



The Heartbeat of the Caribbean

24/7 CARIBBEAN STREAMING

2024 MEDIA KIT



Powered by



CARIBSTAR RADIO

CaribStar Radio emerges as a dynamic and innovative streaming platform in partnership with iHeart Radio, dedicated to celebrating the rich tapestry of Caribbean music, culture, news, and sports. Born from the legacy of the renowned **Irie Jam Radio**, **CaribStar Radio** is set to revolutionize the Caribbean broadcasting landscape.

The Heartbeat of the Caribbean

Mission

To unite listeners through the power of Caribbean music and culture, creating a vibrant community that celebrates our shared heritage and diverse perspectives. **CaribStar Radio** aims to be the heartbeat of the Caribbean diaspora, offering a harmonious blend of entertainment, information, and cultural pride that resonates with every listener.

Our Vision

To be the leading voice of the Caribbean diaspora, offering a unique blend of entertainment, information, and cultural pride, and to become a digital hub for Caribbean enthusiasts.

What We Offer

1. **Diverse Music Genres:** From the pulsating beats from around the Caribbean, **CaribStar Radio** offers an unparalleled musical journey.
2. **Comprehensive News and Entertainment:** Stay updated with the latest happenings in the Caribbean region and its diaspora, including current events, sports updates, and entertainment news.
3. **Cultural Connection:** Dive into the heart of Caribbean culture with exclusive content including interviews, discussions, and insights from artists, cultural experts, and influencers.
4. **Youthful Engagement:** Tailored content for the streaming-savvy younger generation, including interactive digital experiences, social media engagement, and collaborations with popular artists and personalities.
5. **Legacy and Innovation:** While inheriting the rich heritage of Irie Jam Radio, CaribStar Radio brings a fresh, modern approach to Caribbean broadcasting, appealing to both long-time listeners and new fans.





UNDERSTANDING THE LEGACY

CaribStar Radio stands on the shoulders of a broadcasting giant, **Irie Jam Radio**, a beacon of Caribbean culture and music for over three decades. Founded by visionary leaders in the Caribbean community, Irie Jam Radio began as a humble yet passionate project in New York City, aimed at connecting Jamaican expatriates with the rhythmic heart of their homeland. Under the guidance of its founders, including the esteemed Bobby Clarke, Irie Jam Radio blossomed into a beloved institution, renowned for its authentic Reggae beats and insightful coverage of Caribbean news and culture. For thirty years, it served not just as a radio station, but as a cultural lifeline for the Caribbean diaspora, fostering a sense of community and pride among its listeners.

Embracing this rich legacy, **CaribStar Radio** emerges as a visionary expansion of this foundational mission. Bobby, along with his dedicated team, recognized the evolving landscape of media consumption and the diverse tapestry of the Caribbean's musical heritage. With the launch of **CaribStar Radio**, they sought to transcend the boundaries of traditional radio, creating a digital platform that connects the entire Caribbean diaspora. This new venture is not just a continuation of a legacy; it's an evolution, broadening its scope to include a wider array of Caribbean music genres like Reggae, Dancehall, Soca, Kompa, and more, and to bring news, entertainment, and sports from across the Caribbean region. **CaribStar Radio** is a testament to the unifying power of music and culture, bridging islands and generations, and continuing to be a beacon for Caribbean voices and stories in the digital age.



