



BOOMTRIBE RADIO SHOW
REGIONAL MEDIA KIT



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WHAT is the BoomTribe Radio Show?

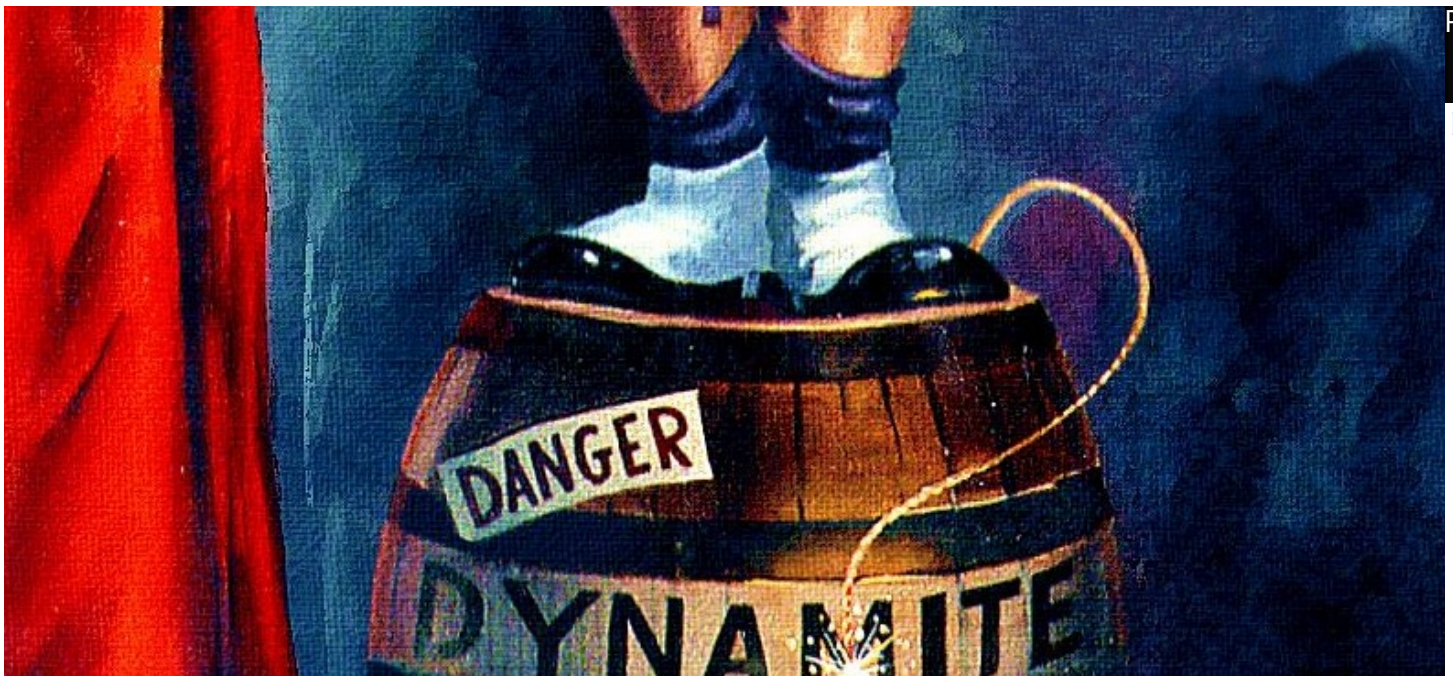
The **BoomTribe Caribbean Top 10** is a one hour segment of pure energy and entertainment derived from the three hour BoomTribe Radio Show featured on Mix 96 fm in Barbados. The full length show has enjoyed much success, including being **the number one show in its time slot** in Barbados. This is in part attributed to the fun personalities of the BoomTribe DJs, as well as the show's highlight which is the BoomTribe Caribbean Top 10 charts. If Caribbean culture, music and entertainment are important to you, then you absolutely must listen to the BoomTribe Caribbean Top 10...the radio show that continues to unite Caribbean Culture.

The BoomTribe Caribbean Top 10 is derived from a formula which compiles the Caribbean music hits from **Barbados, Trinidad and Tobago, Jamaica, Antigua, St. Lucia, UK, Toronto and the USA**. This combination has proven to be successful as it is an accurate reflection of what is happening with Caribbean music within the region and beyond. The music selected for the charts has to be of Caribbean origin, however artists outside of the region can also be considered for the charts, provided their music can easily classified to be of a Caribbean genre such as calypso, soca, reggae, dancehall, zouke etc.

Advertising BANG for your Buck!!

The charts will be aired in **15-18 Islands across the Caribbean**, through relationships gained over time with stations and a diligent sales team.

- Antigua • Aruba • Barbados • Cayman Islands • Curacao • Dominica • Grenada • Jamaica
- Martinique • Montserrat • St. Kitts • St. Lucia • St. Maarten • St. Thomas • St. Vincent • Tortola
- Trinidad & Tobago • Turks & Caicos



Your Consumers are TUNED-IN to the BoomTribe Radio Show

The show **targets viewers with a thirst for Caribbean entertainment and culture**. The show caters to **technologically savvy, fun loving individuals** that have a **strong need to be connected**. Further, the charts 18-35 demographic captures young consumers that are most receptive to advertising and willing to spend their disposable income.

The BoomTribe Radio Show will be introduced to your consumers via a number of traditional and alternative avenues before the show's official launch. This advertising cocktail is key in capturing the attention and imagination of the listener.

Promos will be run on the show's home radio station, with television promos being aired on WSEE as well. There will also be feature articles, advertisements and reviews in the most popular youth oriented magazines and publications.

