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RADIO DII

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EDUCATION

Indians have the highest educational attainment of any ethnic group in the country.

Nearly 64% hold a bachelor's or higher degree compared to 26% of Whites, 14% of Blacks and 10% of Hispanics. (Census 2000)

Almost 40% of Indian Americans have a master's, doctorate or other professional degree, which is almost five times the proportion for Whites. (Census 2000)

PROFESSIONALS

Almost 50 percent of Indians are employed in managerial and professional specialties. (Census 2000)

Another 33 percent work in technical, sales, and administrative support occupations. (Census 2000)

One third of engineers in Silicon Valley are of Indian descent. (University of California-Berkeley study)

Nearly 8,000 Indian Americans serve as faculty members at colleges and universities throughout the United States.

INCOME

Indians have the highest household income of any group in the U.S.A. — almost 40% higher than that of whites. (Census 2000)

The median household income of Indians is \$64,000 compared to \$45,000 for Whites, \$34,000 for Hispanics and \$29,000 for Blacks. (Census 2000)

The annual buying power of Indians exceeds \$80 billion. (Selig Center for Economic Growth)

BUSINESS SAVVY



Indians own 50% of all economy lodges and 37% of all hotels in the United States with a combined value in excess of \$38 billion. (AAHOA)

They are the single largest foreign physicians group in the country, accounting for 15% of all foreign medical graduates and nearly 5% of all U.S. physicians.

Indians are behind 1 in 4 immigrant start-ups in the United States. (National Venture Capital Association study)

Indians own 230,000 businesses with annual sales of \$89 billion. (2002 Economic Census)

FASTEST GROWING

Indians are one of the fastest growing ethnic groups in the United States.

Since 1990, the Indian population has grown 166%, which is 11 times the national average of 15%. (American Community Survey)

Indians are projected to become the largest Asian group by the end of this decade.

RADIO DIL SE...

Radio Dil, is America's first Sub Carrier radio station broadcasting 24x7, 365 days a year. Radio Dil broadcasts on WWW 96.3 FM, and live on the web www.radiodil.com.

96.3 was launched in 19XX to serve the South Asian community in New Jersey and New York. On Month XX, 19XX, America's First 24x7 all South Asian sub carrier Radio Station.

Radio Dil serves South Asians across New Jersey, New York and worldwide on the internet...

As the only 24X7 live voice within the community of over 500,000 South Asians in New Jersey, New York and millions of listeners online, Radio Dil is the ultimate stop for all of your entertainment.

With a loyal listenership of all generations, for the last XX years on 96.3 FM, Radio Dil is a favorite of local businesses in New Jersey and New York. The listeners tune into Radio Dil while driving, at work on the internet, at home and at the offices across the globe.



ADVERTISING RATES

Moring Drive
(8am-10am) \$100

Mid-Day
(10am-Noon) \$75

Afternoon
(12pm-4pm) \$50

Evening Drive
(4pm-7pm) \$100

Night
(7pm-9pm) \$75

Late Night
(9pm-12am) \$50

ONLINE ADVERTISING

Leaderboard
728px X 90px PRICE

Square Button
160px X 175px PRICE

Micro Bar
180px X 68px PRICE

**America's first
Subcarrier
Radio Station**

Rates are based on :30sec On-Air Announcements. Ask for special Montly Packages. Rates in Effect as of April 1, 2010. "Online Sponsorships" available on the station's websit eat www.radiodil.com

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