



Music, News, Information and Chit Chat

## Advertising and Marketing

### Company Data

WTOR 770AM is a community channel. Saaz-O-Awaz prides itself for being the voice of the South Asian communities. Saaz-O-Awaz allows us to bridge gaps between people, communities, interests, information and resources. It enables the voice of the community and business industry to spread far and wide. It provides an environment to members of our communities to share and express their experiences, challenges and accomplishments, and to explore opportunities for business and professional growth.

At Saaz-O-Awaz we are enriched with a very dedicated and hard working team. The team prides itself for its professionalism and commitment to the community. Based on information from our advertisers we make every effort to take on new opportunities to bring information and resources to our listeners on the radio and through our website [www.eawaz.com](http://www.eawaz.com).

### Objective

Your advertisement can attract new customers and encourage existing customers to spend more on your products or services. Effective advertising can increase sales, build credibility, establish and maintain your "brand" and unique business identity.

Our purpose in advertising is to inform or remind listeners and customers the benefits of your products and services. Promoting your business to customers and others will build your sales and establish your businesses integrity and enhance your reputation.

### Advertising with Saaz-O-Awaz

In advertising they say: "if you get it right, advertising can help you your business. If you don't advertise, customers will not know about you and won't find you!"


Advertising with Saaz-O-Awaz will help you in creating demand for your products and services. Customers will be better informed of your contact information where they can purchase products and services and/or get more information.

### Target Market

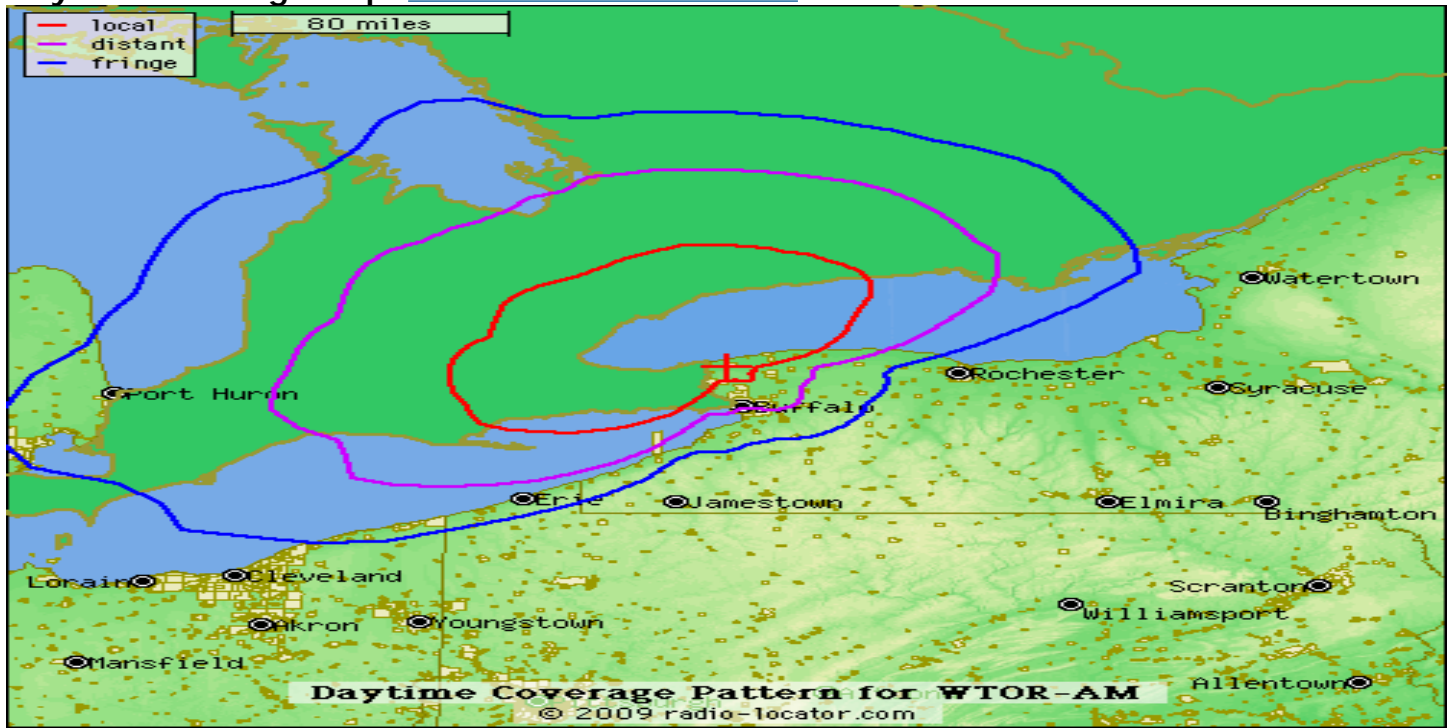
It is important to know who buys your goods and services. Saaz-O-Awaz prides itself for being the voice of the South Asian community. Whereas it reaches a far and wide audience, primary listenership consists of South Asian communities.

**Rates**

**Spot Rates for Single Transmission on Radio Saaz-O-Awaz**

		<b>Number of Spots</b>			
		1-13	14-25	26-40	41-60
<b>Duration</b>	30 Seconds spot	\$40 per spot	\$35 per spot	\$30 per spot	\$25 per spot
	11 Minutes Live Interview \$150				

Daytime Coverage Map: [www.radio-locator.com](http://www.radio-locator.com)



For advertising opportunities or more information contact:

Arifa Muzaffar  
647-898-6245  
[arifam@eawaz.com](mailto:arifam@eawaz.com)

Majid Jamal  
416-893-2223  
[majidjamal@hotmail.com](mailto:majidjamal@hotmail.com)

Visit Saaz-O-Awaz at [www.eawaz.com](http://www.eawaz.com)