

*Bishop Victor T. Curry, President/General Manager*

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**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](mailto: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**

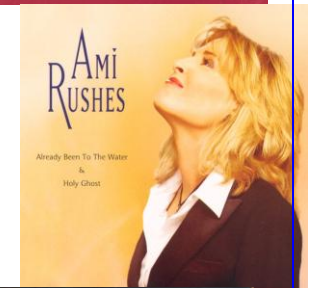
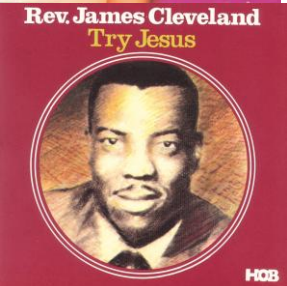
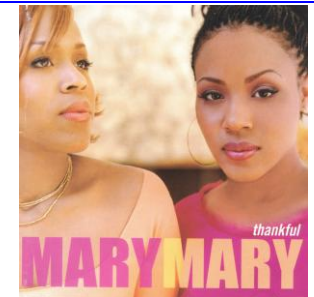
**Inspirational Teaching Programs**

**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](http://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*

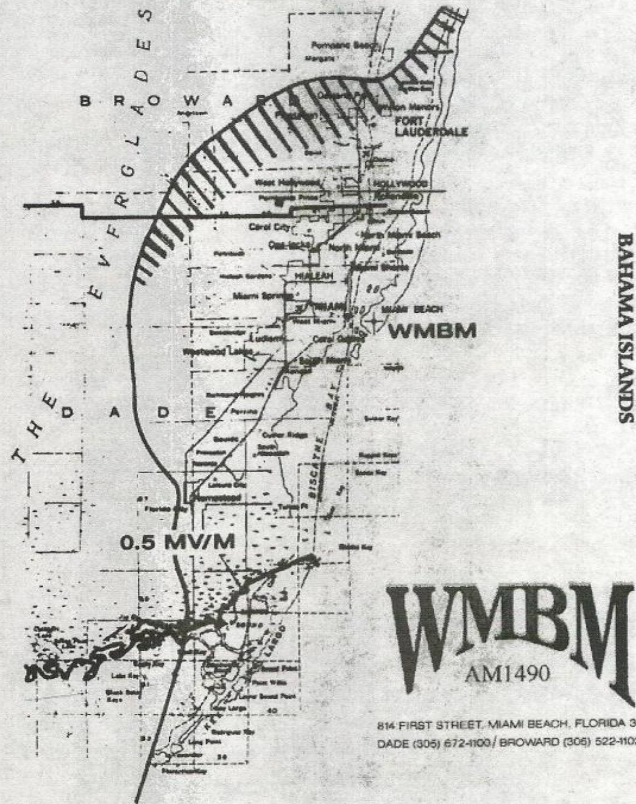


**COVERAGE MAP**



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

## SPONSORSHIPS:

- |  |  |
|--|--|
| <p><b>Tuesday Talk; 9:30am</b></p> <p><b>Noon Day Prayer</b></p> <p><b>Specialty Music Shows i.e. Holy Hip Hop</b></p> <p><b>Specialty Music Shows i.e. Quartet Corner</b></p> <p><b>Talking Sports</b></p> <p><b>Spirit and Soul: Issue for the Day</b></p> <p><b>News and/or Traffic Reports</b></p> <p><b>Business Spotlight (Five minute interview or infomercial segment; segment pre-recorded)</b></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><br><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.*