SOCIAL MEDIA ANALYTICS

IRIE JAM MEDIA PROPERTIES IMPRESSIONS

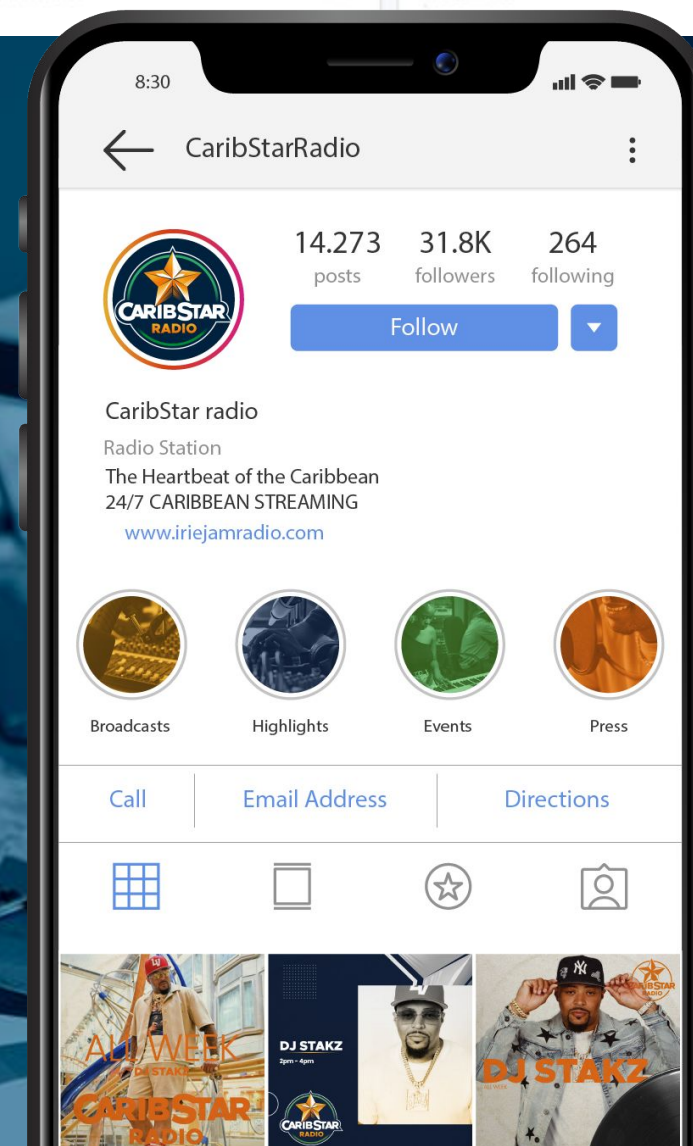
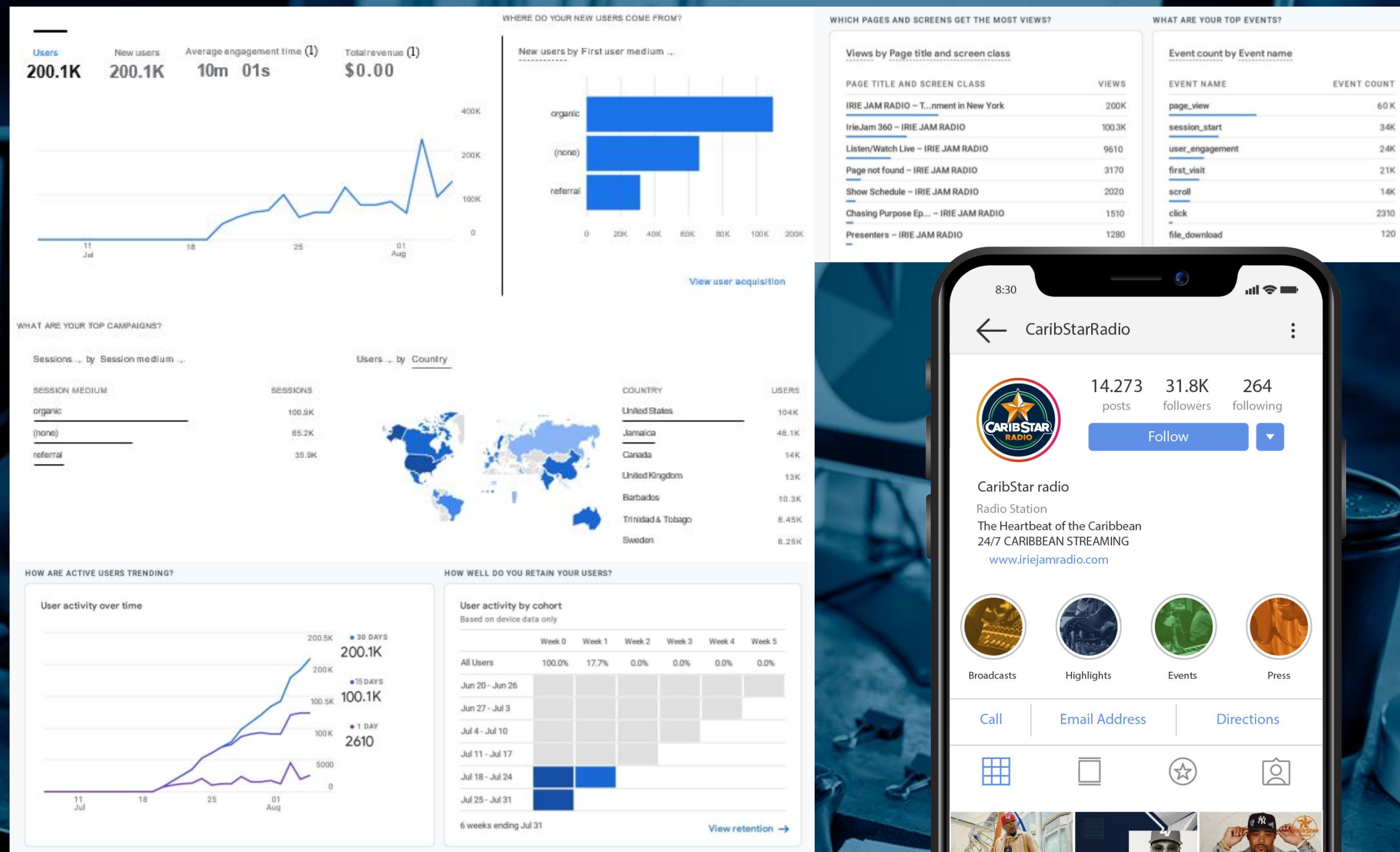
RADIO	1,3M
DIGITAL	302,187
SOCIAL MEDIA	200,000

