



2023
Business Deck

Company Overview

Radio AirPlay Experts is a highly regarded guerrilla marketing agency that specializes in promoting and establishing brands for products and services. Our expertise lies in effectively conveying messages to consumers through the use of out-of-home (OOH) and guerrilla marketing techniques, which we believe are the most impactful means of advertising. We offer top-notch marketing services that aim to pique interest and enhance brand recognition on a global scale, utilizing various methods such as hand-to-hand promotion, lifestyle store drops, stencils, posters, stickers, and digital and outdoor billboard campaigns. Our impressive list of clients includes industry leaders such as DesignerCon, Goldenvoice, Youth to the People, Warner Brothers Records, Troubadour, Interscope Records, ComplexCon, Obey Clothing, Everlane, Golf, and Dries Van Noten. Our mission is to effectively promote any product or service through a dynamically integrated campaign. Radio AirPlay Experts, our unique approach to marketing, ensures that we are the go-to agency for effective and impactful marketing.

SERVICES

➤ CONCERTS, CLUBS, FESTIVALS

- Hand-to-Hand
- Cars (Driver Side Only)
- Posters Around Event
- Video Projection

➤ LIFESTYLE STORE DROPS

- Dropped in Genre Targeted Stores, Restaurants, Hotel Concierges, etc.

➤ BRAND ACTIVATIONS

- Brand Ambassadors
- Pop-Up Experiences/Stores
- Branded Pedicabs



SERVICES

➤ GUERRILLA/STREET

- Freeway Onramp/Overpass
- Sticker Sniping
- Telephone Poles
- Wheatpaste Posters
- Stencils
- Video Projection
- Gobo Projection

➤ Outdoor Billboards

- Static Billboards
- Digital Billboards
- Jr Billboards



CLIENT ROSTER



CLIENT ROSTER



PROMOTIONAL SAMPLES

THE SUNSET STRIP MUSIC FESTIVAL
SATURDAY AUG. 18
STREET FEST

MARILYN MANSON
THE OFFSPRING
STEVE AOKI
BAD RELIGION
BLACK LABEL SOCIETY
FAR EAST MOVEMENT
DE LA SOUL
DEAD SARA
THE MOWGLI'S
+ 50 MORE BANDS IN
THE ROXY, WHISKY & KEY CLUB!

TWITTER @SSMF
FACEBOOK.COM/SUNSETSTRIPMUSICFESTIVAL

TICKETS ON SALE NOW!
TICKETWEB.COM/SSMF

CULTURE
CLUB MEXICO

N*E*R*D
SATURDAY, JULY 19

EAT DRINK VEGAN
MEMORIAL DAY WEEKEND
MAY 26, 27 & 28

INKASTRON
TATTOO - KUSTOM CULTURE FESTIVAL
JUNE 10-12 2011
MILWAUKEE, WI

THURSDAY, APRIL 15TH
ROCK THE BELLS
OFFICIAL RECORD RELEASE PARTY
"PRETTY TONEY" ALBUM
+ (LIVE PERFORMANCE)
+ (LIVE KEYBOARD PERFORMANCE)
GHOSTFACE KILLAH
(WU-TANG)
FEATURED SPECIAL GUESTS
MELTAN SKELTAN (BOOT CAMP CLIK)
WILDCHELD (LOOT PACK)
DJ MARK LUV + DJ BOEY ICE + GARR REAL
HOSTED BY MC SUPERNATURAL
SURPRISE PERFORMANCE IN EFFECT
\$22.00 PRE-SALE \$25.00 DOOR
CLUB Q-TORIA 5021 HOLLYWOOD BLVD.
INFO: 323.571.0309 9PM-2AM

