

**92.7 FM**  
**99.9 FM**



NEWS  
SPORT  
MUSIC  
SHOWS  
GUESTS  
WEATHER  
HUMOR

**POLSKI FM**

THE ONLY ONE,  
LIVE,  
FULL TIME,  
POLISH RADIO STATION  
IN THE UNITED STATES  
ON FM (92.7 FM | 99.9 FM)  
[WWW.POLSKI.FM](http://WWW.POLSKI.FM)

**POLSKI FM**  
-92.7FM 99.9FM

The radio is a medium for everyone and listened to by everyone, regardless of education, place of residence, or profession. The radio accompanies us from the wee hours of the morn. We wake up with it and are within its reach throughout the majority of the day. We begin our day to the dynamic sounds of morning radio and remain with it until the evening. Every day from Monday to Friday over million Poles and Polish-Americans between the ages of fifteen and seventy-five listen to the radio station on POLSKI FM 92.7 and 99.9 FM.

*Why is the radio good for your business?*

When listening to radio, we are definitely less likely to change the station in order to avoid commercials or advertisements, in contrast to when watching television.

*A radio advertisement allows for quick reaction*

The process of production, planning, and realization of a radio campaign or ad occurs much more rapidly than in other mediums. This allows for immediate reaction to the ever-changing marketplace. The process from the commission of a radio campaign to its realization can even take less than twenty-four hours.

The cost of production of a radio advertisement is relatively low, which facilitates the creation of many radio concepts with a low outlay.

*A radio advertisement directly affects the making of a purchase*

Regular radio listening hours overlap the working hours of shops. A well-timed advertisement that is directed at a specific product may induce a client's desire and result in the product's immediate purchase.

Studies conducted in the United States confirm the immense influence of the radio when it comes to purchases. During the hour prior to buying groceries, 50% of buyers listen to the radio, 20% watch television, and only 13% read the newspaper.



## Pricing

We have many advertising options and we have great flexibility to customize a marketing campaign. Let's get together and talk about what we can build for you. We are affordable radio. 74% of our listeners are in their prime spending years. Let us tell them about your business. They will come and they will buy. They can afford it !

Weekly frequency	Price per 60-sec. spot	Price per 30-sec. spot	Price per 15-sec. spot
1 - 5	\$110	\$60	\$50
6 - 10	\$90	\$50	\$40
11 - 20	\$80	\$45	\$35
21 - up	\$70	\$40	\$30

Additional	Price
Weekly News Sponsorship ( max 10s ) every hour - 14 spots per day	\$1400
Weekly Weather Sponsorship ( max 10s ) every hour - 14 spots per day	\$1400
Weekly Sports Sponsorship ( max 10s ) every hour - 14 spots per day	\$1400

## Range of additional services

- Creation and production of advertising spots
- Planning and forming radio campaign strategies
- Consulting in the field of radio marketing
- Non-standard projects (i.e. sponsorships, contests )

For the various needs of our clients, we devise special offers:

- Preparation of special mini-programs, including the participation of experts and discussion about products.
- Design of an appropriate soundtrack
- Creation of an interactive contest script perfectly fitted to the sponsor
- Promotion during the announcements of a selected program with a final round (radio spot)
- Preparation of website promotions, like banners, contests, and flash applications.

## Radio Advantages

- The only one live, full time Polish radio station in the United States on FM (92.7 FM and 99.9 FM), [www.polski.fm](http://www.polski.fm) and on  [facebook/polski.fm](https://www.facebook.com/polski.fm)
- Display to million Polish-Americans in Chicago and suburbs
- Varied program plan ( news, sport, talk, music ) getting message to all listeners
- Years of experience in radio industry and marketing on Polish market



## Major Sponsors

Western Union

Dish Network

State Farm Insurance

T- mobile

Verizon

McGrath

Bernard Movers

Doma Shipping and Travel

Central Medical Clinic

WDT

Radar Sat

Chepov and Scott

Handzel and Associates

Vein Care Canter

