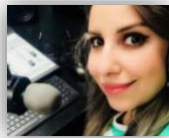




CINA Radio Detroit-Windsor

Radio CINA Detroit-Windsor provides contemporary music and critical information to 225,000 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 7am: Fayrouzyat-Wake up to the music of Fayrouz and other musical legends. **Rasha Zreika** guides listeners through the most beautiful Arabic music of all time.



7am to 10am: Get to work and get to school with a fun-focused morning show that also includes the information you need to start your day. **Rami Sadeq** is Metro Detroit's best-known Arabic personality. He provides timely news updates, the latest weather, the best music and exciting contests.



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. Rami joins her from 9-10am for an exciting 2-person show! Rana also hosts our **CINA Top 10** show on the weekend.



Noon to 4pm: Informative guests provide information and take calls about important topics related to health, law and beauty. They include lawyer **Joumana Kayrouz**, heart surgeon **Dr. Delair Gardi**, cosmetic surgeon **Dr. Mazen Harake**, day spa owner **Fatme Chebli** and real estate professionals **Mariam Khalaf**, **Ali Dagher** and **Mervet Barakat**.



4pm-7pm: Noor Kinani plays the hits, engages the audience with contests, presents informative features and keeps listeners up to date about weather and traffic. Samia Alzubaidi presents hourly news.

Midnight to 6am: Arabic music through the night including a Tarab hour from Midnight to 1am. Your favorite songs with few interruptions all night long.

News: Radio CINA Detroit-Windsor presents hourly local, national and international news. Our 9 daily newscasts (Mo-Fr) are a unique source of local news in the Arabic language.



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
 - Cosmetic beauty
 - Laser eye
 - Fertility services
 - Day Care
 - Educational institutions
 - Bridal, apparel and jewelry
 - Home décor and flooring
 - Real estate and insurance agents
 - Restaurants
 - Food markets
 - Immigration and tax services
 - Political candidates
 - Entertainment venues
 - Wireless and satellite companies
- ...Dozens of other business and professional service categories.

Sample advertiser list: *Dr. Mazen Harake, Joumana Kayrouz law firm, Garden City Hospital, Luxury Furniture, Windsor Symphony Orchestra, Heart and Vascular Consultants Dr. Delair Gardi, IVF Fertility, Katzman Wylupek law firm, Madonna University, Furniture City, Fusion Medical Spa, Advanced Cosmetics, Michigan Cosmetic Surgery, Mosel Market, Caring Dentistry, Pediatric Adolescent Clinic, Ishtar Restaurant, Damas Cuisine and Bakery, Yatooma and Associates, Family Market, Designer Suit Outlet, IB Lighting/Electric, Tax Corp, Haydar Al Jabouri Income Tax...and many other fine businesses.*



Digital is critical: Radio CINA Detroit-Windsor broadcasts live online through our website, on iPhone and Android apps, and through Smart Speakers. **We generate 2 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 very popular. It constantly engages our listeners. Our digital products feature live streams, podcasts, advertiser video, contests, content pages, song requests and other popular features. **Securenet stats CINA-FM and CINA HITS*



We have friends: Radio CINA Detroit-Windsor airs programming in 11 other languages from 10pm to Midnight Monday through Saturday and from 8pm to Midnight Sunday. Our **Assyrian show** with **Nadira Aziz** is very popular from 8pm-9pm Sundays. Other languages are Spanish, Hindi, Hungarian, Ukrainian, German, Romanian, Serbian, Italian, Macedonian, Cantonese.

***CINA Radio 102.3 FM
Detroit-Windsor***

*Detroit 313.582.1023 Windsor 519.252.1023
sales.cinaradio@gmail.com*