



MUSIC FESTIVAL  
COVERAGE

Shoelack

RADIO  
ON THE INTERNET

MEDIA KIT

# WE ARE SHOECLACK

Your front row ticket  
to all the hottest festivals  
around the world



Free online radio coverage 24/7  
Exciting interviews with bands &  
festivals producers  
Concert reviews  
Podcasts, playlist & beyond



Passionate staff &  
industry recognition



**Shoelack**  
RADIO

[WWW.SHOECLACK.COM](http://WWW.SHOECLACK.COM)

# AUDIENCE OVERVIEW

**3000** UNIQUE VISITORS/MONTH

**7000** PAGE VIEWS/MONTH

**4000** SESSIONS/MONTH

**575** TWITTER FOLLOWERS

**2100** FACEBOOK LIKES

UP TO **1000** USERS/DAY

**Shoelack**  
RADIO



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# SOCIAL MEDIA REACH

Facebook likes since launch, July 1st 2014



Twitter follower growth since launch, July 1st 2014



# MISSION & ACTIVITIES

Shoeclack Radio is a **free, non stop, online music streaming platform**. Our content revolves around the ever exciting international festival scene. Inspired by true musical legacies, Shoeclack Radio captures interest through emotion leaving the listener with warm thoughts and a lasting desire to return for more.

Our mission is to ooze pure, raw festival energy 365 days a year. We bring you the **audio & video experience of 25 music festivals** every year, each spanning 2 weeks of full coverage.

More than just internet radio, Shoeclack has extensive internet reach with increasing popularity among social media outlets. **A one stop shop for music lovers worldwide**, Shoeclack Radio caters to its fans through...

Indepth interviews with festival performers & locals  
Behind the scene interviews with festival organizers  
Engaging segments, festival playlists, radio & daily blogs  
Contest & chances to win free concert tickets monthly

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RADIO

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# MARKETING PRODUCTS



## WEB BANNER

Pop Up box  
(300x250)

Leader Board  
(728x90)

Big box  
(300x600)



## RADIO

Branded  
podcasts

15/30 sec  
jingles

Radio show  
partner

Annual  
radio show  
partner



## NEWSLETTER

Promoted  
content



## CONTESTS

Promoted  
contests

Facebook  
contests



## VIDEOS

Pre-roll  
publicity

Clickable  
links

Presented  
by

Annual  
partner

# TECHNICAL SPECS

**Leader Board | Dimensions : 728x90 pixels | Format : JPEG**

**Pop Up Box**

**Dimensions : 300x250**

**Format : JPEG or GIF**

**Big Box**

**Dimensions : 300x600**

**Format : JPEG or GIF**

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COVERAGE

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**RADIO**

ON THE INTERNET

Contact us for more information about how advertising with us can benefit your company.

T : 418.717.1243

E : [info@shoelack.com](mailto:info@shoelack.com)

A : 1274 rue Amherst, Montréal (QC), H2L 3K8

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