



**ASIA LIFE**  
**RADIO.COM**

formally known as Q4 Radio



## What is AsiaLIFERadio.com?

AsiaLIFE Radio, formally Q4 Radio, is an alternative radio station to the 'burger' stations, and has a mission to provide genuine entertainment, online. We have professional broadcasters, we're professionally managed and produced and we're quite partisan about the fact that we're the genuine article for discerning listeners.

## Who Listens to AsiaLIFERadio.com?

### **250,000 listeners a month and growing**

AsiaLIFE Radio's listeners are 25-50 years old, and beyond. A large percentage of listeners live and work in South East Asia and are looking for local business and services to meet their needs. A growing following across the globe has procured clients and interaction from all corners of the world. An affluent, professional audience, AsiaLIFE Radioweb site users are internet savvy and keen to access relevant local and global information and services from trusted sources. Our web site users place their trust in us to connect them with new and existing business with over 60% of our users logging onto the AsiaLIFE Radio site on a daily or weekly basis. Become part of our trusted network, reach your new customers economically and target them precisely.



## **Programing**

- **Crazy fool's Wake and Bake Breakfast Show**
- **The Alternative Show with Samia**
- **Studio 109 – unsigned bands**
- **Postman Pete's Soul Express**
- **The Groove Café**
- **Earblast**
- **DJ Mark Gasparro aka The Isomerizer**
- **Plausible Paula**
- **Big Dan's Sports Show**
- **Host of guest DJ's**
- **Easy Does It with Easy**

# Why is online better than FM/AM?

Broadcasting via the Internet; AsiaLIFE Radio, is available anywhere there is an Internet connection, Wi-Fi connection or via IOS and Android. Unlike traditional FM radio this makes AsiaLIFE Radio accessible not only in South East Asia but the entire world.

AsiaLIFE Radio is linked with the Q4 promotions group in Ho Chi Minh City; the leaders of artistic experiences, events and entertainment in Saigon and subsequently broadcasts some of their live gigs from their fantastic arena, both at Q4 and Cargo Bar.

AsiaLIFE Radio also works in tandem with successful companies across the globe such as [Asialifemagazine.com](http://Asialifemagazine.com), [Adventurebug.com](http://Adventurebug.com), [Bootlace.com](http://Bootlace.com), [Radiantmedicalphuket.com](http://Radiantmedicalphuket.com), [Skyla's Beach House](http://Skyla's Beach House), [Grizzly's Bar Phuket](http://Grizzly's Bar Phuket), and many other progressive companies who support the local communities of South East Asia and the globe.

Our presenters are a mix of talents ranging from broadcast legends such as Crazy Fool Plausible Paula, Mr. Easy, Samia, Burger Marx and a plethora of emerging talent from our local community and beyond. A widespread and varied guest list has included: Alice Russell, Giles Peterson, Norman Jay MBE, Louie Vega, Pete Tong, Depeche Mode, Plump DJ's, Leeroy Thornhill (The Prodigy), Roger Sanchez, Dirty Vegas, Bob Dylan, Goldie, Dr. Marc Faber, Tom Hanks and Sir Richard Branson to name but a few.

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**Internet Radio advertising is just like terrestrial radio advertising - but more powerful.**





## Regular Advertising

- 6 times per day (180 plays per month)  
**US\$220 per month**
- 8 times per day (240 plays per month)  
**US\$320 per month**

*All advertising includes:*

- *Live Reads: A live read by a AsiaLIFE Radio announcer.*
- *Combination: A combination of live reads and jingle.*
- *Logo on website*
- *At least once a week media mention on facebook, Twitter etc*

## Show Sponsorship

**Starting from just US\$540**

*Show sponsorship with AsiaLIFE Radio aligns your brand with this popular programme. This includes continuous mentions of your brand, live-reads (up to 60 seconds) twice hourly, web banner, plus a promotion announcement for the show featuring your brand at other times throughout the day.*



# Bespoke Advertising

AsiaLIFE Radio appreciate everyone is different. Therefore, we provide bespoke, cost effective solutions for all your promotional needs. No matter how crazy, we're here to help!

Bespoke advertising is the ideal solution for raising awareness of a forthcoming event, product launch or company promotion. Bespoke advertising such as 'live reads' increase the impact of your message by personalising it more between the announcer and the listener.

Align your business with a particular show, feature or special on AsiaLIFE Radio and instantly create brand awareness for your product or service with regular mentions, drop-ins and jingles.

Live 'read outs' - \$6.00 per mention

## Sponsor air time show based on your company

We can air your show; you provide the content and the talent, while we provide the air space. We schedule your show and promote it to your client base and on your websites. Each show will then become a podcast available for download on demand.

Hourly rates start at - \$600.00 per month, 5-days a week.

## Production Services

Plus production costs (one time payment) = 2/ 3000B

Voice over & production = 2,000B

Voice over, production & script = 3000B



## Testimonials

# AsiaLIFE

[www.asialifemagazine.com](http://www.asialifemagazine.com)

*“Since advertising Q4 Radio we have seen a large increase in traffic to our site, especially with specific news items mentioned on the breakfast show”*

**Jonny Edbrooke**  
Director - AsiaLIFE Online

# CARGO BAR

*“Our sponsorship package has deffinate-ly increased the size of our audience for gigs at our venue”*

**Rod Quinton**  
Director - Saigon Sound System





## Contact Us

*Ready to kick off your ad campaign?*

*Contact our Advertising & Media Consultant Manager to discuss your requirements.*

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