



AUDIO

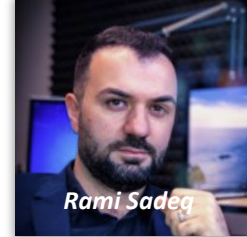
DOMINANT FM RADIO STATION: CINA-FM 102.3 is the only FM radio station targeting the 250,000 Arabic-speakers in Metro Detroit and Windsor-Essex. Our popular live hosts are Rami Sadeq 7am to 9am, Rana Haddad 9am to Noon, and Rasha Zreaka 4pm to 7pm. Rami, Noor Kinani and Wafaa Al-Kudimi provide locally-focused Arabic language newscasts to keep our listeners up to date. Contests and promotions add an extra level of audience engagement.

Ad elements include 30-second audio ads, news and weather sponsorships and promotional sponsorships.

ONLINE RADIO: CINA HITS is a complementary online radio station that plays the top Arabic hits 24/7. This music-intensive station limits advertising elements, making it highly competitive among online streams. CINA HITS is perfect for office, store and app tuning.

Ad elements include 30-second radio ads in short commercial breaks once per hour and hourly music sponsorships.

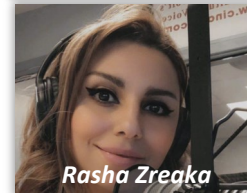
POWERFUL APP: CINA RADIO app includes streams from CINA Radio 102.3 FM and CINA HITS. We also integrate podcasts, video and news from arabicdetroit.com.



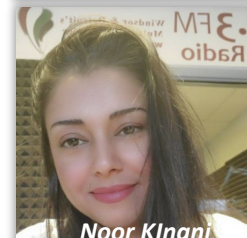
Rami Sadeq



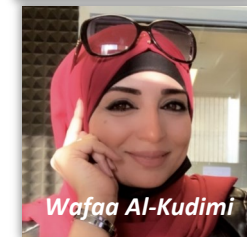
Rana Haddad



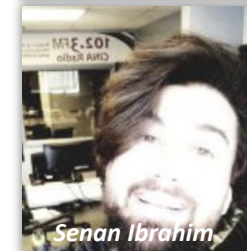
Rasha Zreaka



Noor Kinani



Wafaa Al-Kudimi



Senan Ibrahim

DIGITAL

INFO PORTAL: arabicdetroit.com is a local news and information portal for Arabic speakers in Metro Detroit. This unique website highlights news stories and community events that affect the areas of Metro Detroit with the highest concentration of Arabic speakers. arabicdetroit.com also includes popular podcasts and advertiser video.

Ad elements include display banners, podcasts, video ads

SOCIAL

SOCIAL MEDIA MARKETING: CINA Radio 102.3 FM's Facebook page includes personality and feature content from CINA Radio 102.3 FM as well as ongoing local news from arabicdetroit.com.

Ad elements include sponsorship of news teaser posts, advertiser posts, photos and video.

REACH 250,000 ARABIC-SPEAKING CONSUMERS IN METRO DETROIT