

# URC Radio

**Media-Kit**

THE FIRST  
MODERN  
UKRAINIAN  
ONLINE RADIO



THE RADIO THAT BRINGS  
PEOPLE TOGETHER

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





# The first professional Ukrainian online radio station in the United States

URC RADIO is a Modern Ukrainian Online Radio Station in the United States with an office in Arlington Heights (Chicago Area).

The content of our broadcast is specially designed taking into account the tastes of the most demanding Ukrainian-American listener. Don't waste your precious time searching for useful information and quality music. We did it for you. Just join, download the apps and listen.

With a passion  
for Ukraine

INTERESTING  
PROGRAMS  
AND RUBRICS

DAILY NEWS  
AND MORE  
VALUABLE  
INFORMATION

NEW  
TRANDY MUSIC  
AND UNFORGETTABLE  
UKRAINIAN HITS

www.urcradio.com

Завантажити в  
App Store

Завантажити в  
Google Play

The promotional graphic is a square with a white background and a grey cityscape at the bottom. It is divided into four quadrants by a yellow triangle on the left and a blue triangle on the right. In the center is a white circle containing the URC RADIO logo. The top right quadrant features the text 'With a passion for Ukraine' in a handwritten style, with a background image of a statue holding a flag. The bottom left and right quadrants contain QR codes and app store logos for 'Завантажити в App Store' and 'Завантажити в Google Play' respectively. The text 'INTERESTING PROGRAMS AND RUBRICS' is on the left, 'DAILY NEWS AND MORE VALUABLE INFORMATION' is on the right, and 'NEW TRANDY MUSIC AND UNFORGETTABLE UKRAINIAN HITS' is at the bottom center, above the website address 'www.urcradio.com'.

# 60%

OF MUSIC AND  
ENTERTAINMENT  
CONTENT



# 40%

OF INTERESTING  
INFORMATION  
AND NEWS

## MUSIC AND INFORMATION RADIO STATION

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- The best, popular, latest Ukrainian music and unforgettable musical classics for Ukrainians in the USA.
- Exclusive, daily, Ukrainian news, local Chicago news, USA and international news in Ukrainian.
- Extremely interesting rubrics, programs and other content.
- Mobility and accessibility in any corner of the planet.
- 24-hour order 24/7.
- Free application for iOS and Android.
- High sound quality.