DIRTY DIRTY SCISSOR CARNIVAL
Saturday, Oct. 10th, 2009

IRVINE RASCALS TOOK
SANTANA **GEORGE LOPEZ**
JUNE 10-12 2011
MILWAUKEE, WI



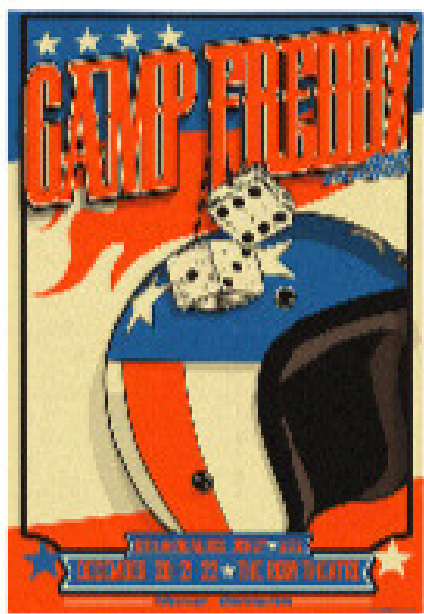
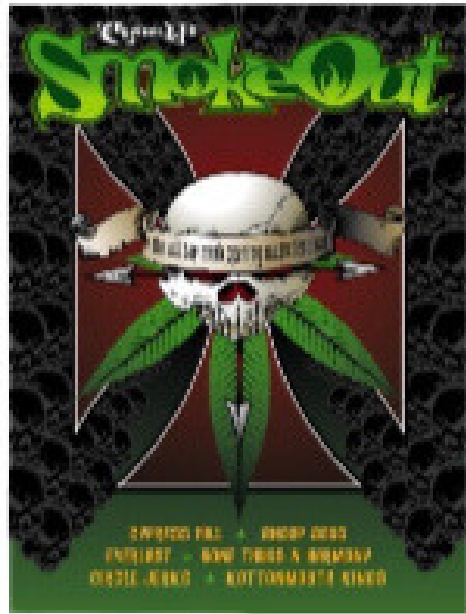
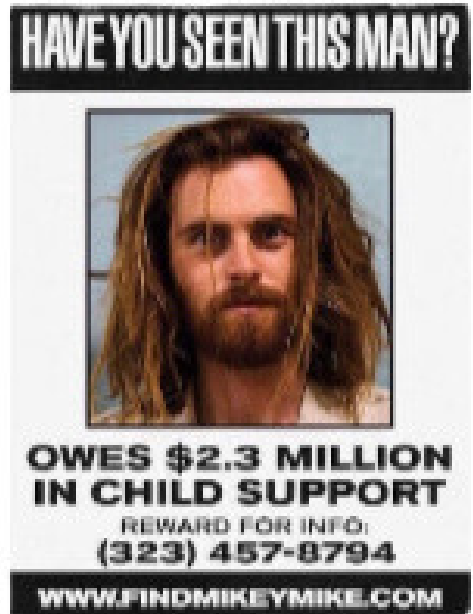
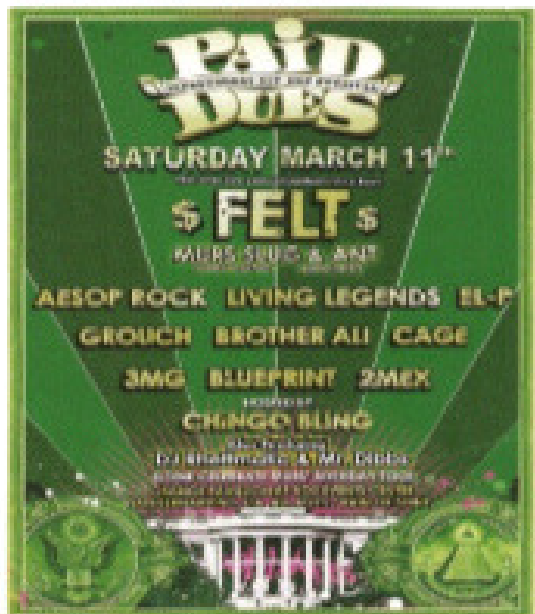
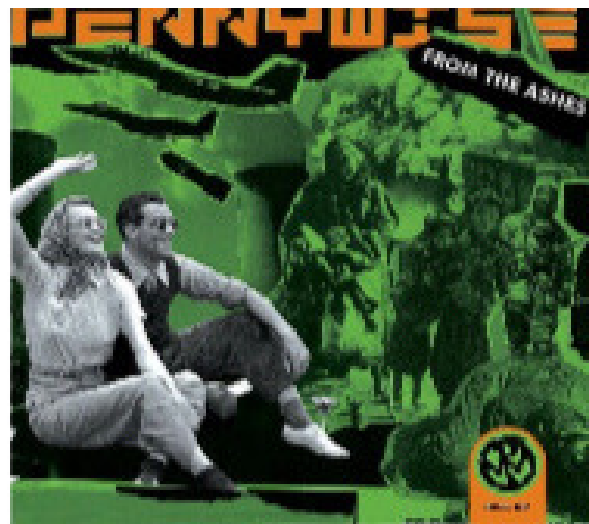
Florence + the Machine
with **The Weeknd**
MAC CAB EES
HOLLYWOOD BOWL
OCTOBER 7+8

