



THA AFTERPARTY RADIO NETWORK



App available on iTunes and Google Play Store

ABOUT THA AFTERPARTY

THA AFTERPARTY Radio is the premier Internet-based radio network offering a cross selection of entertaining programs to an exceeding 200,000+ consistent unique listening base that continues to grow month-after-month. THA AFTERPARTY Radio appeals to a variety of listeners with more than twenty five shows that are comical, informative and inviting. These shows feature a diverse cast of hosts that bring the highly entertaining content and controversial topics. The variety of shows range from sports, talk, music, religion, relationship, politics, community, pop culture and more. THA AFTERPARTY Radio takes pride in featuring today's hottest music and top nationwide DJs while providing a platform for entrepreneurs and the indie-artist community. Tuning in is a breeze with our APP. that is available on iTunes and the Google Playstore.

THA AFTERPARTY is NOW bi-coastal with two broadcasting studios with stations in both Dallas, TX and Los Angeles, CA. We offer three very distinct "sides" to choose from, The A Side, The B Side and The Westside.

OUR LISTENERS

People Tune Into Us From All Over the World!

LISTENERS

200,000+

unique monthly visits and growing

SOCIAL MEDIA

30K followers

AGE RANGE

28-48

54%
FEMALE



46%
MALE

THE A SIDE

On the A SIDE, listeners will enjoy family-friendly programming including discerning listener. On the A Side, listeners can enjoy more family-shows hosted by our youth. The A SIDE provides listeners friendly programming with a strong focus on faith and community, as well as soulful and jazz-inspired music selections.

THE B SIDE

For more adult-oriented topics and conversations and Hip-Hop themed music, the B SIDE is where everyone can just let loose. The B Side is the right option for listeners and content creators to keep it real, discuss everything pop culture and what's new and trending. The B Side's music and content is edgy, controversial and always entertaining.

THE WEST SIDE

Now open in Los Angeles, CA, The West Side is where listeners can enjoy an authentic blend of West-coast classic and today's hit music while featuring a variety of entertaining shows with extremely talented and relateble hosts.

INTERESTED IN YOUR OWN SHOW ON THA AFTERPARTY? 214-531-3301

THA AFTERPARTY RADIO NETWORK

MUSIC | LIFE | CULTURE | COMMUNITY | COMEDY | ENTERTAINMENT | EVENTS

OUR REACH

Our target audience is comprised of young adults both male and female, ages 28-48 with a household income between \$30-\$80K per year. Through the Internet our reach is international. The majority of our monthly repeat on-line listeners tune-in from an average of about 43 cities in North America and 85 territories total world-wide.

FOR ARTISTS & BRANDS

Online radio streaming is gaining ground according to data, 65.85 million Americans used such services monthly in 2017, on average tuning in for 14 hours 39 minutes every week. Forecasts suggest that 55.8 percent of the entire U.S. population and as much as 68.4 percent of the U.S. Internet users will have become on-line radio users by 2018.

SPONSOR BENEFITS

As the number of monthly digital radio listeners is expected to continue to increase, Tha Afterparty Radio Network can assist with capitalizing and maximizing in this marketplace with various advertising and sponsorship packages that will exceed your marketing expectations. Contact us today to discuss your options for streaming, digital and street promo packages.

Let us design a marketing plan that suits your needs and assists with reaching your target audience.

Tel. (214) 531.3301 Email: followmeto@thaafterparty.com

THA AFTERPARTY SOUTH

1910 Pacific Avenue
Suite #13400
Dallas, TX 75201

THAAFTERPARTY.COM
DALLAS, TX & LOS ANGELES, CA

THA AFTERPARTY WEST

11222 S. La Cienega Boulevard
Suite #645
Inglewood, CA 90304



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PARTNERSHIP OPPORTUNITY PACKAGES

FOR BRANDS

\$75 per show

- (1) 30 min interview
- 4 days pre-interview social media
- 3 days post-interview social media
- Inclusion in our "On Demand play-lists"

\$150 Show Title Sponsorship * weekly rate *

- Commercial Production
- (3) mentions/ or (2) 30 sec spots
- (1) 30 min interview
- 4 days pre-interview social media
- 3 days post-interview social media
- Inclusion in our "On Demand play-lists"

\$65 Segment Sponsorship

- Commercial Production
- (2) 30 sec spots
- 7 days social media promo

\$750 Live Broadcast

(Broadcast from advertisers business or dedicated location for 2.5 hours)

- DJ + Sound
- (2) Station Hosts
- Featured Giveaway/Contest
- Commercial Production
- Flyer creation + 250 printed to distributed
- Event Recap

Commercial spots

- \$10 per spot for 10 spots or less
- \$7.50 per spot for less than 20 spots
- \$5 per spot for 20+ spots trending with a little bit of controversy.

FOR LABELS AND ARTISTS

THA AFTERPARTY RADIO NETWORK reports to and is SoundExchange compliant. T.A.R.N plays top artists hit music and is a platform designed to provide indie up-and-coming artists and labels a marketplace to thrive. Getting in the mix with T.A.R.N allows for indie artists to be discovered and to get their music heard. Our promo packages are very affordable and suits all artists budgets. Promotional campaign sponsorships are listed below.

POWER PACKAGE - \$250

- (1) 30 min interview - will receive mp3 and can be video recorded at artist expense for artists/labels to use on social media & EPK
- 10-a-day 1-song inclusion on the "On Demand play-lists"
- Promotion on all social media platforms for 4 weeks
- Interview will be replayed 12 x's 4 weeks

POWER PLUS PACKAGE - \$500

- (1) 30 min interview
- 15-a-day 1-2 song inclusions on the "On Demand play-lists"
- Interview will be replayed 36 x's 3 months
- Promotion on all social media platforms for 3 months

POWER IMPACT PACKAGE - \$1,000

- (1) 30 min interview
- 20-a-day 1-2 song inclusions on the "On Demand play-lists"
- Interview will be replayed 48 x's 3 months
- Promotion on all social media platforms for 3 months
- Media Kit/EPK created with PR e-blasts to listener-base, power list of DJs, and bloggers/members of the media 10k+ 2 x's per month for 3 months (hi-res photos & graphics to be provided by artists)

FOR PODCASTERS

There could not be a better time for podcasters and content creators to thrive in this marketplace. The number of podcast listeners in the United States is rapidly growing. According to Statista, the average number of monthly podcast listeners amounted to about 58 million in 2016, and is due to increase to 112 million by 2021. The podcasts trend is continuously expanding and we have a platform designed just for you. **Join the movement!**

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PODCASTER PACKAGE \$125 PER WEEK

OUR FACILITIES CAN ALSO BE USED

- Video recording (Los Angeles studio has a green screen room 250 SF) - Negotiable
- On-Air Promotions Infomercials \$1 per minute (30 minute minimum)
- Audio production \$35 per hour

OTHER NEGOTIABLE SERVICES

- Promotional live broadcasting
- Event coverage
- Talent hosting

CONNECT WITH T.A.R.N



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