

# POLNET COMMUNICATIONS, LTD



**Polnet Communications, Ltd.** is a key player among ethnic broadcasters in the U.S. and is the number one media outlet in the Polish-American community.

Polnet owns and manages the following radio stations:

- WNVR AM 1030 Chicago Polish Radio
- WKTA AM 1330 Chicago Ethnic Radio (Russian, Korean & German)
- WEEF AM 1430 Chicago Ethnic Radio (Italian, Greek & Russian)
- WPJX AM 1500 Chicago Spanish Radio
- WRKL AM 910 New York Spanish Radio
- WLIM AM 1580 Long Island, Southern Connecticut Spanish Radio
- WTMV AM 1280 Sarasota Sports Radio
- WRXB AM 1590 Tampa Bay Radio

Serving ethnic communities since 1985, Polnet grew to become the number one media outlet for over one million Polish-speaking listeners and viewers in Illinois, Wisconsin, Michigan, Iowa, and Indiana, providing live Polish language programming 7 days a week on WNVR AM 1030 and globally 24 hours a day at [www.polskieradio.com](http://www.polskieradio.com).

During the 26 years of its broadcasting tradition, WNVR has become an indispensable part of life for the Polish-speaking community, providing the link between their European heritage and their new home, the United States.

Polnet Communications Ltd. has two strategically complementary affiliates: Polvision & European Cultural Foundation.

Polvision is the largest Polish language television broadcaster in the Chicago land area, broadcasting 7 days a week on channels WPVN 24.4, Comcast 397 and 679.

Our other affiliate, European Culture Foundation, entertains Polish audiences with concerts, theatrical events, picnics and other large community events. These activities create an effective and efficient additional advertising channel that allows advertisers to get their marketing message to thousands of potential customers.

**Polnet Communications, Ltd.**  
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**[www.polskieradio.com](http://www.polskieradio.com)**

# U.S. Census Bureau

## POPULATION PROFILE

Polish	Illinois	Polish	Illinois
<b>SEX AND AGE</b>		<b>EDUCATION</b>	
Total population	970,053	Population 25 years and over	
Male	47.8%	Less than high school diploma	7.4%
Female	52.2%	High school graduate	28.3%
		Some college or associate's degree	29.9%
Median age (years)	38.7	Bachelor's degree	22.5%
		Graduate or professional degree	11.8%
18 years and over	77.4%	<b>HOUSING TENURE</b>	
21 years and over	73.2%	Owner-occupied housing units	78.9%
62 years and over	16.1%	Renter-occupied housing units	21.1%
65 years and over	12.8%		
		Housing units with a mortgage	
<b>INCOME IN THE PAST 12 MONTHS</b>		Less than 30 percent	56.4%
Median household income (dollars)	64,084	30 percent or more	43.6%
Mean retirement income (dollars)	22,638		

Source: U.S. Census Bureau, 2010 American Community Survey

## CENTRAL & EASTERN EUROPEAN ANCESTRY

	Illinois	Indiana	Michigan	Wisconsin
<b>Total:</b>	14,992,661	6,791,067	11,856,293	7,297,721
Bulgarian	16,955	935	3,992	813
Croatian	43,323	10,752	21,094	17,298
Czech	134,209	16,802	50,004	91,675
Hungarian	50,230	34,790	99,942	24,434
Lithuanian	89,014	10,722	28,378	15,325
Polish	970,053	194,588	867,260	526,146
Romanian	28,373	8,325	29,915	5,717
Russian	126,227	21,839	69,886	39,003
Ukrainian	49,755	8,146	38,416	9,796
Yugoslavian	20,279	6,368	21,258	6,801

Source: U.S. Census Bureau, 2010 American Community Survey

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday		
6:00 AM	<u><b>Morning Express</b></u> Paweł Kuliński					<u><b>Saturday Morning</b></u> Małgorzata Ptaszyńska	<u><b>Morning Coffee</b></u> Krzysztof Arsenowicz		
7:00 AM									
8:00 AM						<u><b>RAI</b></u> News Hour Kamilla Dworska, Magda Marczevska, Iza Grzebieta, Paweł Nawrocki, Joanna Trzos			
9:00 AM	<u><b>Morning Express</b></u> Paweł Kuliński					<u><b>Saturday Morning</b></u> Małgorzata Ptaszyńska			
10:00 AM	<u><b>What's New?</b></u> Idalia Błaszczuk					<u><b>Studio A</b></u> Rafał Jurak	<u><b>Studio A</b></u> Rafał Jurak		
11:00 AM									
12:00 PM	<u><b>RAI</b></u> News Hour								
1:00 PM	<u><b>Afternoon</b></u> Jacek Niemczyk Małgorzata Ptaszyńska							<u><b>American without Rose Colored Glasses</b></u> Marek Rzepkowski	<u><b>Sunday Radio Conductor</b></u> Paweł Proczkowski
2:00 PM									
3:00 PM						<u><b>RAI</b></u> News Hour			
4:00 PM									
5:00 PM	<u><b>RAI</b></u> News Hour					<u><b>Polish Hits</b></u>	<u><b>Sunday Radio Conductor</b></u> Paweł Proczkowski		
6:00 PM	<u><b>A Midsummer Night's Dream</b></u> Idalia Błaszczuk, Rafał Jurak, Małgorzata Ptaszyńska (March – September)						<u><b>Polish Hits</b></u>		
7:00 PM									
8:00 PM 6:00 AM	<u><b>Polish Hits</b></u>								