BURLESQUE
STAMP YOUR HEAVEN
Old Van Town

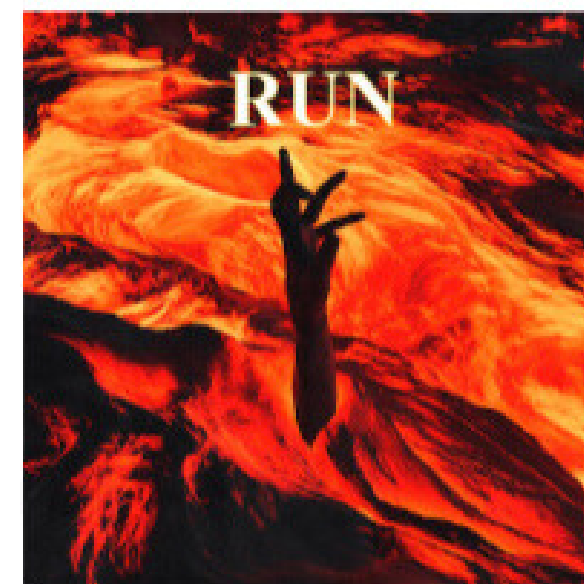
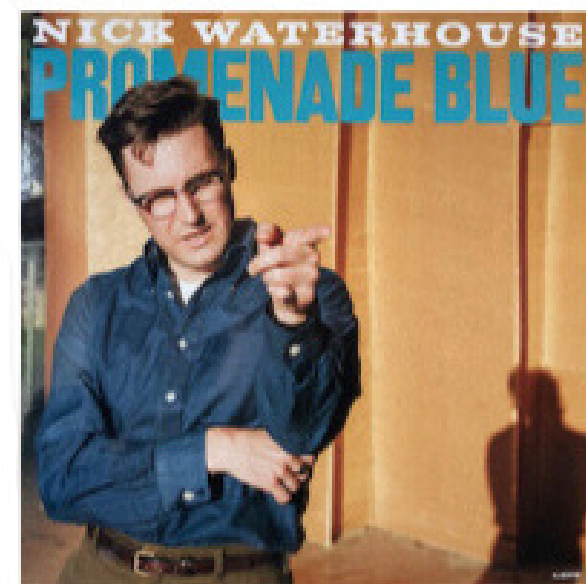
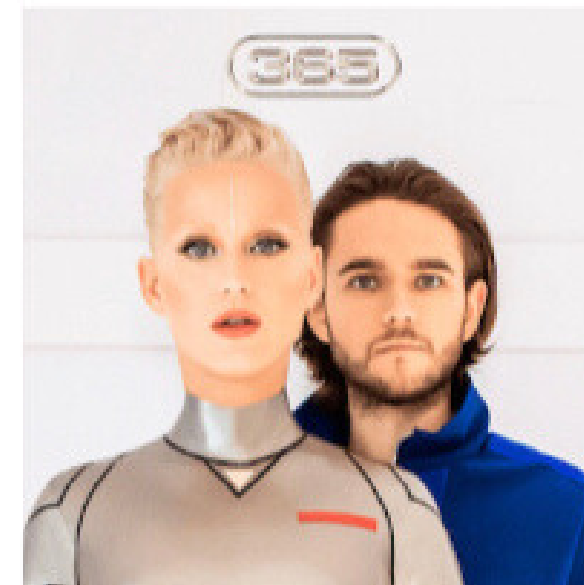
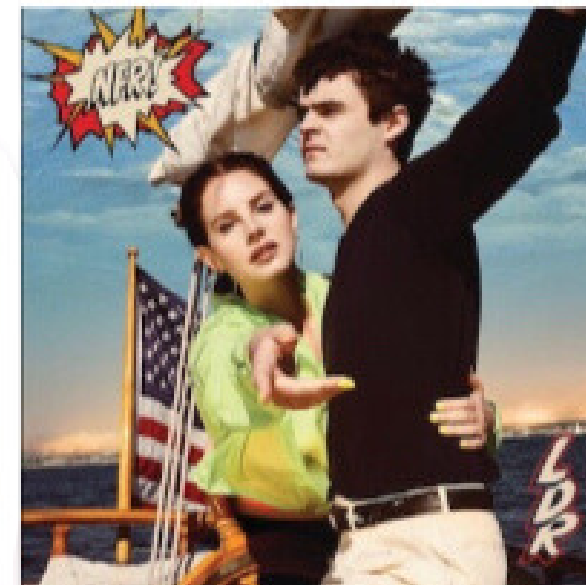
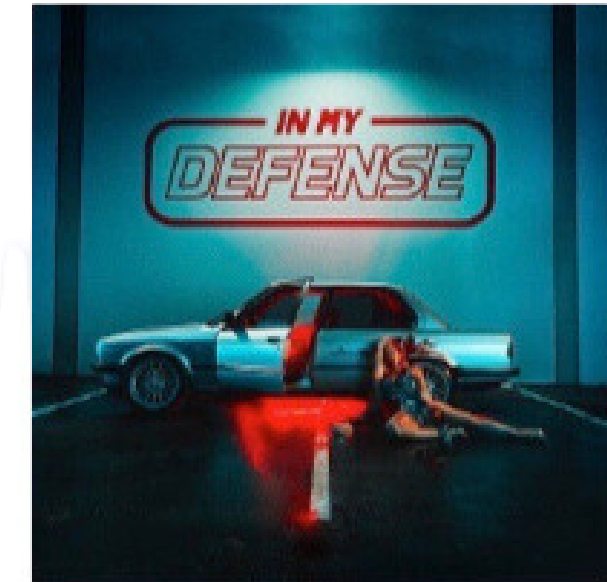
