



# 2025 RATE CARD

*GLOBAL STREAMING - LOCAL IMPACT - URBAN CULTURE*

## Contact & Booking

*For sponsorships, ad placements and partnership inquiries:*

*Sales@Indastreetradio.com*

*Kadeejah 215-443-1076*

## About In Da Streets Radio

In Da Streets Radio is a global digital radio platform dedicated to hip-hop, R&B, indie artists, and urban culture. With live DJs, curated playlists, and on-air personalities, we connect brands to a vibrant, music-loving audience across North America, Europe, and beyond.

## Key Talent

- **DJ Say No More** - Signature mixes & exclusive artist features
- **DJ Whez** - Classic & contemporary urban vibes
- **DJ T-Dogg**- Crowd-moving set and live event energy
- **Diva DeeJ**- Playlist curator spotlighting rising stars
- **Nina Capone** - Host & influencer engaging listeners with interviews & commentary

## Audience & Reach

- Demographics: Ages 18-45, urban music lovers, trendsetters, tastemakers
- Monthly Reach:
  - Streaming Listeners: 150K+ unique global streams/month
  - Social Media 75K= combined followers (Instagram, X/twitter, Tik tok, Facebook)
  - Website Traffic: 50K + monthly page views
- Geography: Strong presence in U.S. urban markets, with growing reach in Europe, Canada, Caribbean.

# Advertising Opportunities

## ON-AIR RADIO SPOTS (STREAMING)

- 15-Second Pre-Roll Ad | Plays before a stream begins \$150/week
- 30- Second Commercial Spot | Runs 5 times a daily during prime hours \$300/week
- 60-Second Sponsored Segment | Includes DJ read + brand mention \$500/week
- Live DJ Shoutout | \$75/each

## Website Advertising

Homepage Banner (728x90) top placement, rotating \$250/week

Sidebar Ad (300x250) Appears on all pages \$150/week

Blog Post + Social Shares Featured Artist/Brand Article \$300per post

## Mobile App Advertising

*Available on iOS & Android*

Push Notification Promo - custom alert to all users 140 characters

\$250/per push

In-App Banner Persistent ad across user session \$200/week

## Merchandising & Brand Collabs

**Branded Giveaways** (T-Shirts, Hats, etc.)

*Partner with our team to distribute co-branded merch during live events.*

*Starting at \$500 (includes production & promotion)*

**Sponsored DJ Gear**

Logo placement on DJ equipment, livestreams, and event backdrops.

*Rates vary by event - inquire for details*

## Custom Packages

Want to dominate all channels? We offer multi-platform bundles including:

- On-air+website+app +social media
- Event sponsorships with live DJ sets
- Brand-integrated music specials

*Starting at\$1500/month (custom quote based on scope)*

## Why Partner with In Da Streets Radio?

**Authentic Urban Culture Access** - *Connect Directly with music-driven millennials and GenZ.*

**Global Streaming Reach** - *U.S. roots with international listeners.*

**Multi-Channel Promotion**- *From radio to apps to social to merch.*