

the indie darkroom

exposing independent music

Advertising

Indie Darkroom, LLC offers affordable marketing opportunities for local, national and international clients to promote business, products and services through our many media outlets.

It is our belief that to gain the largest reach of our market and gain the highest ROI, a cross approach through our entire media offering (FM broadcast WNYZFM 87.7, audio stream, music blog and social networking) is the best practice.

We realize that modern marketing requires flexibility, and we are committed to working with our advertisers to meet and exceed particular goals and challenges.

Please feel free to contact us with your specifics and we will be happy to help create an individual package to meet your unique goals.

Suggested Packages

To assist with package offerings, Indie Darkroom has come up with a strategic “package” system to help with maximum exposure while keeping cost at an affordable level for our advertisers. Below packages and costs are based on :30-sec spots (:60-sec spots are also available).

Base Package

All IDR strategic packages start with our “Base Package” offering which includes: One week, 22 Internet Radio spots as outlined below.

www.indiedarkroom.com	Basic	Weekdays	Monday-Friday	5AM-8PM	14
		Weekends	Saturday-Sunday	5AM-5AM	8
		Total Spots			22
		Cost			\$30.00

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Add-On Options

For additional advertising exposure and reach, Indie Darkroom offers a host of additional package “add-ons” that can be purchased to enhance our base package offering to assist in expanding potential reach and targets online and in NYC and maximize our advertisers exposure.

Package One

5-Weekday spots airing with Indie Darkroom’s broadcast on WNYZ-FM 87.7, New York. (See broadcast schedule for specific times of the Radio Slide Show on WNYZ-FM 87.7 NYC).

Package One	Weekdays	5*
WNYZ-FM 87.7-NYC	Cost	\$75.00
“Radio Slide Show”		

* See broadcast schedule for specific times of the Radio Slide Show on WNYZ-FM 87.7 NYC

Package Two

The Monday Fiesta Show, hosted by Gabe Galvin and Christopher Lee is Indie Darkroom’s signature show which focuses on songs and artists from our website. The show also features clips and segments from other popular Indie Darkroom shows and a weekly rundown of the top 10 songs chosen by the fans of IDR.

Package Two	Weekdays	Monday	8PM-10PM
WNYZ-FM 87.7-NYC	*1		
“Monday Fiesta Show”	Cost	\$30.00	

* A max of 2 spots per week/per advertiser in the “Monday Fiesta Show” Radio Show. Package includes one Free Spot during “Radio Slide Show”

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Package Three

Indie Darkroom offers specific weekly programming that may be purchased for specific sponsorship. These programmed shows are dedicated to the advertiser and include:

- 2 spots per show
- DJ thanks sponsor before and after show (in addition to the 2 spots.)
- DJ names sponsor in blog.
- A forced ad will play every time someone opens our stream during that program.
- Web link in our sponsors section on indiedarkroom.com, and on the Programs Blog
- In-week rebroadcasts of program as noted.

Package Three	Weekly Broadcast	Rebroadcast	Cost
"Under The Moon"	Monday 12AM-2AM	Tuesday 1-3PM & 8-9PM	\$250.00
"Darkroom Live"	Tuesday 12AM-2AM	Wednesday 1-3PM	\$250.00
"Dream Wave"	Wed. 12AM-2AM	Thursday 1-3PM & 8-9PM	\$250.00
"Cheap & Easy"	Thursday 12AM-2AM	Friday 1-3PM	\$250.00

See Sponsorship Program Shows for additional details

All programming schedules and rebroadcast are subject to change;
IDR will do our best to offer alternative solutions with as much notification as possible.

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Package Four

Visual Ad Upgrade/Online Advertisement

250 X 250 Pixels (www.indiedarkroom.com)

Included with purchase of our base package but may be purchased outside that framework

\$15 per week

160 X 600 Pixels on (www.blog.indiedarkroom.com)

May be purchased independently on a weekly basis or built in as an "upgrade" option.

\$15 per week