



TAPDETROIT
TAPDETROIT.COM

WWW.NACHTLICH.COM
INDUSTRIAL INTERNET RADIO

SPONSORSHIP PACKAGES

TapDetroit.com has been in existence for over two years as an independent media outlet/Internet radio station bringing attention to Detroit's local music from all over the world.

Internet radio is becoming a viable media entity faster and faster every day and there are more ways to listen to Internet radio than ever before. In the past year TapDetroit.com's web traffic has exploded, with the TapDetroit.com App, anyone can listen from anywhere on their iPhone or Android device. We have also recently put together a mobile radio station, and with that we can be set up and broadcasting from literally ANYWHERE ON EARTH in about 30 minutes.

In 2013, we have huge plans to grow. Not just for local music in Detroit but the city as a whole. With shows that feature the best of independent talk and music, we aim to provide a platform for the people of Detroit to come together and show the world what great strides we are making in improving our city and community. We have been able to do amazing things because of the people involved with TapDetroit.com. With support from our sponsors we will continue to grow and shine positive light on the city of Detroit.

For information regarding demographic specifications, please contact:

Sarah Force
Director of Public Relations
Olin Ezra Entertainment LLC.
s.force@tapdetroit.com



TapDetroit.com is a homegrown, grassroots, independent media outlet and 24/7 LIVE streaming internet radio network dedicated to providing a global stage for the city of Detroit.

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With shows that feature the best of independent talk and music, we aim to provide a platform for the people of Detroit to come together and show the world what great strides we are making in improving our city and community. We have been able to do amazing things because of the people involved with TapDetroit.com. With support from our sponsors we will continue to provide an ever-expanding global stage for the city of Detroit.

LIVE AUDIO STREAM

(DEC)	2011	60	unique listeners	
	2012	956	unique listeners	20 countries
(JAN)	2013	981	unique listeners	28 countries

Top Countries by Listener Sessions (past 30 days)



Top Countries by Listener Minutes (past 30 days)





Chris Moondancer hosts this razor edged show Friday's from 7:30 – 9:30pm (GMT-05:00) to help you get your night off to a twisted start! Industrial, EBM, Goth, Synthpop, etc., etc. for you night people. Catch the latest new releases you won't hear anywhere else. Chris sets out to break down your preconceived notions of what radio should be.

Moondancer has DJ'ed at all of Detroit's most notorious clubs like Mephisto's, The Leland (City Club), Labyrinth among countless others. He's performed live, opening for bands such as Bella Morte, Combichrist, HafLife and I:Scintilla. Throw on your latex, shake your ass and get your kick in the teeth before you head out. This is the shit the clubs are afraid to play and the people your mother warned you about! This IS Detroit fucking Industrial!

Nachtlich was started in 2006 to promote new industrial releases and unsigned and little heard artists. After joining forces with Tapdetroit.com in October of 2012, Nachtlich instantly became one of the most popular shows on the station. As well as the live broadcast the show is also available for download from iTunes and other feed aggregators with an impressive archive going all the way back to the shows inception. Nachtlich is also re-broadcast Saturday mornings on Tapdetroit.com plus Tuesday and Saturday evenings 10pm-12am (GMT+01:00) on Red Mercury out of Sweden.



Hits:

Any files requested from the server (including files that are "Pages") except those that match the SkipFiles config parameter.

206 Partial Content:

The partial content success code is issued when the server fulfills a partial GET request. This happens when the client is downloading a multi-part document or part of a larger file.

Bandwidth:

Total number of bytes for pages, images and files downloaded by web browsing.

Note 1: Of course, this number includes only traffic for web only (or mail only, or ftp only depending on value of LogType).

Note 2: This number does not include technical header data size used inside the HTTP or HTTPS protocol or by protocols at a lower level (TCP, IP...).

Because of two previous notes, this number is often lower than bandwidth reported by your provider (your provider counts in most cases bandwidth at a lower level and includes all IP and UDP traffic).

Download stats for November 2012

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Reported period:



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Downloads		Hits	206 Hits	Bandwidth	Average size
	/robots.txt	2,083	0	537.02 KB	264 Bytes
	/premium/shows/2012/Nachtlich/Nachtlich110912.mp3	232	117	30.17 GB	88.51 MB
	/premium/shows/2012/Nachtlich/Nachtlich102612.mp3	216	208	36.89 GB	89.09 MB
	/premium/shows/2012/Nachtlich/Nachtlich112312.mp3	172	103	24.21 GB	90.16 MB
	/Marketing2012.pdf	57	26	13.40 MB	165.31 KB
	/premium/shows/2012/Nachtlich/Nachtlich101212.mp3	47	45	7.24 GB	80.59 MB
	/premium/shows/2012/HardEdge/HardEdge110812.mp3	38	62	7.56 GB	77.46 MB
	/premium/shows/2012/ITTO/ITTO112512.mp3	30	58	3.23 GB	37.53 MB
	/premium/shows/2012/TinyPlank/TnPman102812.mp3	27	70	8.10 GB	85.48 MB
	/premium/shows/2012/Nachtlich/Nachtlich100512.mp3	25	8	2.56 GB	79.42 MB
	/premium/shows/2012/OE/OE110512.mp3	19	64	8.29 GB	65.24 MB
	/premium/shows/2012/HardEdge/HardEdge110112.mp3	19	78	7.59 GB	80.10 MB
	/premium/shows/2012/TinyPlank/TnPman111812.mp3	9	10	2.49 GB	134.41 MB
	/premium/shows/2012/TinyPlank/TnPman102112.mp3	9	28	2.77 GB	76.65 MB
	/premium/shows/2012/TinyPlank/TnPman112512.mp3	9	22	3.70 GB	122.29 MB
	/premium/shows/2012/HardEdge/HardEdge102512.mp3	8	1	957.71 MB	106.41 MB
	/premium/shows/2012/TinyPlank/TnPman011912.mp3	8	9	1.27 GB	76.33 MB
	/documents/OEEAIRPLAYAGREEMENT.pdf	8	5	2.08 MB	164.11 KB
	/premium/shows/2012/Zaldor/Zaldor043012.mp3	7	0	1.05 GB	153.30 MB
	/premium/shows/2012/TinyPlank/TnPman110412.mp3	7	8	1.84 GB	125.30 MB
	/premium/shows/2012/Zaldor/Zaldor112612.mp3	7	2	660.69 MB	73.41 MB
	/premium/shows/2012/HardEdge/HardEdge101812.mp3	6	7	1.09 GB	85.80 MB
	/premium/shows/2012/TGFTFC/TGFTFC100912.mp3	5	0	402.04 MB	80.41 MB
	/premium/shows/2012/OE/OE091212.mp3	5	24	2.67 GB	94.21 MB

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Downloads					
Downloads	Hits	206 Hits	Bandwidth	Average size	
/robots.txt	2,105	0	542.70 KB	264 Bytes	
/premium/shows/2012/Nachtlich/Nachtlich120712.mp3	204	123	27.30 GB	85.48 MB	
/premium/shows/2012/Nachtlich/Nachtlich121412.mp3	157	44	17.90 GB	91.19 MB	
/premium/shows/2012/TinyPlank/TnFman120912.mp3	129	665	64.37 GB	83.02 MB	
/premium/shows/2012/Nachtlich/Nachtlich122112.mp3	103	142	16.62 GB	69.47 MB	
/premium/shows/2012/Nachtlich/Nachtlich12312.mp3	93	78	14.43 GB	86.39 MB	
/Marketing2012.pdf	91	16	19.00 MB	181.79 KB	
/premium/shows/2012/HardEdge/HardEdge102512.mp3	74	19	8.52 GB	93.80 MB	
/premium/shows/2012/TinyPlank/TnFman120312.mp3	52	343	28.88 GB	74.87 MB	
/premium/shows/2012/Nachtlich/Nachtlich122812.mp3	50	7	5.24 GB	94.17 MB	
/premium/shows/2012/Nachtlich/Nachtlich10912.mp3	40	172	11.31 GB	54.64 MB	
/premium/shows/2012/OE/OE121012.mp3	35	632	41.34 GB	63.47 MB	
/premium/shows/2012/Nachtlich/Nachtlich102612.mp3	25	64	4.65 GB	53.52 MB	
/premium/shows/2012/TinyPlank/TnFman12512.mp3	24	109	11.49 GB	88.48 MB	
/premium/shows/2012/STMN/SeeTheMusicNews121712.mp3	23	15	306.91 MB	8.08 MB	
/premium/shows/2012/Nachtlich/Nachtlich101212.mp3	21	23	3.38 GB	78.69 MB	
/premium/shows/2012/TinyPlank/TnFman121612.mp3	20	53	9.05 GB	127.00 MB	
/premium/shows/2012/Nachtlich/Nachtlich100512.mp3	20	50	4.05 GB	59.24 MB	
/premium/shows/2012/TinyPlank/TnFman102612.mp3	15	94	5.28 GB	49.59 MB	
/premium/shows/2012/Zaldor/Zaldor12612.mp3	14	1	2.10 GB	143.18 MB	
/premium/shows/2012/TinyPlank/TnFman100712.mp3	11	68	3.38 GB	43.86 MB	
/premium/shows/2012/TinyPlank/TnFman11812.mp3	10	55	4.06 GB	63.90 MB	
/premium/shows/2012/FlashClash/FCR120612.mp3	10	127	1.93 GB	14.44 MB	
/premium/shows/2012/ITTO/ITTO120912.mp3	10	32	1.49 GB	36.23 MB	

