

the
Ray Hanania Show

Award winning
Syndicated Columnist



Talk Radio that
focuses on
current events

we're interested in
your opinions

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Sunday 8 - 11 AM CST

WSBC 1240 AM Radio

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www.RadioChicagoland.com

Radio Baladi

BROADCASTING LIVE IN

NORTHERN ILLINOIS, MICHIGAN & NORTHERN OHIO

Every Friday morning

8 to 9 am Dearborn



**GOOD MORNING MICHIGAN
WITH LAILA ALHUSINNI
WNZK 690 AM
248-557-3300**



**RADIO CHICAGOLAND
WITH RAY HANANIA
www.Hanania.com**

248-557-3300

Bringing Arab Americans together
Northern Illinois, Chicago, Michigan,
Dearborn, Northern Ohio & Windsor Canada

www.RadioBaladi.com

LIVE RADIO AND LIVE ON THE INTERNET

US CHAAM MEDIA

US ARAB RADIO

**"GOOD MORNING
MICHIGAN SHOW"**

RADIO BALADI

MEDIA KIT



Radio Chicagoland/Radio Baladi/Good Morning Michigan

Radio Chicagoland, Good Morning Michigan and Radio Baladi are live radio programs broadcast in Chicagoland and in Detroitland each week.

Radio Chicagoland is broadcast between 8 and 10 am (CST) every Sunday on WSBC AM 1240 radio in Chicagoland and on WCFJ AM 1470 in Chicago Heights and the Chicago Southlands.

Radio Baladi is broadcast between 8 and 9 am (EST) every Friday on WNZK AM 690 radio in the Detroit region and online.

Good Morning Michigan is broadcast between 8 and 9 am (EST) every Monday through Thursday on WNZK AM 690 radio in the Detroit region and online.

Radio Chicagoland has a mixed audience targeting mainstream Americans as well as American Arabs and Muslims. The topics address the latest news headlines from across the nation and around the world. Radio Chicagoland is a listener-driven call-in format.

Radio Baladi has a mixed audience but with an emphasis on American Arabs and Muslims, and mainstream listeners. The topics focus exclusively on Middle East and on American Arab and Muslim issues. Radio Baladi is a listener-driven call-in format.

Good Morning Michigan, hosted by Laila al-Husinni, targets mainstream Arab American and Muslim audiences in the Arabic language is one of the most popular morning talk shows in Detroit.

All three radio shows are also broadcast live online through their respective web pages:

www.RadioChicagoland.com
www.RadioBaladi.com

Podcasts of the radio shows are available through iTunes and off the web sites.

All three radio shows are supported by a network of 11 web pages, blogs and social media that include:

- [Radio Chicagoland](http://www.RadioChicagoland.com) web site and/or [RadioBaladi.com](http://www.RadioBaladi.com) web site
- [National Arab American Times](http://www.NationalArabAmericanTimes.com) newspaper online web site
- [National American Arab Journalism Association](http://www.NationalAmericanArabJournalismAssociation.com) web site

- [The Media Oasis](http://www.TheMediaOasis.com) web site

- [Hanania Columns](#) blog
- [Middle East Book Reviews](#) blog
- [The Moderate Arab Voice](#) blog
- [Middle East Comic strip](#) blog
- [The Arab American News Wire](#) blog
- [Suburban Chicagoland](#) Blog

The American Arab and Muslim communities are American audiences that are often ignored. They are interested not only in Middle East, Arab World and Muslim World issues, but all of the same topics that interest mainstream American audiences.

There are more than 7 million Muslims in the United States and about 4,5 million Arabs in the United States. Only 22 percent of the Muslims are Arab and the largest group is Black Muslim. The majority of Arabs in the United States are Christian -- Palestinian, Jordanian and Lebanese make up the three largest groups. Hanania also writes columns for several mainstream Chicago newspapers.

Radio Chicagoland and Radio Baladi are hosted by Ray Hanania, an award winning and nationally recognized talk show host. His columns are distributed by the prestigious Creators Syndicate and appear in many publications including each week in the Jerusalem Post. Good Morning Michigan is hosted by award winning American Arab journalist Laila alhusinni. Her radio broadcast is an institution in Detroit and the Detroit region including Michigan, Northern Ohio and Windsor Canada.

We do not sell advertising on our web pages or social networks, but we do provide FREE advertising on those web pages and social media in conjunction with radio advertising campaigns.

You will receive a graphic Ad (.JPG preferred by a movable .GIF file is also acceptable). We will link your graphic Ad to a landing page. The Ad size is 200 pixels wide by 300 pixels tall (color). Please provide a URL. In the case of movable .GIF files, we will place a "name" link underneath the graphic Ad.

There are very few media in America that focus on the American Arab and Muslim community but Radio Chicagoland and Radio Baladi are by far the most popular and well known. The views expressed are focused on reason and moderation and we encourage discussions and debates with listeners. But we avoid extremism and extremist rhetoric.

Below are the advertising rate cards for 2012.

If you advertise on radio will be happy to work with you to place your graphic ads on our cyber network. Your ads remain permanently in podcasts giving you an added benefit.