- Irie Jam Radio is the **#1 rated Caribbean radio programmer in New York City.**
- Irie Jam Radio can be heard in the New York tri-state area, with the **potential of reaching 2.8 million listeners** - Ages 12 to 65 plus.

IRIE JAM RADIO TARGETS APPROXIMATELY:

492,325 households	in Bronx
836,531 households	in Brooklyn
663,532 households	in Manhattan
725,036 households	in Queens
116,052 households	in Staten Island

Based on independent research and surveys



WEBSITE & MOBILE APP

Experience the Unique Blend of Culture and Technology with CaribStar Radio's Website and Mobile Application

At **CaribStar Radio**, we're not just another radio station; we're a digital experience that brings the vibrant spirit of the Caribbean to the world. Our website and mobile application stand out in the crowded digital landscape by offering a unique blend of cultural richness and cutting-edge technology.

Here's what sets us apart:

- **Innovative and User-Friendly Design**
- **Exclusive and Diverse Content Library**
- **Personalized Listening Experience**
- **Interactive Features**
- **Cutting-Edge Streaming Technology**
- **Constant Innovation**

In a world where digital connection is key, CaribStar Radio's website and mobile application offer more than just a listening experience; they provide a digital gateway to the heart and soul of the Caribbean. Join us and immerse yourself in a world where culture meets technology.



WHY ADVERTISE WITH US

Advertising with CaribStar Radio: *Your Gateway to the Caribbean*

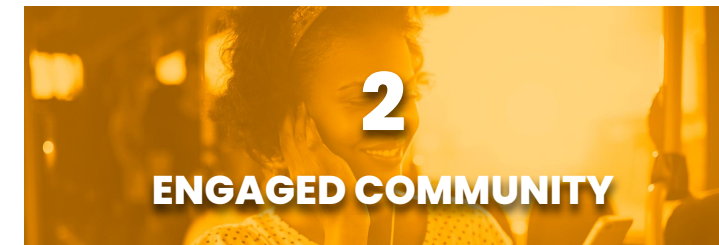
In today's dynamic media landscape, **CaribStar Radio** stands out as a premier destination for brands looking to make a meaningful connection with a diverse and engaged audience. As the latest evolution of the celebrated Irie Jam Radio legacy, **CaribStar Radio** offers a unique platform that blends rich cultural heritage with modern digital reach.

Here are five compelling reasons why your brand should partner with us:



1 DIVERSE AUDIENCE REACH

CaribStar Radio caters to a wide demographic, encompassing both the loyal listeners of Irie Jam Radio and a new generation of digital-savvy consumers. This diverse listener base provides an excellent opportunity for brands to reach a broad spectrum of the Caribbean diaspora, including influential millennials and Gen Z.



