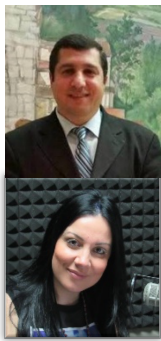




CINA Radio Detroit-Windsor

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 and get to school with a music-focused morning show that also includes the information you need to start your day. **Ali Taleb** provides timely news updates and the latest weather.

9am to Noon: **Rana Haddad** is everyone's favorite co-worker. Her songs are designed for the office. Rana adds exciting contests and provides information about the artists she plays.

Noon to 3pm: Informative guests provide information and take calls about important topics related to health, law and beauty. They include lawyer **Mohamed El Sharnoby**, heart surgeon **Dr. Delair Gardi**, gynecologist **Dr. Chadi Haddad**, plastic surgeon **Dr. Mazen Harake**, day spa owner **Fatme Chebli** and realtors **Mervet Barakat, Hamid Ali and Ali Dagher**



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

Midnight to 6am: Arabic music

News: **Radio CINA Detroit-Windsor** presents hourly local, national and international news between 6am and 8am, at Noon and between 3pm and 7pm Monday through Friday. We are a unique source of local news in the Arabic language. We also cover national and world events.



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.

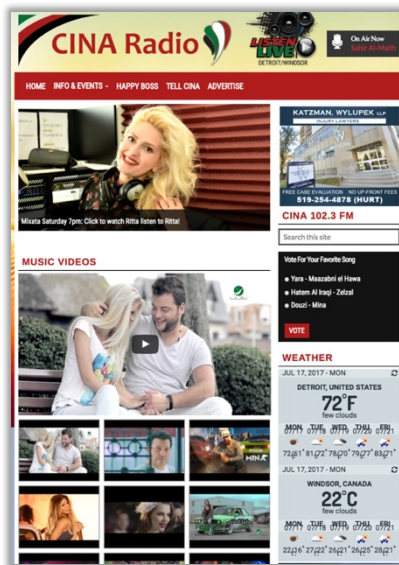
Who advertises? **Radio CINA Detroit-Windsor** is used extensively and repeatedly by prominent businesses and professionals. Our account list is a who's-who of the Arabic business communities throughout the Metro Detroit area. It includes:

- Professionals such as doctors, dentists and lawyers
- Health
- Fertility
- Beauty services
- Laser eye
- Bridal
- Apparel and fashion
- Jewelry
- Flooring
- Real estate agents and home builders
- Insurance agents
- Restaurants
- Food markets
- Transportation companies
- Retail outlets
- Immigration and tax services
- Recruiters
- Political candidates
- Entertainment venues
- Educational institutions
- Wireless and satellite companies
- Dozens of other business and professional service categories.



Radio CINA Detroit-Windsor

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. They appreciate our news-on-demand in Arabic. And they call in/message us to answer questions about contemporary Arabic artist videos on our website.

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 Aziz** is very popular from 7pm-9pm Sundays.

CINA Radio 102.3 FM Detroit-Windsor

Detroit 313.582.1023 Windsor 519.252.1023
sales.cinaradio@gmail.com