


The only Polish station broadcasting on FM



Chicago

PolskiFM WCPY 92.7 & WCPQ 99.9 FM - Media Kit

A background image showing a radio station control room. In the foreground, there are several pieces of audio equipment, including a digital display showing "100" in red, and various knobs and buttons. In the background, there are microphones and other studio equipment.

PolskiFM is the only live, full-time Polish radio station in the United States on FM!! Our reach is vast with our WCPY 92.7 FM and WCPQ 99.9 FM, www.polski.fm and on [www.facebook/polski.fm](https://www.facebook.com/polski.fm) !

Whether you are listening to a pulsating rhythm, dulcet tones, or traditional tunes, it is undeniable that radio is a medium for everyone- and is listened to by everyone! This platform of disbursing information and music is universal. Regardless of education, place of residence, or profession radio is listened to from the wee hours of the morning until the late hours of the night. We wake up to the dynamics sounds of the morning programs, listen to our favorite songs at work, keep calm during rush hour traffic, and relax at home all while listening to the radio.

Every day over a million Poles and Polish-Americans listen to PolskyFM WCPY 92.7 and WCPQ 99.9 FM. With our varied program plans (including news, sports, talk and music) and our years of experience in the radio industry and marketing to the Polish community you can rest assured we will get your message to all listeners.

Our clients are unique with various needs, therefore we have devised the following special offers:

- **SPECIAL MINI-PROGRAMS.** These mini-programs are discussions about products, and can even include the commentary of experts! A great way to engage prospects and answer commonly asked questions.
- **INTERACTIVE CONTESTS.** The creation of interactive contests are scripted and perfectly fitted to the sponsor. This is a fantastic way to get both current and future clients excited about your product or service!
- **PROMOTIONAL SPOTS:** Promotional advertising during the announcements of a selected program with a final round (radio spot) is perfect for niche marketing.
- **CREATION AND PRODUCTION.** You are an expert in your field and have a plethora of things to do to grow your business, let us take the stress off of having to come up with a witty or catchy marketing campaign. We have years of experience and know what works! We can also help with preparation of website promotions, ie banners, contests, and flash applications!
- **NON-STANDARD PROJECTS.** We also offer sponsorships and contests to take your business to the next level.