Street Teams will be used whenever possible to push the show to colleges, universities, malls, local hang-out spots and clubs. We will also use our established internet presence to generate further interest in the show via viral clips, forums, newsletters and website articles. There will be competitions where potential listeners can log-on and vie to win the grand prize. Last but not least, a number of timely text message reminders will be sent before each show airs to remind your consumers that the BoomTribe Radio Show is coming up!



What Makes our Charts DIFFERENT?

The BoomTribe Caribbean Top 10 is a well-rounded show and aims to **integrate the Caribbean through music**. The show's multiple personalities and great music give us a winning combination.

Most charts in the market only speak to one specific genre. Our chart, however, is **a combination of music** that is popular not only across the Caribbean but worldwide as well. If you are from the Caribbean then you would have heard the songs featured on the charts as a **popular song in your respective island**.

During the chart's Countdown, we also feature a hit from the past and a hit for the future in the **'Remember Dis!'** and **'Watch Out'** segments respectively. The charts will periodically feature special guest artists as well as special remixes and DJ mix sessions from other BoomTribe DJs such as Hoodini and Dirkmouse, who is the **three-time Heineken Green synergy champion of Barbados**.

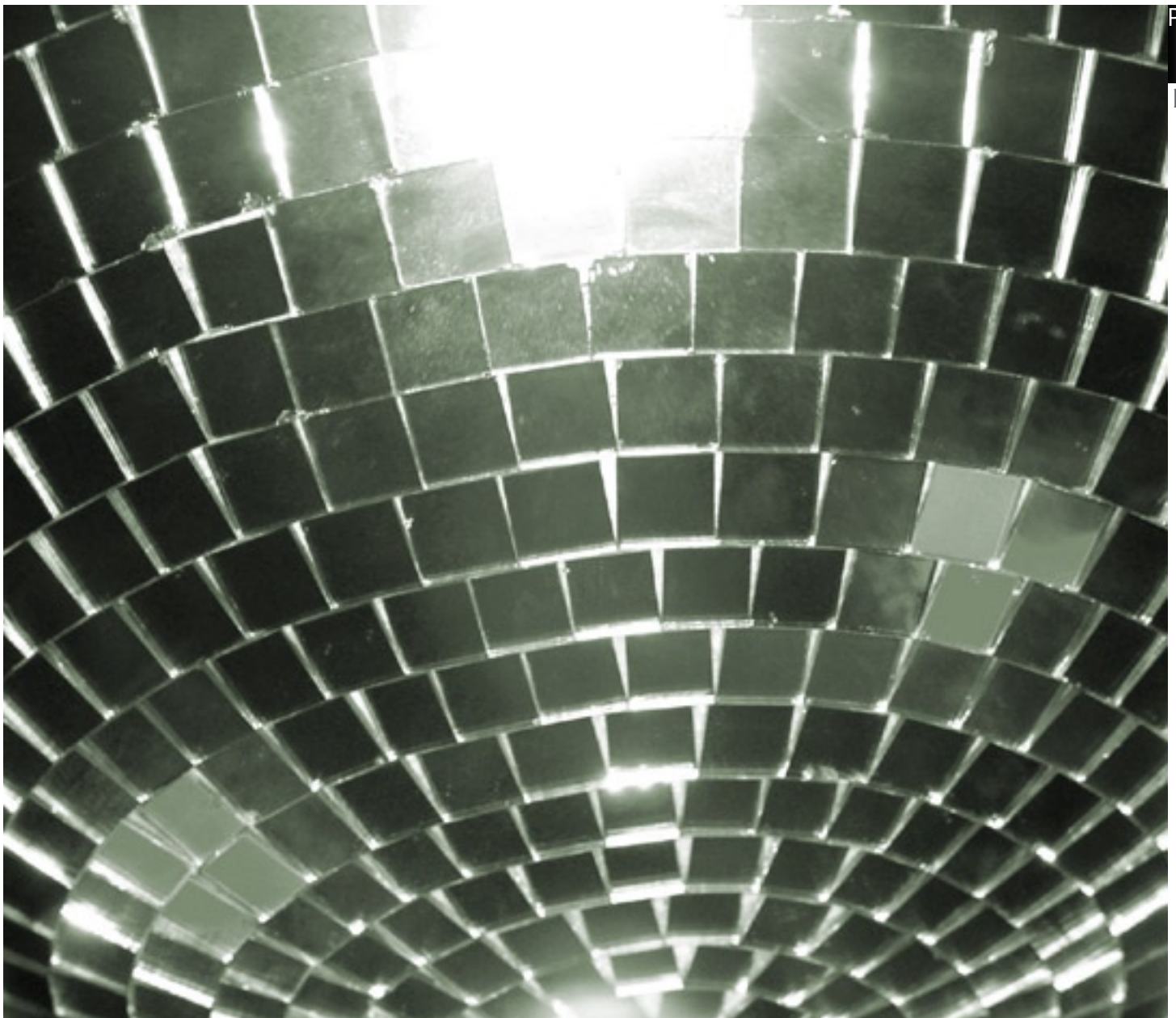


ACHIEVEMENTS

- Nominated for the **2008 Barbados Music Award for Media**
- The **number one rated show in its time slot** in Barbados.

Advertising SPOT Rates

The BoomTribe Caribbean Top 10 is 50mins of content with 10 mins advertising space. Please contact Charles Walcott at walcott@altentertainment.net or Ryan Davis at davis@altentertainment.net for further advertising rate information.



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