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Downloads					
Downloads	Hits	206 Hits	Bandwidth	Average size	
/robots.txt	2,313	2	596.84 KB	264 Bytes	
/premium/games/Possum%20Hunter%20Alpha/media/titlescreen1.m4a	204	50	6.23 MB	25.10 KB	
/premium/games/Possum%20Hunter%20Alpha/media/de1.m4a	198	60	7.72 MB	30.65 KB	
/premium/shows/2013/Nachtlich/Nachtlich010413.mp3	178	90	21.70 GB	82.91 MB	
/premium/shows/2013/Nachtlich/Nachtlich011113.mp3	163	670	35.84 GB	44.06 MB	
/premium/games/Possum%20Hunter%20Alpha/media/kill1.m4a	143	38	1.14 MB	6.43 KB	
/premium/shows/2013/Nachtlich/Nachtlich011813.mp3	141	60	19.57 GB	99.71 MB	
/lang_en.txt	118	0	23.62 KB	205 Bytes	
/premium/shows/2012/Nachtlich/Nachtlich122812.mp3	109	55	11.90 GB	74.28 MB	
/premium/shows/2013/THPP/THPP012213.mp3	106	108	7.45 GB	35.64 MB	
/premium/games/Possum%20Hunter%20Alpha/media/ht1.m4a	106	174	638.16 KB	2.28 KB	
/premium/shows/2013/Nachtlich/Nachtlich012513.mp3	106	59	15.78 GB	97.92 MB	
/premium/games/Possum%20Hunter%20Alpha/media/shoot1.m4a	102	182	500.58 KB	1.76 KB	
/Marketing2012.pdf	82	13	16.72 MB	180.20 KB	
/premium/shows/2012/HardEdge/HardEdge102512.mp3	69	0	7.82 GB	116.11 MB	
/premium/games/Possum%20Hunter%20Alpha/media/ht1.ogg	69	184	1.56 MB	6.33 KB	
/premium/games/Possum%20Hunter%20Alpha/media/titlescreen1.ogg	67	86	4.00 MB	26.76 KB	
/premium/games/Possum%20Hunter%20Alpha/media/de1.ogg	67	87	5.60 MB	37.27 KB	
/premium/games/Possum%20Hunter%20Alpha/media/shoot1.ogg	66	242	1.76 MB	5.86 KB	
/premium/games/Possum%20Hunter%20Alpha/media/kill1.ogg	66	91	1.52 MB	9.90 KB	
/premium/shows/2012/Nachtlich/Nachtlich122112.mp3	51	85	5.25 GB	39.57 MB	
/premium/shows/2012/ITTO/ITTO120912.mp3	50	1,050	78.84 GB	73.39 MB	
/premium/shows/2013/NRS/NRS012013.mp3	44	677	10.53 GB	14.96 MB	
/premium/shows/2013/NRS/NRS012713.mp3	36	263	15.09 GB	51.69 MB	

Sponsorship Packages

Advertising with Tapdetroit.com will give you the most bang for your buck. You would think that if you are advertising with a radio station you will be lucky to hear your spot on the air maybe once a day? With Tapdetroit.com, not only will you get more on air exposure than with terrestrial radio, we are in a unique position to help you drive your web traffic as well.

Segment Sponsorship

Every one of our independent shows may have a special segment that your business can be a part of. Segment sponsorships are good for ONE segment on ONE show. Your business will be mentioned in the lead in for your sponsored segment and again in closing.

Show Sponsorship

Make it happen or help keep a show on the air. All the people who produce live radio from our studio have a price to pay. Keep them busy by sponsoring a show! Show sponsorships are good for one month at a time and are a great way to make sure that people hear about your business. Your business will be mentioned at least twice per hour, before every commercial break, on whichever show or shows you choose to sponsor.

Network Sponsorship

Have a presence on the air 24 hours a day. With a network sponsorship, your professionally produced (30 second) radio commercial will enter our regular commercial rotation for the desired duration on a month to month basis. Network sponsorship includes web (graphic) banner.

Premium Sponsorship

Premium sponsorship covers the best of all the packages. You will receive on air mentions, one professionally produced (30 second) radio commercial, one web banner, a link on our website, and attention on whichever social media outlet you choose (Facebook/Twitter). Premium sponsorship will also give you first dibs on being included in sponsorship for our LIVE concerts and community events.

Ask about special rates and multiple month discounts!!

Contact: Sarah Force 313.799.1443

s.force@tapdetroit.com

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MEDIA**

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INTERNET RADIO - DETROIT STYLE

FOR FULL LINE UP AND MORE VISIT

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