

Bishop Victor T. Curry, President/General Manager

**Nobody Does Gospel or Talk Better
Stellar Award Radio Station of the Year
Gospel AM 1490 WMBM
WWW.WMBM.COM**

*13242 NW 7 Avenue, North Miami, Fl 33168
(305)769-1100 (800)721-WMBM wmbm@wmbm.com*

Effective January 14, 2011

GOSPEL AM 1490 WMBM GIVES YOU ACCESS

ACCESS to a BUILT-IN AUDIENCE of 17 thousand members/listeners of our corporate owner New Birth Baptist Church Cathedral of Faith International

ACCESS to a multi-thousand member multi-denominational church congregation community in Miami-Dade, Broward and Palm Beach Counties

ACCESS to the ultimate loyal listener - one who awakens and falls asleep with WMBM daily

ACCESS to more than 50 thousand steady local listeners with high discretionary income

ACCESS to an active buying community

ACCESS to creative programming, promotions and print

**GOSPEL AM 1490 WMBM GIVES YOU ACCESS TO A
MEGA-GOSPEL CONSUMER**



GOSPEL AM 1490 WMBM DELIVERS

Progressive Talk in Morning Drive

Legendary and Classic Gospel Music

An amazing variety of New gospel music including hip hop, instrumental, reggae, Rhythm and Blues

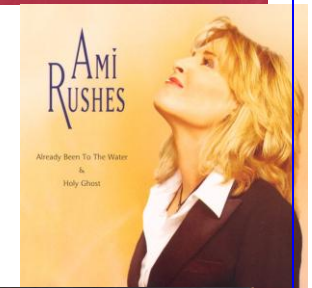
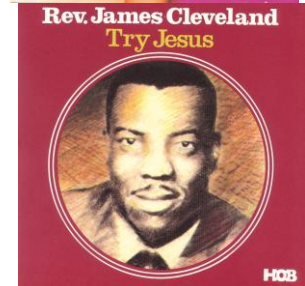
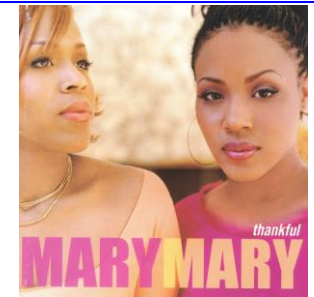
Inspirational Teaching Programs

Lifestyle talk Midday and Weekend

A 51 hours per week listening audience

Full media exposure and ultimate saturation: on air commercials, program underwriting, infomercial segments, website, print, person to person

Some 2500 listeners globally via our website WWW.WMBM.COM where our live stream is available in Real Player and Windows Media Format, assuring ACCESS.



DO YOU KNOW WHAT THE RESEARCH SAYS ABOUT BLACK CHRISTIAN CONSUMERS

We represent \$723 Billion Dollars in buying power

Corporate America has set its sights on the Black Christian market - an active middle to upper class market

Barnia Group Ltd. (A religion research firm) says 53% of Blacks attend church regularly - which means the best way to reach them is through a Christian or gospel marketing vehicle - WMBM GIVES YOU ACCESS!!!

Faith-based entertainment products i.e. gospel music, literature, film and radio represent one of the largest and fastest growing markets

Who advertises in gospel: Ford, Tyson Food, Bank of America, One United Bank, American Airlines, Fashion Clothiers, Coca Cola, Lincoln-Mercury

**(From article: Advertisers Embrace...To Offer, Washingtonpost.com, and independent research)*



GOSPEL AM 1490 WMBM PROGRAMMING IS PROGRESSIVE, INSPIRATIONAL, ENTERTAINING, EDIFYING

There has to be a reason our listeners are so loyal - right? There is progressive talk, specialized music programs, features that educate and entertain - we're simply GREAT RADIO. Here's our line-up.