Thank you
RAY HANANIA
Host

RADIO CHICAGOLAND ADVERTISING RATE CARD 2012

*Broadcast on WSBC AM 1240 Radio Sundays, 8-11 am (weekly)
Broadcast on live radio, on the internet (in audio and video) and available in
podcast on iTunes. Supported by a network of 12 web pages and blogs*

One Month Ad Campaign (4 actual shows)

4 Shows, 6 Ads per show, 24 Ads:

:60 Second Advertisement costs	\$100	
Six Ads per show:		\$600
Total Cost per month (4 shows):		<u>\$2,400</u>

:30 Second Advertisement costs	\$75	
Six Ads per show:		\$450
Total Cost per month (4 shows):		<u>\$1,800</u>

*All advertising must be paid in advance. Ads can be paid online
Discounts are made for longer term contracts, 3 months or 6 months*

Three Month Ad Campaign (13 actual shows)

13 Shows, 6 Ads per show, 78 Ads:

:60 Second Advertisement costs	\$75	
Six Ads per show:		\$450
Total Cost per Contract (13 shows):		<u>\$5,850</u>

:30 Second Advertisement costs	\$55	
Six Ads per show:		\$330
Total Cost per Contract (13 shows):		<u>\$4,290</u>

Six Month Ad Campaign (26 actual shows)

26 Shows, 6 Ads per show, 156 Ads:

:60 Second Advertisement costs	\$46	
Six Ads per show:		\$276
Total Cost per Contract (26 shows):		<u>\$7,176</u>

:30 Second Advertisement costs	\$37.50	
Six Ads per Show:		\$225
Total Cost per Contract (26 shows):		<u>\$5,850</u>

RADIO BALADI ADVERTISING RATE CARD 2012

*Broadcast on WNZK AM 690 Radio Fridays, 8 am EST (weekly)
Broadcast on live radio, on the internet (in audio and video) and available in
podcast on iTunes. Supported by a network of 12 web pages and blogs*

One Month Ad Campaign (4 actual shows)

4 Shows, 2 Ads per show, 8 Ads:

:60 Second Advertisement costs	\$175	
2 Ads per show:		\$350
Total Cost per month (4 shows):		\$1,400

:30 Second Advertisement costs	\$125	
2 Ads per show:		\$250
Total Cost per Month (4 shows):		\$1,000

*All advertising must be paid in advance. Ads can be paid online
Discounts are made for longer term contracts, 3 months or 6 months*

Three Month Ad Campaign (13 actual shows)

13 Shows, 2 Ads per show, 26 Ads:

:60 Second Advertisement costs	\$130	
2 Ads per show:		\$260
Total Cost per Contract (13 shows):		\$3,380

:30 Second Advertisement costs	\$100	
2 Ads per show:		\$200
Total Cost per Contract (13 shows):		\$2,600

Six Month Ad Campaign (26 actual shows)

26 Shows, 2 Ads per show, 52 Ads:

:60 Second Advertisement costs	\$90	
2 Ads per show:		\$180
Total Cost per Contract (26 shows):		\$4,680

:30 Second Advertisement costs	\$50	
2 Ads per Show:		\$100
Total Cost per Contract (26 shows):		\$2,600

(All payments are made to Urban Strategies Group or Hanania Enterprises Ltd.)

GOOD MORNING MICHIGAN ADVERTISING RATE CARD

*Broadcast on WNZK AM 690 Radio Mon-Thur, 8 am EST (weekly)
Broadcast on live radio, on the internet (in audio and video) and available in
podcast on iTunes. Supported by a network of 12 web pages and blogs*

One Month Ad Campaign (4 weeks/16 shows)

Weekly, 2 Ads per show, 8 Ads per week:

:60 Second Advertisement costs	\$225	
2 Ads per show/week:		\$1,800
Total Cost per month (16 shows/4 weeks):		<u>\$4,000</u>

:30 Second Advertisement costs	\$125	
2 Ads per show/week:		\$1,000
Total Cost (16 shows/4 weeks):		<u>\$2,600</u>

*All advertising must be paid in advance. Ads can be paid online
Discounts are made for longer term contracts, 3 months or 6 months*

Three Month Ad Campaign (13 actual shows)

13 weeks, 2 Ads per show, 104 Ads:

:60 Second Advertisement costs	\$50	
Total Cost per Contract (13 weeks):		<u>\$4,600</u>

:30 Second Advertisement costs	\$35	
Total Cost per Contract (13 shows):		<u>\$3,600</u>

Six Month Ad Campaign (26 actual shows)

26 Shows, 2 Ads per show, 208 Ads:

:60 Second Advertisement costs	\$35	
Total Cost per Contract (26 shows):		<u>\$5,800</u>

:30 Second Advertisement costs	\$25	
Total Cost per Contract (26 shows):		<u>\$4,200</u>



Laila Al HUSSINI, Arab American Journalist Dearborn, Michigan UNITED STATES of AMERICA

Laila AlHusinni was born in Damascus, Syria. She graduated from the **University of Damascus** and worked for a number of foreign newspaper and local Syrian newspapers from 1990-2000. During that period, she moved between writing, translation, and public relations, but her biggest passion was centered on communication and public speaking.

