

Extreme Anime Radio Sponsorship and Advertising Opportunities

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If you would like to promote a business, blog or service that is related to Anime, Computers, Video Gaming or the Japanese Culture, or you are an individual looking to help support legal Internet radio and the best Anime and J-Pop radio station on the planet, look no further than Extreme Anime Radio!

Since its inception in 2001, Extreme Anime Radio (Formerly Keiichi.net Radio) has grown steadily to become the greatest Anime and J-Pop radio station on the Internet, with a library of over 10,000 songs and more fans on Facebook than any other Internet radio station playing our genres of music.

Extreme Anime Radio offers a unique opportunity for those who want to promote their product or service, or help defray the station's operating costs, while enhancing everyone's appreciation of the Japanese culture.

On the following pages we will explain how all of this works, and the programs available for advertising and sponsorship opportunities.



Art by DaphInteresting – daphinteresting.deviantart.com

Our Extreme Anime Radio programming is open to advertising and sponsorship on three tiers:

Personal Rates apply for individuals who love Extreme Anime Radio and would like to help defray the station's monthly operating costs through sponsorship of a program. A personal thank you will be aired according to the provisions set forth in this advertising guide. **Personal Rates do not include full-length advertisements, customized messages or taglines.**

ELS Rates apply for individuals that are members of Extreme Anime Radio's Enhanced Listener Service (ELS) and who wish to sponsor programs as described above. ELS members receive a discount depending on the show sponsored.

Business Rates apply for any business, blog or service that wishes to promote through advertisements during a station program. Ads will air according to the provisions set forth in this advertising guide. ELS customers **do not** receive a discount off of Business Rates.

Any business, blog or service wishing to advertise on Extreme Anime Radio must meet all of the following criteria:

- 1) It must be related to at least **one** of the following: **Anime, Computers, Video Games or the Japanese Culture.**
- 2) It must be **suitable for all ages.**
- 3) It must have **a website** that potential visitors can reach.

Extreme Anime Radio reserves the right to reject any advertisement or sponsorship for any reason, including but not limited to those that do not meet the above criteria.

We request a minimum of seven days notice between the time your inquiry is made and the time that the advertising or sponsorship begins on the station. Less than seven days notice will subject you to an additional \$5 fee for each sponsorship or show advertised.

All advertisements must be paid in full prior to the start date. If we are unable to fulfill our obligations for any reason, any refunds due will be determined based on the nature of the issue. We will not be responsible for any technical issues that may arise.

Show Sponsorship and Advertising Prices

Except where noted, your advertisement will air TWO times, at the start and end of every program. **All air times are subject to change at any time by staff announcement.**

The Request Show

This 2-3 hour show is a weekly program hosted by live DJs that plays music requested by listeners. It is the flagship show of the Extreme Anime Radio with typically the most listenership. Your ad will air a minimum of three times, and additional ads may air at the discretion of the DJs.

Air times: Wednesdays, 7 PM to 10 PM Eastern Time (sometimes moved to Thursdays)

	Personal Rate	ELS Rate	Business Rate
One Show	\$20	\$15	\$30
Two Shows	\$30	\$25	\$40
Three Shows	\$35	\$30	\$45
Four Shows	\$40	\$35	\$50

Anime Retro Classics

This one hour show plays Anime music and themes from the 20th Century.

Air Times: Daily, 7 AM-8 AM and 11 AM-12 Noon Eastern Time; Mon-Fri, 3 PM-4 PM Eastern Time

	Personal Rate	ELS Rate	Business Rate
One Week	\$30	\$25	\$40
Two Weeks	\$40	\$35	\$50

Friday Night Programming Block

Our Friday Night programming airs Fridays at 10 PM Eastern Time, and consists of the following programs: Three episodes of a DJ-hosted remix show called The Jinfluence (1 hr each), and block of fast paced Anime and J-Pop dance music called Extreme Remix (3 hrs) for a total of six hours. Your ad will play at the start of the block, after each episode of The Jinfluence, and at the end of the entire block, for a total of five airings.