2 ENGAGED COMMUNITY

Our listeners are deeply connected to their Caribbean roots and actively engage with content that resonates with their culture and interests. Advertising with **CaribStar Radio** means your brand becomes part of their daily lives, fostering a deeper, more meaningful connection with the community.



3 INNOVATIVE DIGITAL PLATFORM

As a digital radio station on the **iHeart Radio** platform, **CaribStar Radio** offers innovative advertising solutions that go beyond traditional radio. From interactive ads to sponsored content and social media promotions, we provide a variety of ways to showcase your brand in a dynamic and engaging manner.



4 CULTURAL INFLUENCE & CREDIBILITY

With a legacy rooted in over 30 years of broadcasting excellence, **CaribStar Radio** is a trusted voice within the Caribbean community. Partnering with us lends your brand the same credibility and respect, aligning you with a rich cultural heritage and a loyal audience.



5 CUSTOMIZED MARKETING SOLUTIONS

We understand that each brand is unique, and we offer customized marketing solutions to meet your specific goals and objectives. Whether it's through targeted advertising, branded content, event sponsorships, or digital campaigns, we work closely with our partners to create impactful and effective marketing strategies.

*Join us at **CaribStar Radio**, where your brand can tap into the vibrant spirit of the Caribbean community, creating lasting impressions and building strong connections with an enthusiastic and diverse audience.*

RADIO'S ON-AIR OPPORTUNITIES

Maximize Your Brand's Impact with CaribStar Radio's On-Air Opportunities

At **CaribStar Radio**, we offer a dynamic platform for your brand to resonate with a passionate and diverse audience through our on-air and radio advertising opportunities. As a beacon of Caribbean culture and music, our station provides a unique space for your message to be heard by a dedicated and engaged listener base.

Here's how you can amplify your brand's voice with our on-air opportunities:

1. **RADIO ADS:** Craft compelling radio ads that capture the essence of your brand. With options for various time slots and durations, your message will be tailored to reach your target audience at the right moment, whether it's during peak commute times or specific show segments.
2. **SPONSORED SHOWS & SEGMENTS:** Align your brand with specific content by sponsoring popular shows or segments. This association not only enhances brand visibility but also positions your brand within relevant content that resonates with our listeners.
3. **AUDIO CAMPAIGNS:** Launch audio campaigns that tell your brand's story. Utilize our platform to create a series of engaging audio ads that build a narrative, keeping listeners connected and anticipating more.
4. **LIVE READS BY POPULAR HOSTS:** Have our popular radio hosts deliver your message through live reads. This personalized approach adds authenticity to create a stronger connection with the audience. We also are happy to offer Time Signals whereas your brand can "power the hour".
5. **CUSTOM JINGLES & BRANDED CONTENT:** Collaborate with us to produce custom jingles or branded content that integrates seamlessly with our programming, providing a memorable and engaging experience for listeners.
6. **EVENT & CONTEST PROMOTIONS:** Utilize our on-air platform to promote events or contests, engaging listeners and inviting them to interact with your brand in fun and exciting ways.
7. **LIVE BROADCAST OPPORTUNITIES:** Exclusive live broadcast opportunities, allowing your brand to be featured during our high-energy, real-time radio shows. This is perfect for creating immediate engagement and excitement, connecting your brand directly with our lively and interactive audience.

*By partnering with **CaribStar Radio**, your brand can harness the power of digital innovation to create meaningful connections with a diverse and dynamic audience, deeply rooted in Caribbean culture and lifestyle.*

*By choosing **CaribStar Radio** for your on-air advertising needs, your brand will not only reach a wide and diverse audience but also engage with them in a meaningful and culturally relevant way.*

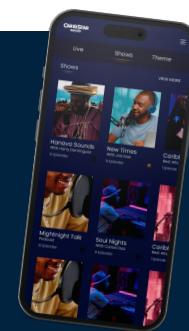
DIGITAL OPPORTUNITIES

Embrace the Digital Wave with **CaribStar Radio**:

Innovative Advertising on Our Mobile App and Website

In the era of digital connectivity, **CaribStar Radio** offers a plethora of innovative advertising opportunities on our mobile app and website, tailored to elevate your brand's presence in the vibrant Caribbean market. Our digital platforms are designed to engage a tech-savvy audience, providing immersive and interactive experiences that resonate with the Caribbean diaspora.