70%  
OF UKRAINIAN  
MUSIC

100% HITS

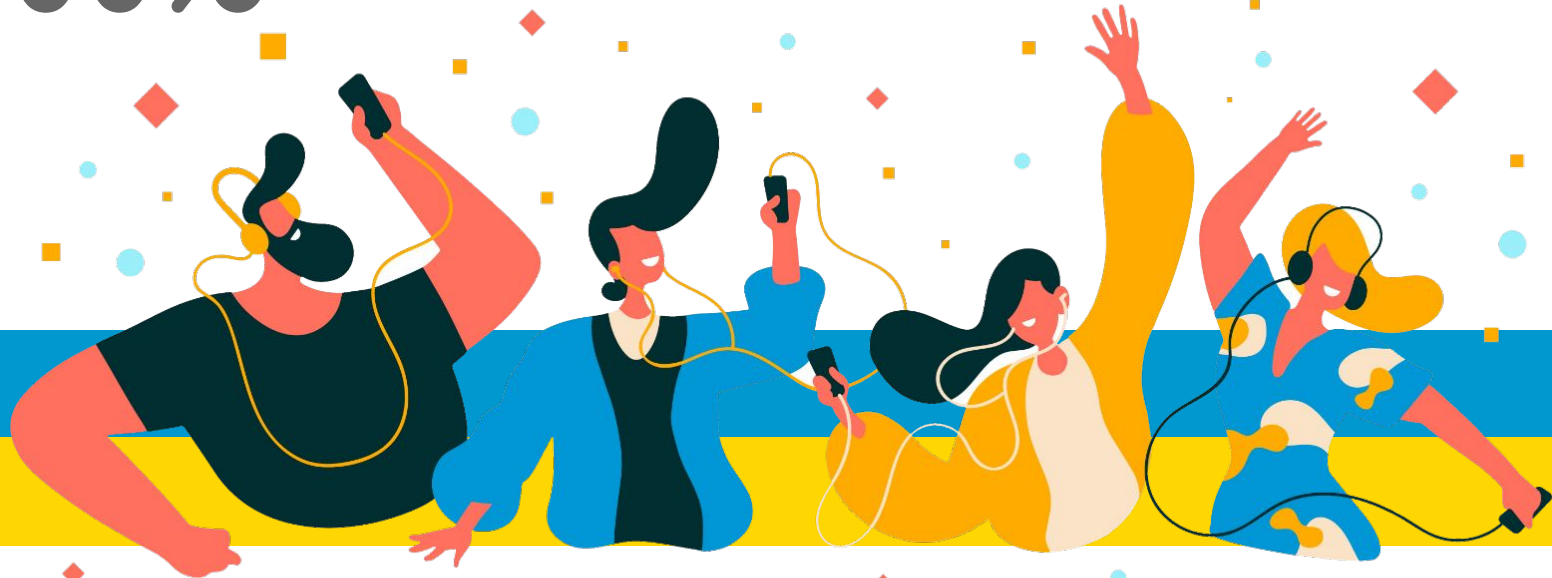
30%  
OF WORLD  
MUSIC



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

# 100%

# OF UKRAINIAN LANGUAGE CONTENT



## SPECIALLY DESIGNED

taking into account the tastes of the Ukrainian-American listener



**24/7 ORDER**

in any corner of the planet



**#URC4YOU**

**24/7/365**



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

# DEMOGRAPHY

## AUDIENCE OF LISTENERS

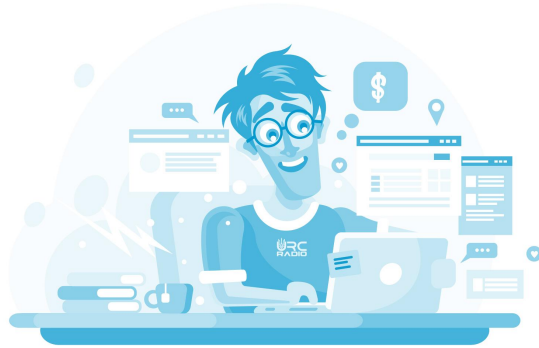
The progressive audience of listeners are the Ukrainians of the USA and Canada

- 12%: 20-22 years old
- 25%: 22-30 years old
- 55%: 30-55 years old
- 8%: 55+ years old

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

47%

OF MEN



53%

OF WOMEN





# DEMOGRAPHY

## INTERESTS

- Ukrainians in the United States are people with modern views who take an active life position, love Ukraine and support Ukrainian.
- Successful business people and eager entrepreneurs.
- Creative personalities.
- Ukrainian music lovers.
- Truck Drivers.