	Personal Rate	ELS Rate	Business Rate
One Week	\$20	\$15	\$30
Two Weeks	\$30	\$25	\$40
Three Weeks	\$35	\$30	\$45
Four Weeks	\$40	\$35	\$50

The Jinfluence Weekend Block

Single, one-hour episodes of the The Jinfluence air on Saturday and Sunday evenings at 12 Midnight Eastern Time.

	Personal Rate	ELS Rate	Business Rate
One Weekend (2 shows)	\$15	\$10	\$20
Two Weekends (4 shows)	\$25	\$20	\$30

Analog with Allvah

This weekly 2-3 hour show is hosted by a DJ and features various music from Video Games. Additional ads may air during the show at the discretion of the DJ.

Air Times: Tuesdays, 9 PM-11 PM Eastern

	Personal Rate	ELS Rate	Business Rate
One Week	\$15	\$10	\$20
Two Weeks	\$25	\$20	\$30

Background Noise

This weekly 1 hour show is hosted by a DJ and plays BGM and instrumental tracks from various Anime shows and Video Games. Additional ads may air during the show at the discretion of the DJ.

Air Times: Mondays, 8 PM-9:30 PM Eastern Time

	Personal Rate	ELS Rate	Business Rate
One Week	\$15	\$10	\$20
Two Weeks	\$25	\$20	\$30

JRHorse Side Project

This weekly 1-2 hour program is hosted by a DJ and usually plays music with a particular theme, but with the show delivering a “New York Twist” there’s no idea what to expect each time it airs. Additional ads may air during the show at the discretion of the DJ. This package is usually not available during the summer months.

Air Times: Sundays, 8 PM Eastern Time

	Personal Rate	ELS Rate	Business Rate
One Week	\$15	\$10	\$20
Two Weeks	\$25	\$20	\$30

Remix Express

This 1 hour program plays fast-paced Anime and J-Pop dance music. This program airs three times a week: Mondays, Wednesdays and Thursdays at 12 Midnight Eastern Time.

	Personal Rate	ELS Rate	Business Rate
One Week (3 shows)	\$15	\$10	\$20
Two Weeks (6 shows)	\$25	\$20	\$30

Thursday Night Programming Block

Our Thursday Night programs consist of: J-Rock Till You Drop, a 1 hour program playing rock music from Anime and Japanese musical artists, and Live from the Cradle, a 1 hour program playing music recorded “live” from Anime and Japanese musical artists. Your ad will play three times: at the start of the block, between programs, and at the end of the block.

Air Times: Thursdays, 8 PM Eastern Time (sometimes moved to Wednesdays)

	Personal Rate	ELS Rate	Business Rate
One Week	\$15	\$10	\$20
Two Weeks	\$25	\$20	\$30

Discounts for multiple show sponsorships/advertising

If you advertise or sponsor multiple shows, you will receive a discount. Please note that in order to receive the discount, all of your advertising/sponsorship purchases must be completed at the same time and all of your purchases must be for the same duration.

10% off for advertising/sponsoring two shows

20% off for advertising/sponsoring three or more shows

These discounts apply only to the shows, and not to advertising creation or in-stream advertising.

In-Stream Advertising Rates – Businesses ONLY

In-stream advertising plays your advertisement outside of our scheduled programming hours, when we play regular music called up by the station computers and requested by our listeners.

In-stream advertising will be implemented soon.

Advertising Creation – Businesses ONLY

We play audio advertisements that you provide free of charge, provided they are of a suitable quality and nature to play on the station.

We charge a fee if you need us to record an advertisement on your behalf. Two rates are charged, depending on whether you have a script or you want us to write the script for you.

You are permitted to use our recordings for your future advertising purposes for a period of up to 90 days after the ad creation date.

Length of ad	Cost per ad using your script	Cost per ad We write the script
15 seconds	\$15	\$25
30 seconds	\$20	\$30
45 seconds	\$25	\$35
60 seconds	\$30	\$40

If you need us to record a new ad for your Extreme Anime Radio campaign, you will receive a \$5 discount off of the cost of advertising creation.