Presentation - Local Business

HumFm Radio 106.1FM / 107.5-3 HD3
6161 Savoy Lane, Suite 1140 | Houston, TX 77036
Telephone: 713-545-4115 | Fax Number: 713-787-9926
www.humfmradio.com
About Us

HUMFM Radio simultaneously broadcasts on both traditional fm and digital hd on 106.1 FM & 107.53HD3-3 and is Houston’s #1 South Asian radio station. Additionally, listeners can stream our broadcast online at www.humfmradio.com.

HUMFM Radio knows and understands the pulse of South Asians, we connect to them every hour of everyday, giving them a voice and a sense of identity.

HUMFM Radio is an award winning market leader with 80% of our programming based on music and entertainment and 20% on news and topical programs.

HUMFM Radio caters to the entire family and to all tastes. With its mixture of classic and new hits, celebrities interview, South Asian lifestyle, traffic, weather and financial updates.

HUMFM Radio’s success has been developed by a professional team consisting of individuals who have successfully run radio stations for the last two decades for the South Asian market in the U.S.A. Additionally, this team has a combined 40 year span of experience in production, media solutions and knowledge of the mechanics of the radio industry.
Why Advertise with Us?

HUMFM Radio offers:

- Association with a credible and professional market leader.
- The most powerful cost affective South Asian media platform.
- Reaches almost the entire South Asian community in Houston and nationwide via its affiliates and internet products.
- The ability to launch and expand your brand as it has with many successful businesses and products in Houston.
- Big value!
- Contact with your potential customers.
- The widest range of advertising and sponsorship packages that suite the smallest to the largest of local and corporate business.
- THE ONLY SOUTH ASIAN RADIO STATION IN HOUSTON catering to a major minority group!

Over 75% of Houston’s convenience stores and gas stations are South Asian owned!

At any given moment HUMFM RADIO 106.1FM & 107.5-3 HD3 is the ONLY South Asian broadcast heard in these outlets!
Listening Areas

Conroe
Woodlands
N. Houston
Galleria
Bellaire
Downtown Houston
Rice Village
SW Houston
Memorial
Missouri City
Sugarland
Mission Bend
Rosenberg
Katy
Clear Lake
Galveston
Pearland
Pasadena
Lake Jackson
Spring
Alvin
Victoria
El Campo
Bay City
University of Houston
Rice University
Houston Community College
worldwide on the web!
Target Audience

HUMFM Radio listeners are educated, affluent, decision makers, home owners, savvy internet users, travelers, business owners, health professionals and students in advanced degree programs!

Over 500,000 South Asians in Houston alone.

Community members include business, convenience store and gas station owners, doctors, engineers, IT professionals and degree level students.

Over 20,000 business in Houston are South Asian owned of which over 5,000 are convenience stores and gas stations!

Businesses include banks, electricity companies, attorneys, insurance agents, restaurants, grocery chains, airlines, communication and IT companies, hotels, motels and more…

Over 500,000 South Asians in Houston alone.
Listener Demographics

Asian Indians were the fastest growing US ethnic group from 1990-2010 with a growth rate of 105.9%.

Age
40% are between the age of 20 and 40 years with a median age of 30 years.

Household Size
Asian Indians – 3.1; Pakistani – 3.7; Bangladeshi – 3.7; Sri Lankan – 2.8. 83% have nuclear families and 6% have extended families.

Education
75% of Asian Indians who work have a bachelors degree or higher.

Incomes
Highest annual median household income of $61,322.
Combined disposable income of $88 billion. Estimated annual buying power of $20 billion.

South Asian Affiliation
Indian Americans, known more commonly as Asian Indians (to differentiate them from American Indians) comprise the largest subgroup of South Asians consisting of people from Pakistan, Bangladesh, Nepal and Sri Lanka.

The countries and their respective immigrant communities share some common cultural, social and linguistic characteristics and thus are often clubbed together as one homogeneous region.

Some immigrants from Caribbean, East Africa and Fiji also identify themselves as South Asians.

South Asians consist of:
- Indians
- Pakistanis
- Bangladeshis
- Sri Lankans

Our listeners purchase and acquire:
Just a Few of Our Proud Supporters and Advertisers
# Advertising Rate Card

<table>
<thead>
<tr>
<th>COMMERCIALS</th>
<th>DAYPART</th>
<th>LENGTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRIME A</td>
<td>M-Su 6:00am – 10:00am</td>
<td>:30sec</td>
</tr>
<tr>
<td></td>
<td></td>
<td>:60sec</td>
</tr>
<tr>
<td>PRIME B</td>
<td>M-Su 10:00am – 3:00pm</td>
<td>:30sec</td>
</tr>
<tr>
<td></td>
<td></td>
<td>:60sec</td>
</tr>
<tr>
<td>PRIME C</td>
<td>M-Su 3:00pm – 7:00pm</td>
<td>:30sec</td>
</tr>
<tr>
<td></td>
<td></td>
<td>:60sec</td>
</tr>
<tr>
<td>PRIME D</td>
<td>M-Su 7:00pm – 12:00m</td>
<td>:30sec</td>
</tr>
<tr>
<td></td>
<td></td>
<td>:60sec</td>
</tr>
<tr>
<td>PRIME E</td>
<td>M-Su 12:00m – 6:00am</td>
<td>:30sec</td>
</tr>
<tr>
<td></td>
<td></td>
<td>:60sec</td>
</tr>
</tbody>
</table>

**HOURLY BLOCKS**

**PRODUCTION**

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Silver Package
Local Business

3 SPOTS DAILY
(Monday through Friday)

= 60 TOTAL SPOTS MONTHLY

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Gold Package
Local Business

8 SPOTS DAILY
(Monday through Friday)

1 INTERVIEW WEEKLY

= 160 TOTAL SPOTS MONTHLY
# Diamond Package

**Local Business**

<table>
<thead>
<tr>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>24 SPOTS DAILY</td>
</tr>
<tr>
<td>1 SPOT EVERY TOP OF THE HOUR</td>
</tr>
<tr>
<td>RUSH HOUR SPONSORSHIP MENTION</td>
</tr>
<tr>
<td>(Either morning or afternoon)</td>
</tr>
<tr>
<td>NEWS SPONSORSHIP MENTION</td>
</tr>
<tr>
<td>1 INTERVIEW DAILY (M-F / 3 minute length)</td>
</tr>
<tr>
<td>LOGO ON WEBSITE</td>
</tr>
</tbody>
</table>

= 480 TOTAL SPOTS MONTHLY

20 RUSH HOUR SPONSORSHIP MENTIONS

20 NEWS SPONSORSHIP MENTIONS

*Production Included!*
Live On Air & Online

107.5-3 HUMFM / HUMFMADIO.COM

FM

106.1

Houston's First Desi 24/7 Live FM Radio Station

Listen To Our Official Radio Station!
Contact

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