POLISH POPULATION PROFILE

Sex and age

Total population

970,053

Illinois

194,588

Indiana



47,8 %

Male



52,2 %

Female



\$ 64,084

Median household income



\$ 22,638

Mean retirement income

POLISH POPULATION PROFILE

Education



7.4 %

Less than high school diploma



28.3 %

High school graduate



29.9 %

Some college or associate's degree



22.5%

Bachelor's degree



11.8 %

Graduate or professional degree

Housing tenure



78.9 %

Owner



21.1 %

Renter

LISTENER PROFILE

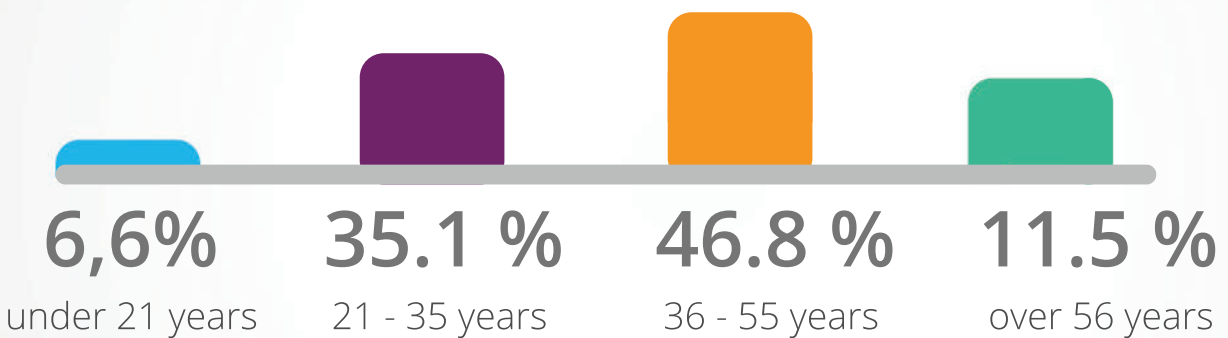
Sex and age

45 %

Male

55 %

Female



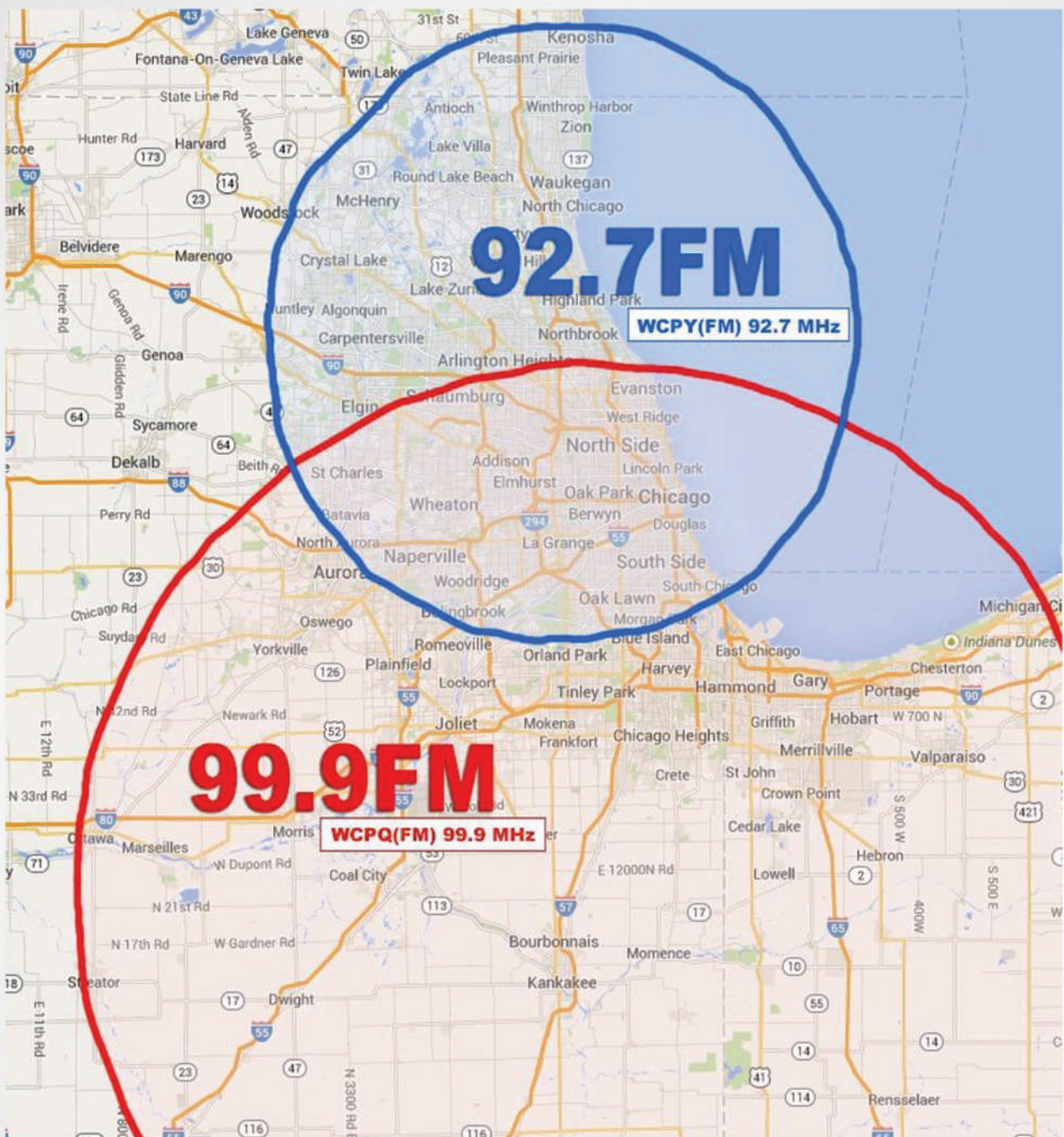
48 %

Chicago area



52 %

Chicago suburbs area



ADVERTISING

Possible forms of advertising:



Advertising 15, 30 and 60 seconds



Sponsorship of news, sports, weather and other fixed elements of the program



Sponsored talks



POSSIBLE FORMS OF ADVERTISING

MUSIC



WEBSITE **WWW.POLSKI.FM**

24/7 MUSIC CHANNELS

ADVERTISING IN PODCASTS
AND ADVERTISING BANNERS ON THE PAGE

CONNECTING USERS EVERYWHERE