## PROGRAMMING DESCRIPTION

### **Morning Express with Paweł Kuliński**

News, music, talk, special features, interviews, and commentaries.

Audience Demographic: 25+

### **RAI (News Hour)**

Morning, Noon, and Evening: World/local news, sports, and weather.

Audience Demographic: 21+

### **What's New with Idalia Błaszczuk**

Talk, current events, interviews, and guests

Audience Demographic: 35+

### **Afternoon with Jacek Niemczyk and Małgorzata Ptaszyńska**

Talk, music, and guests.

Audience Demographic: 21+

### **Saturday Morning with Małgorzata Ptaszyńska**

Talk, music, and guests.

Audience Demographic: 25+

### **Kids for Kids with Krzysztof Arsenowicz**

Entertainment for kids.

Audience Demographic: 7+

### **Studio A with Rafał Jurak**

Music, talk, law, and politics.

Audience Demographic: 25+

### **America without Rose Colored Glasses with Marek Rzepkowski**

Politics, economics, guests, interviews, and commentaries.

Audience Demographic: 25+

### **Morning Coffee with Krzysztof Arsenowicz**

Talk, interviews, and guests.

Audience Demographic: 25+

### **Sunday Radio Conductor with Paweł Proczkowski**

Music and talk.

Audience Demographic: 18+

### **Midsummer Night's Dream with Idalia Błaszczuk, Rafał Jurak, Małgorzata Ptaszyńska**

Talk, topics of the day, and music.

Audience Demographic: 18+



## COMPETITIVE ADVANTAGES

- Access and exposure to over one million Polish-Americans in Chicago and the surrounding areas
- The only full time radio station in the United States producing live Polish programming 7 days a week on 1030 AM and [www.polskieradio.com](http://www.polskieradio.com)
- Diversified programming (talk, news, sports, music) that reaches all demographic groups
- Famous on air hosts and correspondents
- High community visibility through sponsorship of various community events (concerts, sporting events, theatrical productions, film screenings, and festivals).
- In house production studio
- Years of marketing expertise in the Polish market.