MORNING GLORY with President/General Manager Bishop Victor T. Curry, T-Rob, The Preacher's Son
Mon - Fri; 7am - 10am (7am - 12pm on Tues)

MIDDAY MELODY with Rev. CJ Kelly
Mon - Fri; 10am - 3pm

RHYTHM RIDE HOME with Milton "MJ" Smith
Mon - Fri; 3pm - 8pm

EVENING BLESSINGS with Elder Lydia Goodin and Jerry "The Disciple" Sawyer
Mon - Fri; 8pm - 12am

PRAISING AT MIDNIGHT with Marlon Michaels
Tues - Sat; 12am - 6am

OLD SCHOOL GOSPEL GROOVE with Marlon Michaels
Sat; 6am - 12pm

QUARTET CORNER with Joe Riley
Sun; 6am - 12pm

THE R & B OF PRAISE with Richard Hopson
Sat; 12pm - 6pm

A SONG IN THE NIGHT with Marlon Michaels
Sat; 6pm - 12am

A SONG IN THE NIGHT with Milton "MJ" Smith
Sun; 6pm - 12am

SUNDAY MIDDAY MELODY with Ray Love
Sun; 12pm - 6pm

OVERNIGHTS: Reverend Carlton 'King' Coleman, "Nothing but Love", Praising at Midnight with the voice of Richard Hopson
Sun - Mon; 12am - 6am



TALK PROGRAMMING

BACK TO THE BIBLE
Alternating Mon; 9am

HAITI RELIEF
Tues; 9am

TUESDAY TALK
Tues; 9:30am (re-broadcast 10:00pm)

BUSINESS SPOTLIGHT INTERVIEW
Mon - Fri; 1:15pm & 1:45pm
Mon, Wed, Fri; 7:15pm
Sat; 10:15am

MINISTRY SPOTLIGHT INTERVIEWS
Sat; 8:15am & 10:15am

SPIRIT AND SOUL: ISSUE FOR THE DAY 2pm
MONDAY ~ COMPASSION
WEDNESDAY ~ VICTORIOUS LIFE MANAGEMENT
THURSDAY ~ SISTA TO SISTA
SATURDAY ~ BROTHA TO BROTHA

YOUTH EXPRESSIONS SHOW
Sat; 12pm

SPECIALIZED, MUSIC AND/OR SYNDICATED PROGRAMS

GOSPEL CLASSIC HOUR
Mon - Sat; 6am

NOON DAY PRAYER (with local or visiting Pastors/Ministers)
Mon - Fri; 12pm

BOBBY JONES COUNTDOWN
Sat; 10pm - 12am

TALKING SPORTS
Sat; 6pm

HOLY HIP HOP
Sat; 7pm - 10pm

BELLE REPORT
Mon - Fri; 3pm & 8pm

JAZZ HOUR
Sun; 6pm

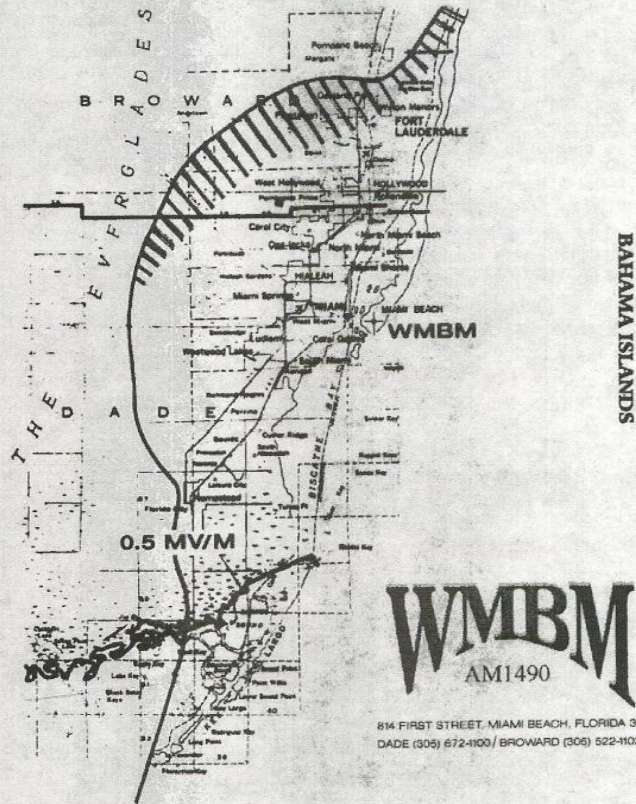


COVERAGE MAP



New
Birth
Broadcasting
Corporation

*The Station That Puts
JESUS CHRIST - FIRST*
Bishop Victor T. Curry,
President/General Manager



