



Dear potential client,

Thank you so much for your consideration. Here are some highlights about the advertising packages offered by the **R&B Factory: Powered by Soul 106.3FM and airs on Sundays Noon to 1 PM**

Purpose & Mission: The core mission of The R&B Factory is to elevate emerging talent, providing them with a dedicated space to showcase their music and build a fan base. At the same time, the show highlights national businesses that align with its audience's interests. The blend of music and entrepreneurship makes The R&B Factory a unique platform that bridges the gap between independent artists and the wider market.

Key Stats: 20,000 Unique Weekly Listeners • 70% Women, 35+ Years Old • 3.2 Million Monthly Listeners via App & Website • 250,000+ Monthly Social Media Impressions Engaged Audience: Loyal listeners across various platforms, including the app and website.

Overview:

The R&B Factory is a dynamic, high-impact radio show that airs every Sunday from Noon to 1 PM on Soul1063, engaging a dedicated audience of 20,000 unique listeners, with 70% of the demographic being women aged 35 and older. The show serves as a platform to showcase emerging independent artists alongside national businesses, blending the best of contemporary and classic R&B with a focus on discovery and exposure.

Expansion - Plans for Syndication Launch: The R&B Factory is expanding into syndication, set to air Monday through Friday from 1 PM to 2 PM on Biggs Radio. This strategic move will broaden the show's reach and create additional opportunities for artists and businesses to get national exposure.

R&B Factory Live Podcast: Scheduled for launch in early 2025, the R&B Factory Live Podcast will further amplify the show's content, reaching an even broader digital audience and offering a flexible way for fans to connect with the brand anytime. This format also allows for topics beyond an R & B focus and can include social trending topics that may face more censorship by the FCC but have more exponential engagement and reach to internet audiences.

Podcast Audience Engagement: With 250,000+ monthly impressions on social media, The R&B Factory has built a strong, interactive community of listeners who engage with the show both online and on air. Whether through social media posts, live call-ins, or streaming the show



via the Soul1063 app, the show maintains a constant and compelling connection with its audience.

Advertising & Sponsorship Opportunities

	A	B	C	D
1	<u>Gold Package</u>			
2				
3	Description	Quantity	Unit Price (\$)	Amount (\$)
4	Custom Commercial - use a paragraph about your business to create a personalized commercial	1	100.00	\$100.00
5	Commercials from 3 PM to 12 am	28	86.0	\$2,410.00
6	Commercials from 12am to 6am	26	39.61	1,030.00
7	Email blast: Email blast 40, 000 people 32% open rate	1	1	\$150.00
8	Interviews: 2 - seven to ten minute interviews on the R & B Factory on Soul 106.3FM	1	0.0	\$0.00
9	Commercials on the R & B Factory:	8	0.0	\$0.00





	8 commercials - 2 each Sunday for 1 month			
10				
11	Total			\$3,690.50

Silver package

Description	Quantity	Unit price (\$)	Amount (\$)
Marketing package commercial air twice a day Monday through Saturday	6	82.29	493.75
Marketing package interview on Soul 1063 the R&B factory on Sunday between noon and 1 PM One created commercial commercial air twice a week for one month email blast 40,000 with a 32% opening rate every Friday for one month Description	1	468.75	468.75

Total (USD): 962.50





Bronze package

Description	Quantity	Unit price (\$)	Amount (\$)
Marketing package interview on Soul 1063 the R&B factory on Sunday between noon and 1 PM One created commercial commercial air twice a week on Sunday for one month email blast 40,000 with a 32% opening rate every Friday for one month	1	467.50	467.50

Subtotal	467.50
Total (USD):	467.50

DESCRIPTION	QUANTITY	UNIT PRICE (\$)	AMOUNT (\$)
Interview One in studio interview 7 to 10 minutes	1		200.00
The R&B Factory on Soul1063 fm has 20,000 listeners in our hour with the app and website			TOTAL (USD): \$200.00
TOTAL DUE (USD)			\$200.00