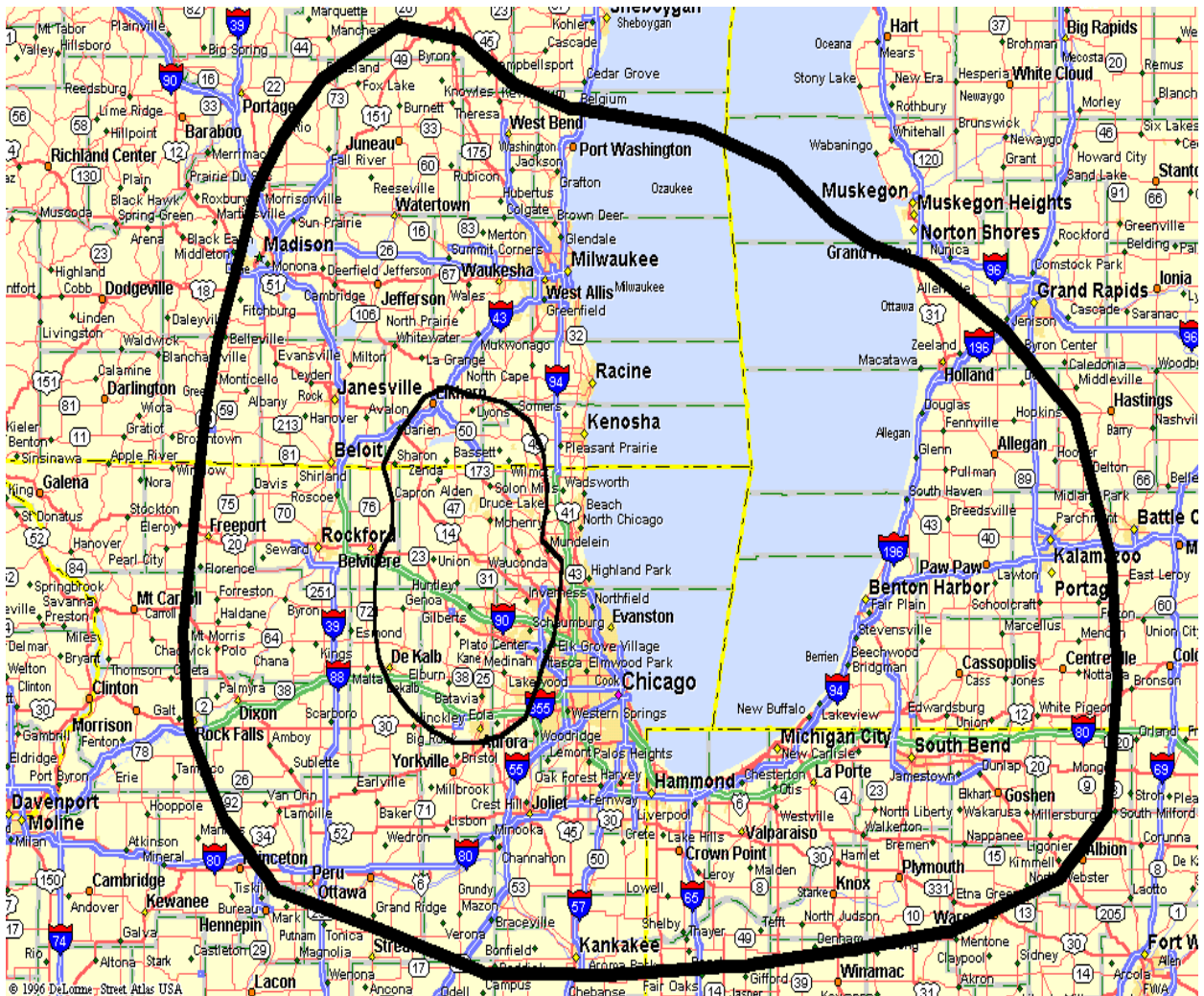
Due to its large size, the Polish speaking market in the U.S. is important to companies as a means to considerably increase their customer base using only a small percentage of their advertising budgets.



## 10,000 WATTS

Large contour: DAY TIME COVERAGE

Small contour: NIGHT TIME COVERAGE





## **MAIN SPONSORS OF WNVR 1030 AM**

**JEWEL / OSCO  
CITY OF CHICAGO  
ILLINOIS LOTTERY  
LOT POLISH AIRLINES  
LUFTHANSA**

**BANK OF AMERICA  
COMMUNITY BANK  
CITIZENS BANK & TRUST  
NATIONAL CITY BANK  
MB FINANCIAL BANK**

**LEE LUMBER  
SHERWINN WILLIAMS  
REMODELERS SUPPLY  
ADVANCED REMODELING CENTER  
ADVANCED WINDOW CORPORATION  
ADVANCED CABINETS**

**CRICKET COMMUNICATIONS  
WORLD DISCOUNT TELECOMMUNICATIONS  
VERIZON WIRELESS DEALERS  
T-MOBILE DEALERS**

**BLUE CROSS BLUE SHIELD  
ADVOCATE MEDICAL GROUP  
CHICAGO HAIR TRANSPLANT  
KRAFF EYE INSTITUTE  
RELAX THE BACK**

**HOWARD ORLOFF  
GROSSINGER  
CASTLE HONDA  
MCGRATH CITY HONDA  
AL PIEMONTE NISSAN  
MID CITY NISSAN  
BREDEMAN CHEVY & TOYOTA  
CLASSIC CHEVY & TOYOTA  
SUZUKI OF ELMHURST**

**ALLSTATE INSURANCE  
STATE FARM INSURANCE  
FARMERS INSURANCE  
COUNTRY INSURANCE**

**UIC  
TRITON COLLEGE  
DEPAUL UNIVERSITY  
EAST WEST UNIVERSITY  
CITY COLLEGES OF CHICAGO**

## **CUSTOMIZED ADVERTISING CAMPAIGNS**

**:30 sec. & :60 sec. spot**

### **FORMS OF RADIO PROMOTION**

*Weekly News Sponsorship  
Weekly Local News Sponsorship  
Weekly Weather Report Sponsorship  
Weekly Sports Report Sponsorship  
Weekend News Sponsorship*

### **ADDITIONAL FORMS OF RADIO PROMOTION**

*Funding awards to the winners of radio contests  
Sponsorship of correspondences and features  
Sponsorship of radio cultural events (concerts, picnics, etc)  
Company logo / banner, special offers, printout coupons etc. on radio web site*