In 2001, she immigrated to the U.S. to begin her journey of journalism in the Diaspora. She began working for **Al-Salam Radio and TV Station**, and then moved to **ICA Media** in 2006 to work as a news reporter, anchor, and interviewer for the company's radio station, *ICA Sound of the Future*. From that time until now, Laila has worked tirelessly to bring her standard of excellence to every job she does. She is passionate about playing a vital role in her community and has been recognized for her efforts.

Laila's high standards for accurate and precise journalism are proof of her professionalism. For every job in reporting and every interview she conducts, she does thorough research to understand her guests and the issues at hand. She takes time to formulate thought-provoking questions. She enjoys the process of researching from every angle, so as get a broad and accurate interview. Laila has interviewed numerous key individuals over the past 20 years. She is respected her for her persistence and accuracy in journalism. Laila demonstrates that conducting an interview is an art form. She takes great care and respect with her guests to lead them into an intriguing interview without igniting their defenses. She values educated and informed journalism backed by valid and thorough research.

Laila demonstrates that she is a vital part of her community in journalism, broadcasting, culture, current events, and education. Her many successes and

achievements prove her passion and expertise in the areas of broadcasting and journalism.

Laila Alhusinni's Accomplishments and Achievements:

2007: Started her own radio program under the name **U.S. Arab Radio: Good Morning Michigan**. The radio show is broadcasted live from 8-9 am on WNZK 680/690 AM, Monday-Thursday throughout Michigan, Toledo, New York, Chicago and Windsor, Canada. Also established **U.S. Chaam Media** and did a number of cultural projects to work towards her desire to build bridges between the U.S. and the Middle East.

2008: Established a union for Arab American journalists with the intention of connecting through it with other journalistic organizations in the United States. Also arranged Arab Star Actor *Jamal Suliman* in several events—among them a lecture provided to educate American students at U of M Dearborn about the Arab History.

2009: Started **Radio Baladi** a unique English language live radio talk show with journalist Ray Hanania—the nation's first syndicated radio show that links American Arabs, Middle Eastern communities and Muslims and Christians across many states and regions. Also was chosen to be a National board member for **NAAJA** (The National American Arab Journalist Association)

2011: Led the first Arab American Media conference in Dearborn Michigan, and as a result, established the Detroit Chapter for NAAJA. Also, joined MC GOLD TV to broadcast her radio program **Good Morning Michigan**, live on both radio and TV. Also was recognized at YWCA of Western Wayne County for her communication and journalism achievements and vital contributions to the community. Also was awarded by Hamadeh Educational Services for engaging Arab American Youth and students in Journalism.

2012: Was awarded by the American Arab Women's Community Network in recognition of her role in the community and within the field of media and communication. Also was the only Arab America journalist who participated in a special training within the *Media Academy*, U.S. Customs and Border Protection Detroit Port of Entry.

She is currently a member of the Arab American Press Guild, ADC Michigan, and other important organizations.

Laila Alhusinni was interviewed on:

The **Craig Fahle Show**: NPR Detroit NAAJA CONFRANCE, **Radio Monte Carlo** Problems of the Arab media in the United, **CHARLIE LANGTON** WWJ News Radio Talk 1270 am WXYT Civil Rights of the woman in Islam .

Press TV Washington: Colin Campbell ALL AMERICAN MUSLIMS, **BBC World**: Rima Fakhri Wins Miss USA Pageant, **Alhurra TV**: Today's program with Raed Fakhri Muslim Ramadan Fasting In Dearborn, **Al-Arabia**: Lebanese-American Rima Fakhri Wins Miss USA Pageant, **American.GOV**: Arab-American Journalists Launch Simultaneous Radio Broadcast ., American Rima Fakhri Wins Miss USA Pageant, By Scott Bortot

The Washington Report: NAAJA CONFRANCE IN Dearborn, **Al- ARABIYA NEWS.**, **Saudi news Channel** on Middle East Issues, Arabic Spring., **NEWS7**, **Arabs Today**, **VB Syria**, **Syrian News**, **Chaam Press**, **Al-Azmina**

She was also interviewed by several newspapers: Dearborn Free Press, Forum and Link Newspaper, The Yemeni American News, Al-Sabeel Magazine, and Sabeel Media

Laila Alhusinni has interviewed many important journalists, politicians, government officials, actors and others. Among them:

Foreign Service Institute "Student of U.S. Department of State, Barbara L. McQuade, U.S. attorney in the Eastern District of Michigan; Representative Gary Peters; Congressman Chris Murphy; George S. Hishmeh; Attorney Joumana Kayrouz; Lee Smith, Hudson Institute; Journalist Josseph Haiek, Hussein Ibish, Edmund Ghareeb, Pintak, Lawrence, and Mohamed Abdel Dayem of the Committee to Protect Journalists; Delinda Hanley Washington Report.; Jim Zogby, president of the Arab American Institute in Washington DC; Cindy Corrie; Arabisto Columnist Eileen Fleming.