

"THE ONLY GATEWAY TO THE  
**INDIAN**  
SUBCONTINENT MARKET"



**Raleigh-Durham**



**Media Kit  
2023**





**24 HOUR** access to our programs  
via FM and streaming broadcasts-  
Alexa, Google Home and Online

**120,000+** average unique users per month

**listen to our radio and 80% of Indian  
subcontinent population in**

**Raleigh - Durham have access to our FM signals.**

Radio Nyra USA, the only 24/7, most advanced Desi talk and music radio station operating on 99.9 FM HD4, 101.9 FM and 1490 AM also available on Google home, Alexa and Nyra App serving the Indian Subcontinent community with our diverse and compelling content

Nyra is one optimum infotainment spot where relevant information is imparted with endless entertainment with 24/7 News, talk Shows on Public Service, Health, Finance, Sports, Immigration, and Education. We're being heard in diverse areas beginning from households to businesses covering every age group. We have a high reach, engagement and brand exposure.





## Who all listen to us

**EDUCATED**- 92% have completed their bachelor's degree, compared to 29% of the national population. 85% More Likely than the national average to have completed a master's degree.

**PROFESSIONS**- Business, Doctors, Engineers and Health Care.

**PURCHASING POWER**- An average of \$160K annual household income. Purchasing power to spend money on luxury homes and cars, high end jewelery, travel, outside dining, Life and health insurances and financial planning.

**INVOLVED**- 40% are active members of a club or organization.





## **THE VALUE OF YOUR SPONSORSHIP:**

**" Your On-Air and online Radio Nyra sponsorship is reinforced by our extended outreach to Indian communities in the Triangle, designed to keep you top of mind with our listeners"**

**BRAND LOYALTY AND TRUST-** 52% of audience members believe companies that sponsor on radio are more credible. Radio Nyra is the only gateway to reach Indian communities.

**POSITIVE ASSOCIATION-** 75% of radio listeners hold a more positive opinion of a company when they learn about their positive associations with community organizations.

**NEW CLIENT AND CONSUMERS-** 64% of Radio Nyra listeners prefer to buy products and services from companies that support radio when price and quality are equal.

**RESULTS-** In collaboration with Radio Nyra, your organization will reach our listeners who will be inspired to act.





## **SPONSORSHIP PROGRAMS**

**In order to reach your desired sales & marketing goals, we strategize and prioritize your brands for maximizing your brand exposure and awareness through On Air & digital campaigns and promotions by connecting you to a network of advertisement mediums.**

### **Broadcast sponsorship:**

Sponsoring an on-air spot, our station can grant you exposure to a new diverse audience and maximize brand awareness among our listeners. Sponsorship announcements are 30 seconds in length and are announced by our popular and energetic team of hosts.

### **Event sponsorship:**

Sponsoring Radio Nyra's events connects and gets your brand in front of potential customers in a more personal way. It gains tremendous brand exposure and incredible reach. Our events range from concerts of celebrities to trade fairs.

### **E-Newsletter sponsorship:**

We feature our clients in our monthly E-Newsletters to connect them with our subscribers and to disseminate their brand, product and services. We are pleased to inform that we have 77,000+ nationwide subscriptions.

### **Website sponsorship:**

radionyra.com showcases your digital displays on our website and thus creates endless marketing opportunities for you through our web traffic. We make it easy to find, engage and generate successful leads for your brand.



### Online Streaming sponsorship:

Apart from operating on HD, AM and FM frequencies, Radio Nyra USA is also available online, on Alexa and has its application to stream 24/7. We are growing/ expanding in the competitive clients and infotainment sector. We can have your announcements and podcasts pre recorded to stream online.

### Large Screen Digital Display:

We have our digital displays presented in numerous parts, showcasing your brand will expose it to your target market. Radio Nyra's digital displays are also showcased in popular Indian grocery stores. Digital display ads should be 1920px by 1080px and the format should be jpg, png and jpeg.

### Media spotlight:

Being the one stop radio station for infotainment, our brand has garnered public attention. Again, providing you with inevitable tools to grow under spotlight and maximize your reach. Our social media campaign integrates businesses with their target audience, increases brand recognition and your inbound traffic. We have a social network of popular celebrities, influencers and more.





## On Air Weekly Program Schedule

**MON      TUE      WED      THU      FRI      SAT      SUN**

12 AM 01 AM 02 AM 03 AM 04 AM 05 AM	<b>B2B</b>	<b>B2B</b>	<b>B2B</b>	<b>B2B</b>	<b>B2B</b>	<b>B2B</b>	<b>B2B</b>
06 AM	SUPRABHAAT	SUPRABHAAT	SUPRABHAAT	SUPRABHAAT	SUPRABHAAT	SUPRABHAAT	SUPRABHAAT
07 AM 08 AM 09 AM	HELLO CITY - AAYUSHI	HELLO CITY - AAYUSHI	HELLO CITY - AAYUSHI	HELLO CITY - AAYUSHI	HELLO CITY - AAYUSHI	BINDAAS BOL- AAYUSHI	BINDAAS BOL- AAYUSHI
10 AM 11 AM 12 PM	AAMAN PATEL SPORTS SHOW	AAMAN PATEL SPORTS SHOW	AAMAN PATEL SPORTS SHOW	AAMAN PATEL SPORTS SHOW	AAMAN PATEL SPORTS SHOW	<b>B2B</b>  KNOW YOUR FINANCES SHOW	<b>B2B</b>
01 PM 02 PM 03 PM	HASHTAG GOSSIP - AAYUSHI	HASHTAG GOSSIP - AAYUSHI	HASHTAG GOSSIP - AAYUSHI	HASHTAG GOSSIP - AAYUSHI	HASHTAG GOSSIP - AAYUSHI	AGASTHYA GURUKULAM  DBON'S STOCK TALK  BIOSCOPE- JACKIE	BIOSCOPE- JACKIE
04 PM 04: 30/5 PM 06 PM	BOLLYWOOD ON AIR - JACKIE	BOLLYWOOD ON AIR - JACKIE	BOLLYWOOD ON AIR - JACKIE	BOLLYWOOD ON AIR - JACKIE	BOLLYWOOD ON AIR - JACKIE	UN NEWS  <b>B2B</b>	LEADERS AND LEGENDS- STEVE RAO  <b>B2B</b>
07:00 PM 08 PM	ALL ABOUT DHARMA- SHREYA  <b>B2B</b>	<b>B2B</b>	<b>B2B</b>	<b>B2B</b>	WHERE COUNTDOWN SHOW  <b>B2B</b>	<b>B2B</b>	<b>B2B</b>
09:00 PM 10 PM 11:00 PM	NYRA NIGHTS - SHREYA	NYRA NIGHTS - SHREYA	NYRA NIGHTS - SHREYA	NYRA NIGHTS - SHREYA	NYRA NIGHTS - SHREYA	<b>B2B</b>	<b>B2B</b>



## Client's who put their faith on us







## Our other markets



Radio Nyra USA sponsorship helps you accelerate your business from our station to a space full of high reach, huge client network, exceptional engagement and connect you with affluent and influential personalities from the Indian subcontinent network.

Our station helps companies to grow their brand awareness and maximize their exposure through -

- \* Radio Broadcast Sponsorship.
- \* Digital Display Sponsorship.
- \* E-Newsletter Sponsorship.
- \* 24/7 online streaming sponsorship.
- \* Website sponsorship.
- \* Events sponsorship
- \* Promotional sponsorship.

Let's discuss it further -

**Arohi Media LLC**

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