



She's The B.O.S.S. Radio

"Release Your Power and Fulfill Your Dream"



Media Kit

Public Relations

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Overview

Summary: Greetings, I am LaKita Berry CEO of She's The B.O.S.S. Enterprises, LLC and Host of She's The B.O.S.S. Radio, a live Internet broadcast of shows on BlogTalkRadio.com. In an effort to raise awareness of health, wellness, inspiration, motivation, employment, entrepreneurship, businesses, professional offices and public- sector establishments that contribute in so many ways to our community, we invite our listeners to tune into She's The B.O.S.S. Radio everyday, Sunday- Friday 12:00pm-1:00pm and 7:00pm-8:00pm as well as Saturdays from 11:00am-12:00pm and 12:00pm-1:00 pm.

BlogTalkRadio is a social talk-radio network that hosts thousands of shows across all topics, including politics, sports, books, business, entertainment, health, paranormal, comedy and religion. Since the company's 2006 launch, over 73,000 shows have streamed from BlogTalkRadio. The network attracts over 2.6 million listeners each month. Talkers Magazine recently posited both that "...Internet talk radio has been growing steadily" and "...a strong case can be made that Internet talk radio is rapidly on its way to being a major media movement in popular culture" in a recent article featuring BlogTalkRadio.

Benefits to Companies and Advertisers:

- Excellent Avenue to Build a Network
- Enhanced Company Visibility
- Increased Product Exposure
- Enhanced Company Persona
- Improved Customer Interaction

Focus: The theme and focus for "She's The B.O.S.S. Radio" is Business Owners Steadfast & Strong Promoting Powerful Personal and Professional Development. This show was designed to uplift and encourage our communities to pursue their passion or goals. *"Release Your Power and Fulfill Your Dreams"*!

Content: The mission of She's The B.O.S.S. Radio is to provide a forum for collective support by Women Entrepreneurs and more seasoned business owners to encourage one another to press towards a higher level, promote health awareness and to implement strategies that ensure access to not only educational but financial growth opportunities. As well as equipping them with the necessary tool for successful careers, if entrepreneurship isn't their choice. She's The B.O.S.S. Radio is informational and motivational as well as inspirational because we believe that in order to be successful, you must be well rounded in every facet of your life. We from time to time post podcast or videos of the show and events. In an effort to gain a consensus from our listeners on show topics, we may take a poll just to hear the concerns of the community. Although we support women in the community we are not solely a woman based or strictly a product review show and we encourage our male counterparts to listen as well as invite them to be guest on the show.



Guest: Our guests have ranged from local business owners to award winning R&B Artist; doctors, renowned writers, financial experts and professionals from around the United States. We have been asked to speak as well as broadcast live at expos and workshops.

Audience:

Metrics:

Unique Visitors (per month): **55%**

Page Views (per month): **68%**

Average Time on Site: **25min.**

Fee Subscribers: **200**

Demographics:

Age: **14-18 & 25- 65+**

Income: **\$32,000+**

Marital Status: **Married, Single, Divorced**

Youth: **10%**

Educational Background: **Diplomas/Degrees**

Employment: **House Wives, Professionals, Students, Entrepreneurs**

Social Media Footprint

Radio today realizes that the power of a network comes not only from our number of listeners and special guest but also from our social media footprint as a whole. While this information may not make a difference for those who are simply looking to purchase an ad, there are plenty of marketers and PR reps who will find this information interesting and useful.

Twitter: We use Twitter to post or promote shows and events as well as motivational quotes. We also use Twitter to take questions from the listeners.

Facebook: We use Facebook to post or promote shows and events as well as motivational quotes. We also use Facebook to take questions from the listeners and promote contest.

Youtube: We use Youtube to post or promote shows and events as well as motivational quotes. We also use Youtube to replay shows and promote contest.



Ad Formats/ Pricing

This site offers a list of standard internet ad sizes set by the Interactive Advertising Bureau (IAB). Please note that the four most commonly offered sizes as part of the Universal Ad Package are: 300x250px, 180x150px, 728x90px and 160x600px. We ask that advertisers have ad units ready for these sizes.