Here's how your brand can leverage these opportunities:



ON THE MOBILE APP

- **IN-APP BANNERS AND DISPLAY ADS:** Place your brand at the fingertips of our users with visually appealing banner ads, strategically positioned for maximum visibility and engagement.
- **SPONSORED PLAYLISTS & SEGMENTS:** Align your brand with specific content by sponsoring popular shows or segments. This association not only enhances brand visibility but also positions your brand within relevant content that resonates with our listeners.
- **PUSH NOTIFICATIONS:** Send targeted push notifications to our app users, offering promotions, brand messages, or updates, directly engaging with them in a personalized manner.
- **INTERACTIVE POLLS AND SURVEYS:** Engage with users through interactive polls and surveys within the app, providing valuable insights while increasing brand visibility and engagement.
- **CUSTOM BRANDED CONTENT:** Collaborate with us to create custom content that aligns with your brand's message, be it special features, interviews, or thematic music hours.



ON THE WEBSITE

- **HOMEPAGE TAKEOVERS & SKINS:** Make a bold statement with homepage takeovers or custom skins, offering a high-impact visual presence on our website.
- **CONTENT SPONSORSHIP:** Sponsor articles, blogs, or news sections that align with your brand, enhancing credibility and connection with our audience.
- **VIDEO & AUDIO ADS:** Utilize pre-roll, mid-roll, or post-roll video and audio ads to capture the attention of our audience, delivering your message effectively.
- **EVENT & CONTEST SPONSORSHIPS:** Partner with us in hosting online events or contests, providing a platform for interactive brand promotion and engagement.
- **NATIVE ADVERTISING:** Seamlessly integrate your brand's message with our website content through native advertising, ensuring a non-intrusive yet effective presence.