814 FIRST STREET, MIAMI BEACH, FLORIDA 33139
DADE (305) 672-1100 / BROWARD (305) 522-1102

**TRI-COUNTY
AND
CARIBBEAN
ISLAND
COVERAGE**

1000 Watts of
**AMAZING GOSPEL
POWER**, coupled with
a **TREMENDOUS
INTERNET
AUDIENCE** means
your advertising plan
receives local and
international
recognition.

GOSPEL AM 1490 WMBM 2011 RATES

COMMERCIAL RATES:

- | | |
|---|---|
| <p>Prime; 6am-10am & 3pm-7pm</p> <ul style="list-style-type: none"> ➤ 60 seconds @ \$100 ea. ➤ 30 seconds @ \$75 ea. <p>Evenings; 7pm-12am/Run of Schedule; 6am-12am</p> <ul style="list-style-type: none"> ➤ 60 seconds @ \$45 ea. ➤ 30 seconds @ \$25 ea. | <p>Midday; 10am-3pm & 6am-7pm</p> <ul style="list-style-type: none"> ➤ 60 seconds @ \$70 ea. ➤ 30 seconds @ \$40 ea. ➤ 90 seconds @ \$95 ea. ➤ 120 seconds Infomercial @ \$120 ea. |
|---|---|

SPONSORSHIPS:

- | | |
|--|--|
| <p>Tuesday Talk; 9:30am</p> <p>Noon Day Prayer</p> <p>Specialty Music Shows i.e. Holy Hip Hop</p> <p>Specialty Music Shows i.e. Quartet Corner</p> <p>Talking Sports</p> <p>Spirit and Soul: Issue for the Day</p> <p>News and/or Traffic Reports</p> <p>Business Spotlight (Five minute interview or infomercial segment; segment pre-recorded)</p> | <p><i>\$200 per show</i></p> <p><i>\$60 per day</i></p> <p><i>\$75 per show</i></p> <p><i>\$175 per show</i></p>
<p><i>\$125 per show</i></p> <p><i>\$125 per show</i></p> <p><i>\$50 per report</i></p> <p><i>\$75 per segment</i></p> |
|--|--|

Fifteen (15) 60 minute segments, avails checked upon request \$85 - \$300/segment. Includes 5 promotional announcements. *These segments require a minimum six month contract with two months due at closing of the contract.*

ON LOCATION POSSIBILITIES:

Mini Van Stop \$200
 15 minutes on site with WMBM Van One Call Back

Van Stop \$350
 30 Minutes on Site with WMBM Van and Promotions Team Representative [No Talent]
 Three to Five giveaways; One Call Back
 Ten (10) Live Reads Promoting Van Appearance

Small Remote \$1450
 The Mobil Unit
 WMBM On-air Personality for One (1) Hour
 Ten (10) WMBM Promotional Give-away Prizes
 Ten (10) 30 Second Commercial Announcements ...Run of Schedule, 6am - 6am Rotation
 Three (3) Live Call Ins
 Ten (10) Promotional Announcements Airing One Week Prior to Your Event

NOTE: This package is sold on a limited basis, pending availability. Non-refundable. *Spots must start running at least 14 days prior to event.*

The Whole Works Remote \$2800
 The Mobile Unit
 WMBM On-air Personality for Two (2) Hours
 Twenty (20) WMBM Promotional Give-away Prizes
 Twenty (20) 30 Second Commercial Announcements ...Run of Schedule 6am-6am Rotation
 Three (3) Live Call Ins
 Fifteen (15) Promotional Announcements Airing One Week Prior to Your Event

NOTE: This package is sold on a limited basis, pending availability. Non-refundable. *Spots must commence running at least three weeks prior to event.*

