102.3 FM CINA Radio

Radio CINA Detroit-Windsor

Radio CINA Detroit-Windsor provides contemporary music and critical information to 200,000 Arabic-speaking consumers in the Metro Detroit counties of Wayne, Oakland and Macomb as well as Windsor and Essex County, Ontario. Our digital feeds attract substantial streaming from the Metro Detroit area, the state of Ohio, and listeners around the world.

6am to 9am: Get to work. Get to school. **Bakr Najeeb** provides the news, weather and traffic you need to start your day. Zouhair Taba covers sports and Rana Haddad adds lifestyle features to an informative morning show with lots of music.

9am to Noon: Rana Haddad is everyone's favorite co-worker. Her songs are designed for the office. Rana's show includes one hour of beautiful Tarab music.

Noon to 3pm: Informative guests provide information and take calls about important topics related to health, law and beauty. They include lawyers **Mohamed El Sharnoby** and **Remond Atie**, heart surgeon **Dr. Delair Gardi**, **Gynecologist Dr. Chadi Hadda**d, radio hosts **Afaf Ahmad** and **Samir Haddad**, day spa owner **Fatme Cheblie** and realtor **Mervet Barakat.**

3pm-7pm: R**ami Sadeq** plays the hits, presents the news, and takes calls from listeners. Everyone's favorite announcer makes the drive home far more enjoyable.

Midnight to 6am: Arabic music

News: Radio CINA Detroit-Windsor presents hourly local, national and international news between 6am and Noon and between 3pm and 7pm Monday through Friday. Our news hosts are **Rami Sadeq**, **Bakr Najeeb** and **Ghada Alaa**. We are a unique source of local news in the Arabic language. We also cover national and world events.

102.3 FM
CINA Radio

Radio CINA Detroit-Windsor

Culture is important : The best way to reach an Arabic consumer is through Arabic media. Long term residents respond best to ads in their own language. Many newer residents don't understand English well enough to respond to English advertising at all. Arabic consumers believe that companies using Arabic language media are sensitive to their shopping needs.

Radio CINA Detroit-Windsor is the only Arabic language FM station. FM expands the reach of your message to the whole family.

Radio CINA Detroit-Windsor is the most cost-effective way to reach Arabic consumers in Metro Detroit and southwestern Ontario.

Who advertises? **Radio CINA Detroit-Windsor** is used extensively and repeatedly by prominent businesses and professionals. Our account list is a who's-who of the Arabic business communities throughout the Metro Detroit area. It includes:

- Professionals such as doctors, dentists and lawyers
- Health and beauty services
- Real estate agents and home builders
- Insurance agents
- Restaurants
- Transportation companies
- Retail outlets
- Immigration and tax services
- Recruiters
- Entertainment venues
- Educational institutions
- Wireless and satellite companies and dozens of other business and professional service categories.

Digital is critical : Radio CINA Detroit-Windsor also broadcasts live online through our website and on the TuneIn and iPhone apps. We generate almost a million stream sessions a year from the entire Metro Detroit area, Ohio, other parts of the United States, Canada, and the Middle East. CINA's Facebook page is also very popular. It constantly engages our listeners.

www.radiocina.com is our responsive website that works perfectly on PCs, tablets and smartphones. **CINA Digital** offers powerful online sales promotions, display advertising, mobile check-in and sponsorships. Listeners love to enter our contests online and on-air.

We have friends: Radio CINA Detroit-Windsor airs programming in 11 other languages from 10pm to Midnight Monday through Saturday and from 7pm to Midnight Sunday. Our **Assyrian show** with **Nadira Hawil** is very popular from 7pm-9pm Sundays.

Radio CINA Detroit-Windsor 102.3 FM
- *4917 Schaefer Rd., Suite 206, Dearborn MI 48126 313.582.1023*
- *1368 Ouellette Ave., Suite 203, Windsor ON 519.252.1023*
  sales.cinaradio@gmail.com

Radio CINA Montréal is our sister station and sounds just like us! Ask for info.