ELEMENTS & SPECS

1. File Size: Recommended 200kb
MAX 2mb

2. File Type: .JPG, .GIF, .PNG

3. AD Sizes: 300x50px, 300x250px, 350x150px,
728x90px

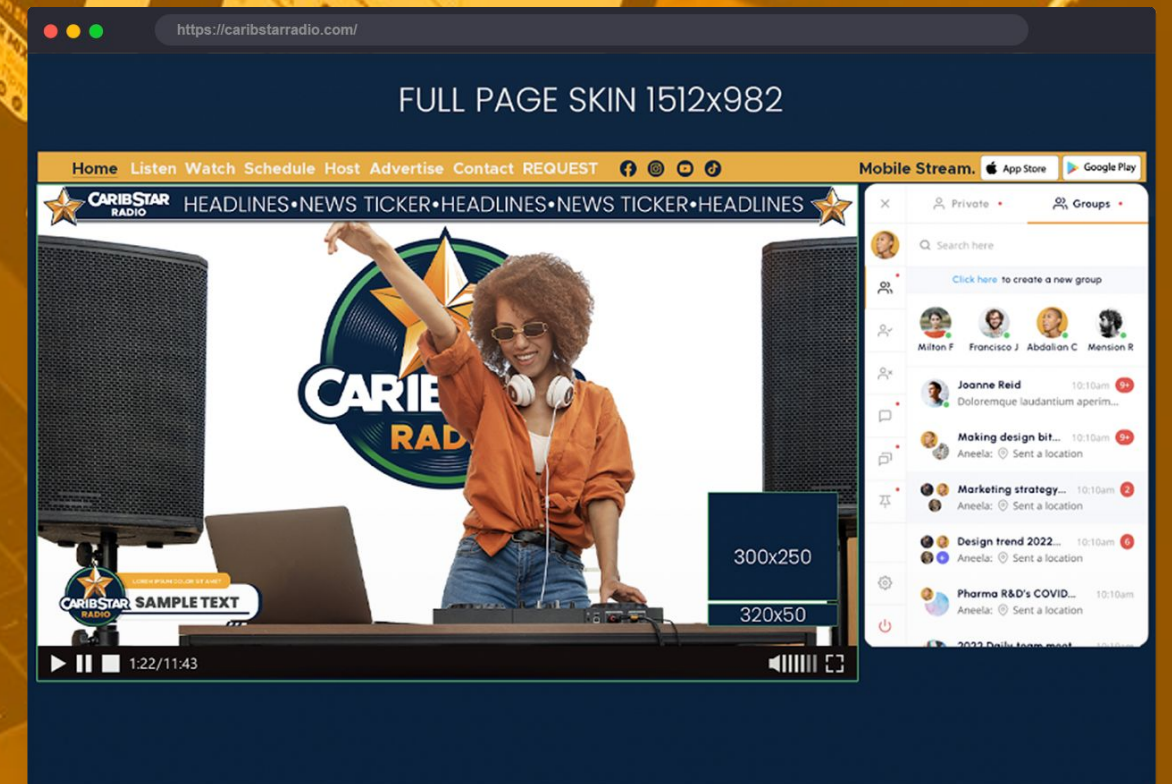
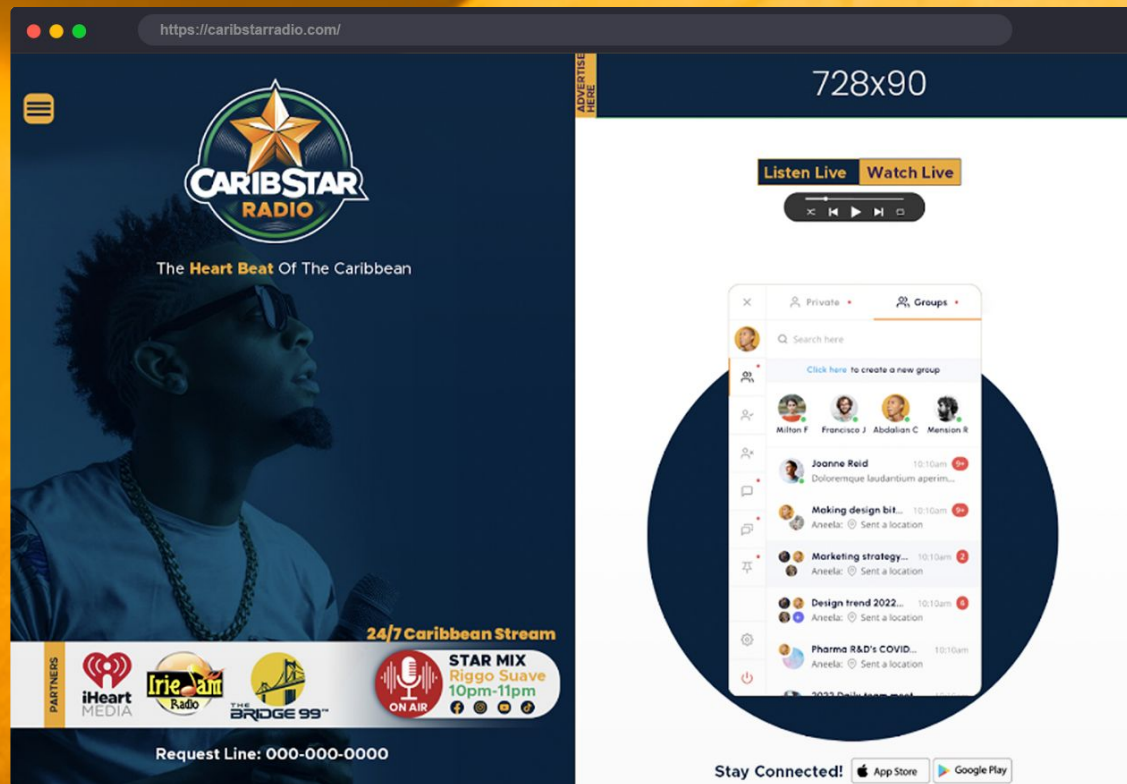
4. Ad Backgrounds and Borders: On all ads with partially black, white, or transparent backgrounds, you must add a visible border of contrasting color to the majority background color of the ad.

