PODER 97.1 FM

2023 SPONSOR PACKAGES

214 Clifford Avenue
Rochester, NY 14621
(585) 256-8900 ext. 214
www.iaal.org/poder  |  information@iaal.org
WHY PODER 97.1 FM

WE HAVE THE NEW CUSTOMERS YOU NEED!

• Rochester is the 2nd largest Latino community in New York State
• First 24-hour Latin radio station in New York State, outside of New York City
• 77,000+ Latinos in Rochester with more than a $1 billion in local purchasing power
• In a recent market survey, 88% of Latinos said they listen to Poder 97.1 FM
• Underwriters are perceived as contributing to the community
• Latinos are considered the most brand loyal consumer base in the country

ADDITIONAL DEMOGRAPHICS ABOUT PODER’S AUDIENCE

Gender: 63% of Poder’s Audience is Female and 37% of Poder’s Audience is Male

According to the Nielson ratings, the station has been ranked as high 14th in the region among all AM and FM stations. This is despite Nielson’s history of undercounting Latino listeners in their ratings.

The Nielson ratings, have consistently shown that Poder ranks #1 in Rochester with our listeners tuning in an average of over 23 hours a week.

Ages of Listeners

![Ages of Listeners Pie Chart]
**GET RESULTS WITH PODER 97.1**

**THE LATINO COMMUNITY EXPERTS**

Poder 97.1 is owned and operated by the Ibero-American Action League, established in 1968 with five employees in a church hall basement. Today, Ibero has almost 180 employees across the state of New York.

- Ibero is the most powerful local brand in the Latino market
- More than 50 years of expertise with the Latino community
- In-depth knowledge of current trends in the Latino market

**WE ENSURE YOUR MESSAGE IS EFFECTIVE**

- We help you write and produce spots in a style friendly to our listeners
- Our decades of Latino market expertise helps you build a successful strategy
- Just give us your current message and we will translate it and adapt it
- We will consistently keep you informed of community events for additional exposure

**HOW UNDERWRITING WORKS?**

The Federal Communications Commission (FCC) allows businesses to underwrite, sponsor or fund programs on stations like Poder 97.1 WEPL, LPFM, but it does not allow commercial advertising. Ibero’s 97.1 WEPL also known as El Poder Latino or Poder 97.1, depends on underwriting donations from businesses and individuals to cover operating costs, as well as equipment purchases and repairs. Unlike other non-commercial stations, Poder 97.1 WEPL LPFM does not receive funding from the government.

Underwriting on Poder are required to follow all FCC regulations.

- identify but do not promote.
- do not call to action.
- use value neutral language.
- do not mention prices.
- can be produced in 10 to 30-second pre-recorded announcements.
## Sponsor Packages

Grow your brand while supporting Poder's work in the community.

<table>
<thead>
<tr>
<th>Level</th>
<th>Packages</th>
<th>Daily Spots</th>
<th>Bonus Weekend Spots</th>
<th>Weekly Total</th>
<th>Monthly Total</th>
<th>Rate per Spots</th>
<th>Monthly Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRO</td>
<td>10 spots a day during weekdays and 10 bonus spot on the weekend. Facebook, Instagram and website advertising available in this package.</td>
<td>10</td>
<td>5</td>
<td>60</td>
<td>240</td>
<td>$8.00</td>
<td>$1,920.00</td>
</tr>
<tr>
<td>GREAT</td>
<td>Seven Spots a day during weekdays and 4 bonus spots on the weekends. Facebook and Instagram advertising available in this package.</td>
<td>7</td>
<td>2</td>
<td>39</td>
<td>140</td>
<td>$8.00</td>
<td>$1,120.00</td>
</tr>
<tr>
<td>BETTER</td>
<td>Four Spots a day during weekdays and 2 bonus spots on the weekend</td>
<td>4</td>
<td>1</td>
<td>22</td>
<td>88</td>
<td>$8.00</td>
<td>$704.00</td>
</tr>
<tr>
<td>BASIC</td>
<td>Two Spots a day during weekdays.</td>
<td>2</td>
<td>0</td>
<td>10</td>
<td>40</td>
<td>$8.00</td>
<td>$320.00</td>
</tr>
<tr>
<td>WEEKEND</td>
<td>No bonus spots included in this package</td>
<td>5 (Sat &amp; Sun)</td>
<td>0</td>
<td>10</td>
<td>40</td>
<td>$8.00</td>
<td>$320.00</td>
</tr>
</tbody>
</table>

All prices are subject to change packages are created to represent a month worth of services if customer wishes to promote on a customized time period the price per spot increases to $10.00 a spot. Social media advertising will cost an additional $30.00 on customized time period.