Pricing:

Prices and Formats for ad units:

Size	125x125	300x250	180x150	728x90	160x600	Text Link in post write up
Monthly Rate	\$25.00	\$48.00	\$35.00	\$65.00	\$57.00	\$75.00

Payments: All payments via Master card, Visa and American Express should be made here on our secured site <http://shethebossradio.com/NewFiles/about-us/advertisements/> or check and money order paid to the order of She's The B.O.S.S. Enterprises, LLC. Upon the sending of your payment, please email your advertisements to Adver@ShesTheBOSSRadio.com in the proper format for uploading. Photos or graphics should be a minimum resolution of 300dpi.

Discounts: We are currently offering a discount of 20% for advanced payments for multiple months of advertisements. (Discounts are subject to change)

Ad Policy

She's The B.O.S.S. Radio reserve the rights to set the policies for the content and quality of the ads on our show and website. Please consider the following:

- No refunds on ads.
- We reserve the right to refuse an ad based on content of the ad or the product or site being promoted.
- All ads must reflect the values of She's The B.O.S.S. Radio.
- We reserve the right to refuse an ad based on suggestive wording, suggestive poses in images or photos, improperly draped or nude photos, disparagement of competitors, or false or misleading claims.



- We reserve the right to refuse an ad based on substantiated fraud, deception, or illegal or unethical business practices.
- We reserve the right to refuse an ad based on promotion of prostitution, sexual surrogates, escort services or sexual behavior within massage practice.
- We reserve the right to refuse an ad based on Advertiser's attempt to exert undue influence on editorial content or decisions to the gain or detriment of any person.
- Advertisers may not mention She's The B.O.S.S.S Enterprises, LLC., She's The B.O.S.S. Radio or use any of its trademarks without written permission from appropriate She's The B.O.S.S.S Enterprises, LLC., She's The B.O.S.S. Radio staff.

Review/ Giveaway Policy

She's The B.O.S.S. Radio will do product reviews and giveaways; however we will not review any products unless we try them. If you'd like us to do a review on a product or service, we require that you send it to us for an honest trial. Also, please consider the following:

- She's The B.O.S.S. Radio has a \$50 minimum value for reviews and a \$40 minimum value for giveaways when provided with a review; products must be full size and not sample sizes.
- All shipping costs associated with the product will be at your expense and we will not return the product.
- If there are any customs charges to be paid upon delivery, we have the right to send the shipment back unpaid or if we do accept the delivery and pay the charges(if they are reasonable), you will be required to reimburse all fees either via check or PayPal (PayPal preferred).
- You will receive an email requesting reimbursement which must be paid before the review/giveaway will be posted.
- To avoid any returned shipments, please make sure all charges, including custom fees, are paid when you ship the sample.
- We do not pay COD's, they will be returned.
- We will not guarantee a positive review although we will guarantee to give an honest trial of the product, to review all the pros and cons and to give a non-bias review.
- We are not obligated to give a positive review of your product or service but we will give every effort to do so; if you have a valuable product that will benefit our many listeners there should be no reason we would not give a positive review.



- Each review given is our opinion as a parent, a spouse, business owner and a consumer therefore we will give our honest opinion.
- Our review turn around time is 2- 3 weeks but this is not a guarantee.
- It is highly suggested that you offer a giveaway of your product or service in conjunction with your review.
- Giveaways increase traffic and exposure for your business and product or service. You are responsible for shipping the prize(s) and the costs associated with the giveaway, shipping costs or otherwise.
- Shipping costs cannot be included in the giveaway prize value.
- If a gift code must be used to include shipping charges, you must ensure that there is enough money added to the gift code to cover the giveaway prize value plus the shipping costs.
- Giveaway prizes should be mailed within one week to remain in good standing.
- If the giveaway is only promoted for a specific country, for example only to contestants residing in Canada, please specify this in your initial review request.
- Only family-friendly giveaways and reviews are accepted and entrants must be 18 years of age or older.
- We reserve the right to refuse any giveaway or review request that we do not feel meets the standards of She's The B.O.S.S. Enterprises, LLC., She's The B.O.S.S. Radio.