# LISTENING TO THE RADIO STATION

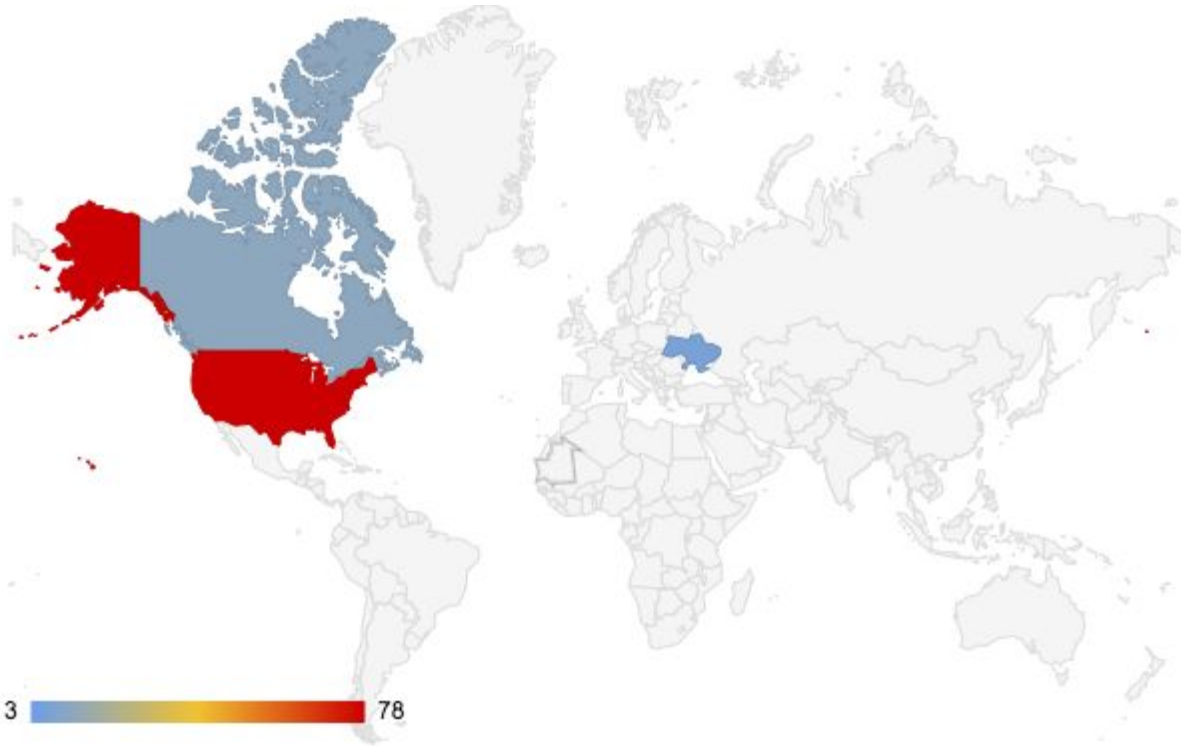


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**100 000+**  
listens per month.

**20minutes.**  
the average time  
the listener is on the  
wave

# LISTENING TO THE RADIO STATION



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91%: the USA  
5%: Canada  
3%: Ukraine  
1%: other countries

# WHERE TO LISTEN!?



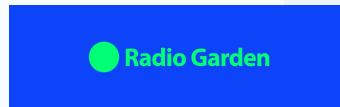
[Download App for iOS](#)



[Ask Alex](#)



[Official website](#)



[Listen on Radio Garden](#)



[Download App for Android](#)



[Listen on TuneIn App](#)



# URC Radio Community

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URC RADIO is not just a radio station, it is an online community of thousands with a total of over 100,000+ people.

Among our subscribers are famous Ukrainian stars and public figures. URC Radio Community is a major source of exclusive information for Ukrainians in America and beyond. Thanks to our daily updated information resources, round-the-clock broadcast and our mobile technologies, our listeners have a wide range of access to information and only selected, high-quality music anywhere and anytime.





# ADVERTISING OPPORTUNITIES

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## Programs and Headings

Sponsorship of programs and Headings gives additional privileges for advertisers, because it definitely separates the partner from the flow of other advertising companies, which makes the advertising event exclusive and provides an opportunity for accentuation. URC Radio offers partners a wide range of already created programs and headings and also provides the option of exclusive creation specifically for the advertising needs of the partner. (Please Call Us For Details: [331 304 0007](tel:3313040007))

## Audio advertising

Placement of commercial advertising (audio clips up to 30 seconds on 24/7 air URC Radio. Different price ranges are available depending on the timing of the audio ad (Prime Time, Business Time, Non-Business Time) and the duration of the partnership (1, 3, 6, 12 months).

## Advertising on social media

Placement of advertising information on URC Radio's Social Media and partner's groups with an audience of tens and hundreds thousands people.



## CONTACTS

 331 304 0007

 [info@urcradio.com](mailto:info@urcradio.com)

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

 #urcradio  @urc\_radio







СЛУХАЙ  
ТАНЦЮЙ  
СІВЛАЙ