FULL PAGE SKIN

1. File Size: Recommended 600kb
MAX 3mb

2. File Type: .JPG, .PNG

3. AD Sizes: 1512x982px



ELEMENTS & SPECS

Home Page Banner: 1456x180px

Home Page Rectangle: 672x560px

Internal Pages: 1242x150px

Interstitial ad:

iPhone 11 1242 x 2688px

iPhone SE 1242 x 2208px

iPhone 5 640 x 1136px

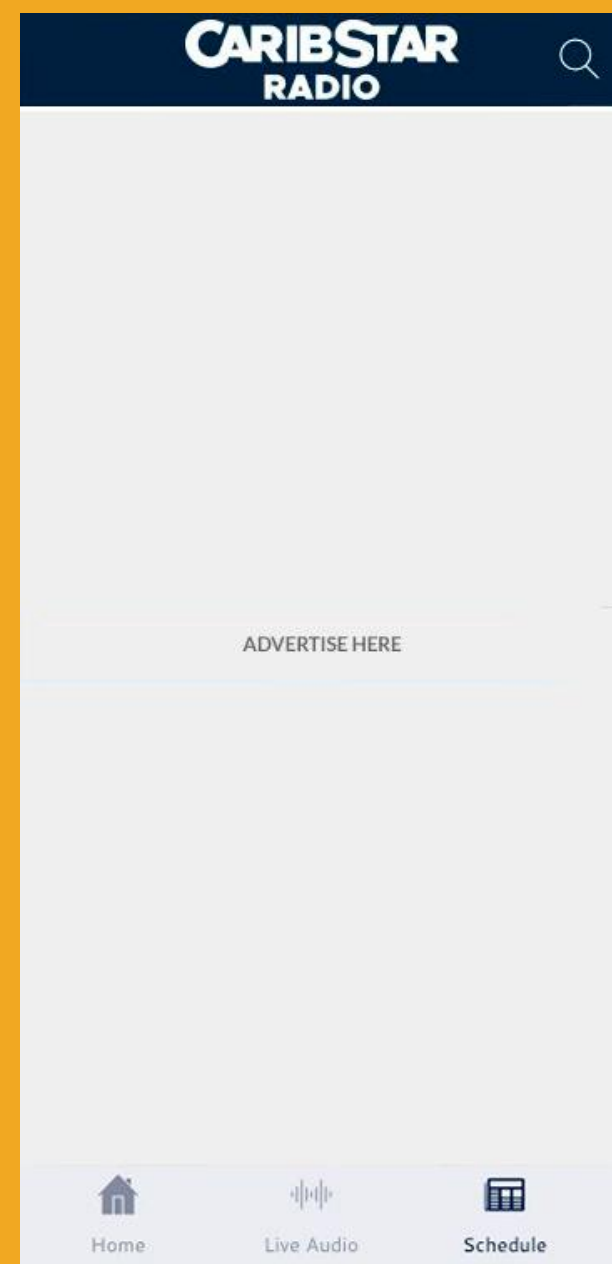
Android 1440 x 2560px

