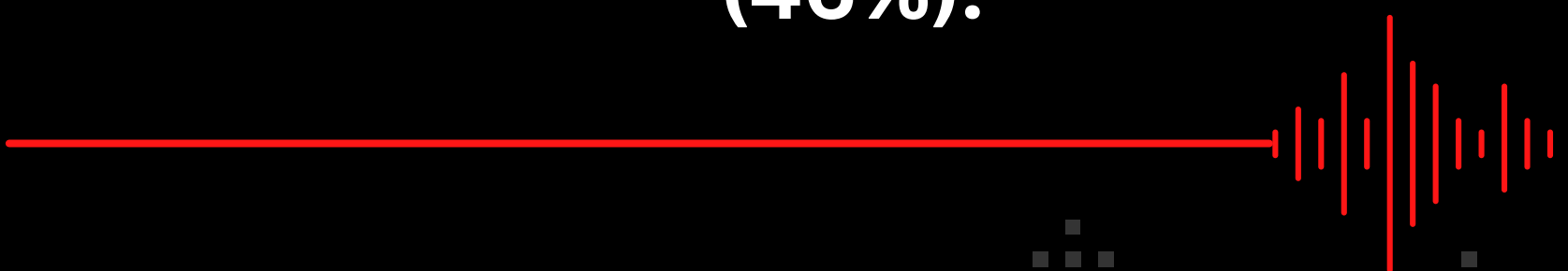
**RADIO &  
STREAMING  
BREAKDOWN**







- **According to Nielsen's Total Audience Report Q1 2021, broadcast radio reaches approximately 227 million adults (age 18+) in the United States on a weekly basis.**
- **This roughly represents 88% of the total adult population in the country.**
- **It reaches more people than TV (87%), smartphone (81%), PC (54%), TV-connected devices (52%), and tablets (46%).**





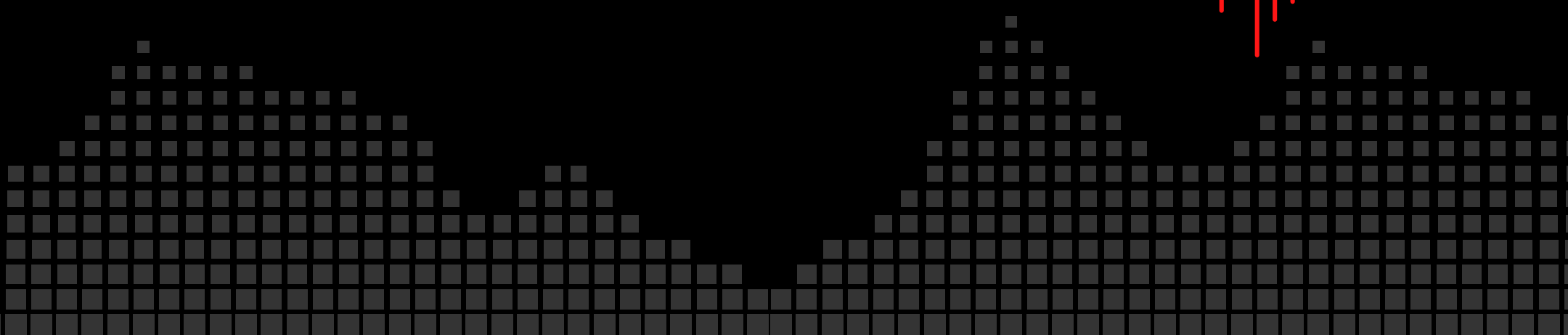


## How Are Radio Advertising Costs Calculated?

*\*As a general guide, it cost an average of \$13 to reach 1,000 adults in the US.*

**Radio advertising costs consider two main factors:**

- **The number of people that typically listen to the show at the time of day you want to run your radio ad.**
- **The cost to reach 1,000 listeners (CPM=cost per thousand impressions) for that particular slot.**

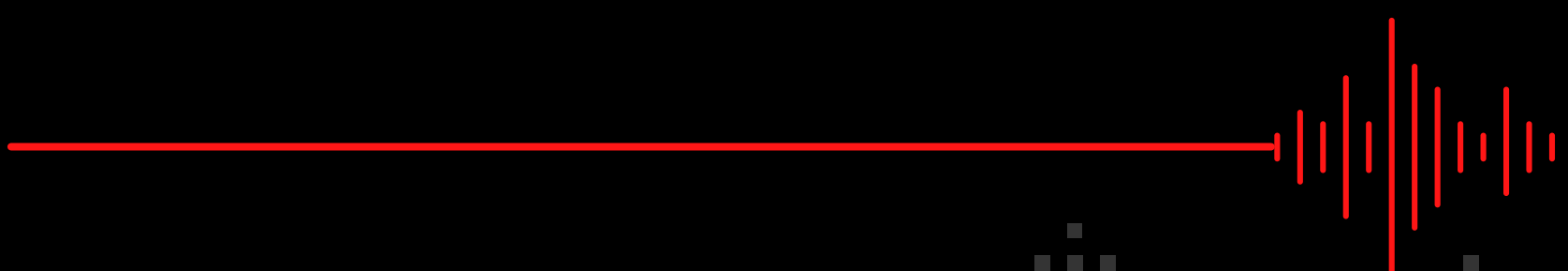






- **As an example, if you want to broadcast your ad on a show that reaches 4,000 people and has a CPM of \$13, your per spot ad cost will be \$52.**
- **You'll then have to take this figure and multiply it by the number of times your ad will be shown. If you want to play the ad twice a day for a week, your total radio ad cost will be \$728.**

*Next are the general calculations through streaming services:*



Streaming Services		Streaming Count (Per Listener)	Earnings (\$)
	<i>(Per Stream Pay Rate)</i>		
<b>Apple Music</b>	\$0.00735	100,000	\$735.00
		1,000,000	\$7,350.00
		1,500,000	\$11,025.00
<b>Google Play Music</b>	\$0.00676	100,000	\$676.00
		1,000,000	\$6,760.00
		1,500,000	\$10,140.00
<b>Spotify</b>	\$0.00437	100,000	\$437.00
		1,000,000	\$4,370.00
		1,500,000	\$6,555.00
<b>Youtube</b>	\$0.00069	100,000	\$69.00
		1,000,000	\$690.00
		1,500,000	\$1,035.00
<b>Tidal</b>	\$0.0125	100,000	\$1,250.00
		1,000,000	\$12,500.00
		1,500,000	\$18,750.00
<b>Amazon</b>	\$0.00402	100,000	\$402.00
		1,000,000	\$4,020.00
		1,500,000	\$6,030.00





*Ready to make THOUSANDS of dollars just from  
Radio and Media Streaming???*

LET US CUSTOMIZE A JINGLE OR  
COMMERCIAL ADVERTISEMENT  
FOR YOUR AUDIENCE!

