

Tradewinds Radio

The Sound Of The Tropics

Become a Tradewinds Affiliate Broadcaster !

Tradewinds Radio is currently screening local broadcasters to join the **Tradewinds Radio Network**. Successful applicants will become Tradewinds Radio Affiliate broadcasters with full support. Importantly, Tradewinds furnishes 24 hours of programming totally on a barter basis – Affiliates pay nothing! Sell your commercials and keep the money!

"Tradewinds Radio – The Sound Of The Tropics" is a network of FM radio and online broadcasters that carefully target the rapidly growing affluent 35-65+ expatriate and visitor populations in Florida, the Caribbean and Central America. Think 'Baby Boomers' and those who, at least in spirit, want to escape to the tropics!

Tradewinds Affiliates show increased cash flow because they are able to sell advertising to local clients who want to reach the affluent Tradewinds Radio demographic. Hotels, rental car operators, restaurants, clothing and jewelry stores, condominium sales, building and marine supply, airlines, tour and taxi companies can all eagerly sponsor Tradewinds in your market! Affiliates can even book advertising in other areas to point the visitors to your market. And when they leave; And listeners take the vacation home by listening online at www.tradewindsradio.com.

A Great Tropical Sound !

Living The Dream, or just Dreaming The Life, Tradewinds is the theme music behind the best tropical experience your listeners will ever have! Tunes for Tranquility Wrapped in Blue – Beaches, Boats, and Bars. Music that will be playing on every beach and in every tiki bar in your market!

Tradewinds' core program content is hits from the past, classic rock, a few oldies, classic Latin and Caribbean music, a little classic country, plus some late night blues and jazz. We also provide current USA, regional, and international news, Caribbean news for visitors, international financial news, and sports. Local and regional marine weather and nautical news, and proprietary offerings such as *The Coconut Telegraph*, *Comedy Break*, *Tradewinds Live*, *To Your Health*, and *Music from the Tiki Bar* round out the program lineup.

A Proven Business Model !

Tradewinds' proven programming originates in South Florida with a very experienced radio team drawn from major broadcasters. Station ID and advertising is customized for each local Affiliate station and transmitted by broadband Internet to a server co-located with the local Affiliate's transmitter. Gone are the expense of studios and most employees! The local Affiliate requires only a broadcast facility, an Internet connection, and a sales manager.

The local affiliate receives an allocation of commercial 'slots' or 'avails' that they sell to advertisers in their specific market – and keep all the money! (Car rental companies, restaurants, clubs and bars that cater to expatriates are all good prospects, as are businesses important to the visitor community.). Tradewinds fills other advertising 'slots' with larger regional and international accounts. Tradewinds directly pays all royalties to BMI, ASCAP and other copyright holders. The Affiliate is therefore not a pirate!

Need Further Information?

Email: affiliate@tradewindsradio.com

Phone: +1 305-459-1559 ext 7373

Listen to the program stream: www.tradewindsradio.com

Tradewinds Affiliates Receive Complete and Affordable Support

Sales And Marketing

- We provide extensive training for the Affiliate's sales staff.
- We can write and produce Affiliates' local commercials in our state-of-the-art facility.
- We provide a custom web-site linked to the Affiliate's local sponsors, as well as the Tradewinds network.
- We provide access to the public Internet streaming and Affiliate listing at www.tradewindsradio.com.
- We provide listing in the International Radio Station directories.
- We advertise in international publications that cater to the expatriate and visitor population.
- We provide a custom logo for the Affiliate's station for use in local newspaper advertising.
- We provide the Tradewinds copyrighted business card and printing to assure that the Affiliate has a consistent and professional appearance to the public.
- Affiliates participate in multi-Affiliate, network-wide, major sponsor promotions
- We help organize and fully support local and regional events and concerts.
- Affiliates have full access to Tradewinds promotional material (hats, shirts, cup insulators, bumper stickers, etc)

Engineering And Compliance

- We can remotely monitor the technical functions of the Affiliate's transmitter and antenna 24/7 to assure optimum performance.
- We have qualified technicians on call in the Caribbean, Central America, and Florida to do routine transmitter maintenance to assure that the Affiliate stays on the air!
- We monitor the license fee payment schedule and other technical compliance requirements for each Affiliate's station, if needed.
- We log every commercial and piece of music played on the Affiliate station.

Business Operations

- We assist the Affiliate with setting up a billing system, or we can do it for them.
- We assist the Affiliate with recruiting of local sales and marketing professionals
- We assist in the training of new local owners in the operation of a broadcast station.