1. File Size: Recommended 200kb

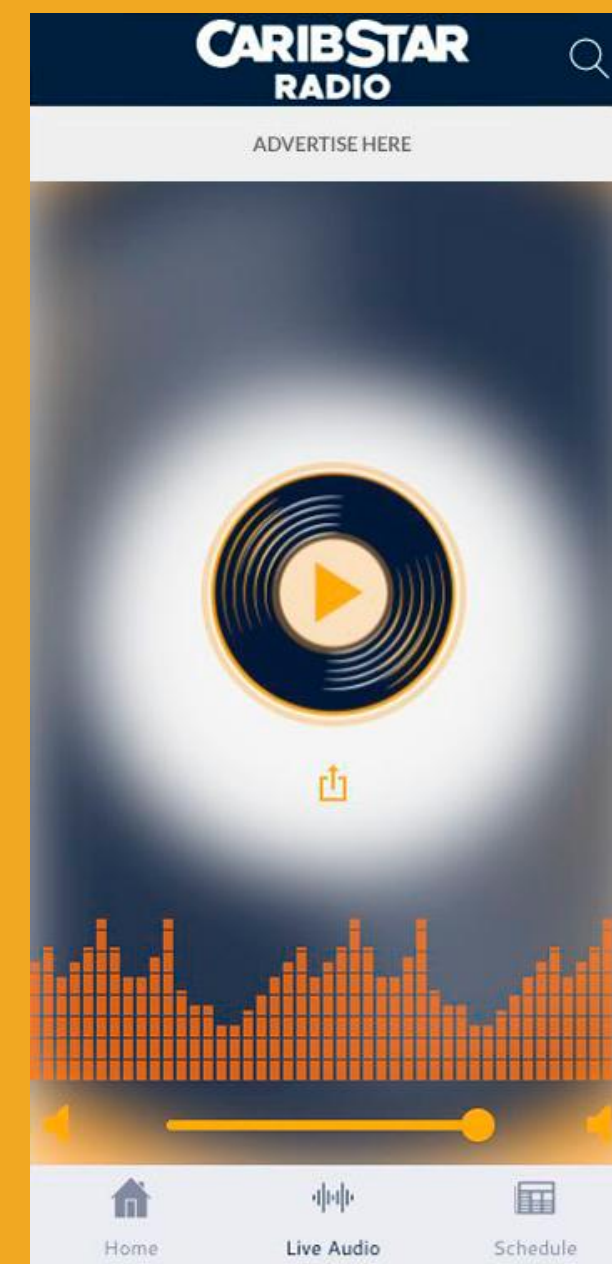
MAX 2mb

2. File Type: .JPG, .PNG

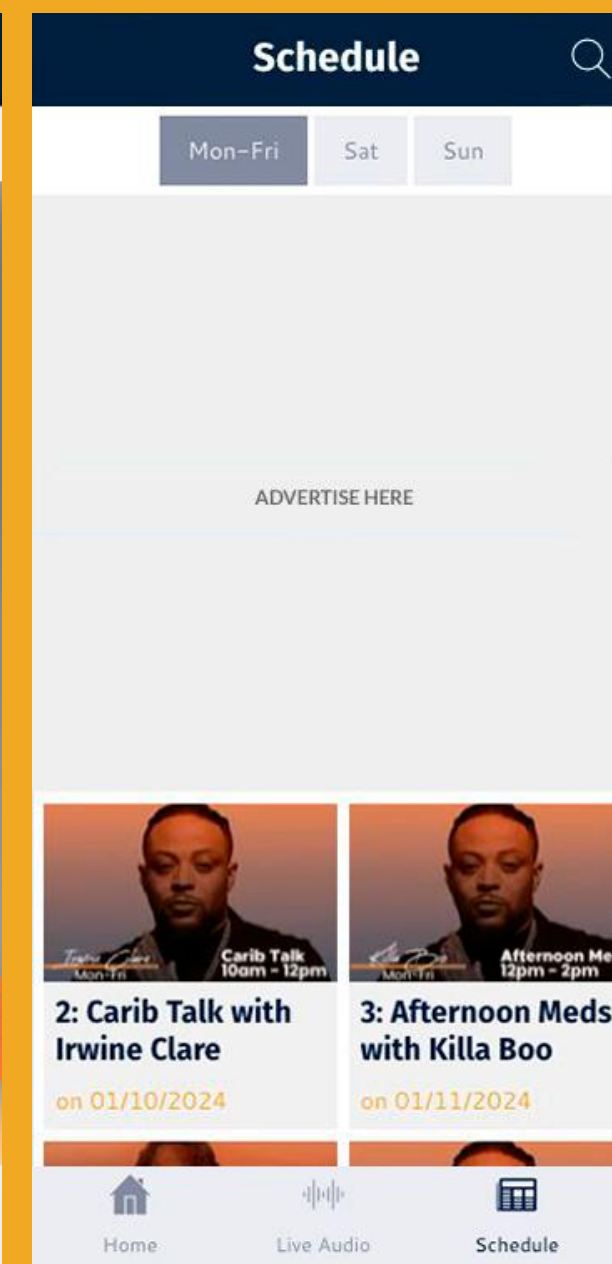
Interstitial Ad



Banner



Rectangle Banner





2024 MEDIA KIT

2024 SALES CONTACTS

*Experience the Unique Blend of
Culture and Technology with
CaribStar Radio's Website and
Mobile Application*

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