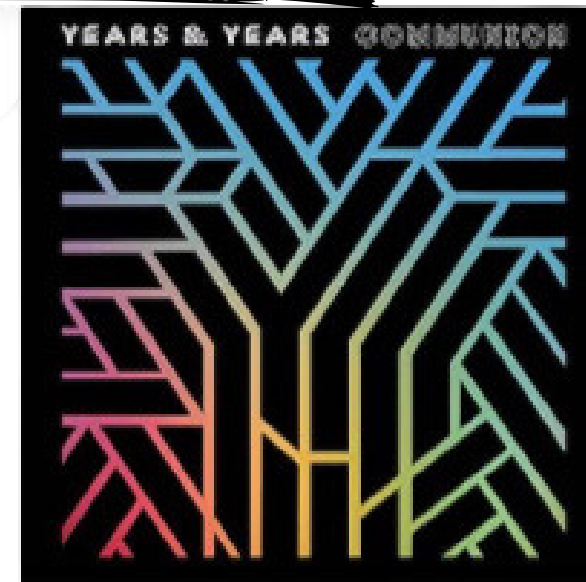
Slightly Stoopid
Top of the World
August 14

BANKSY
PRESENTS
BARELY LEGAL
AN EXTRAVAGANZA OF
WINKLESS VANDALISM
AND PRETTY PICTURES
September
15, 16, 17, 2006
Los Angeles

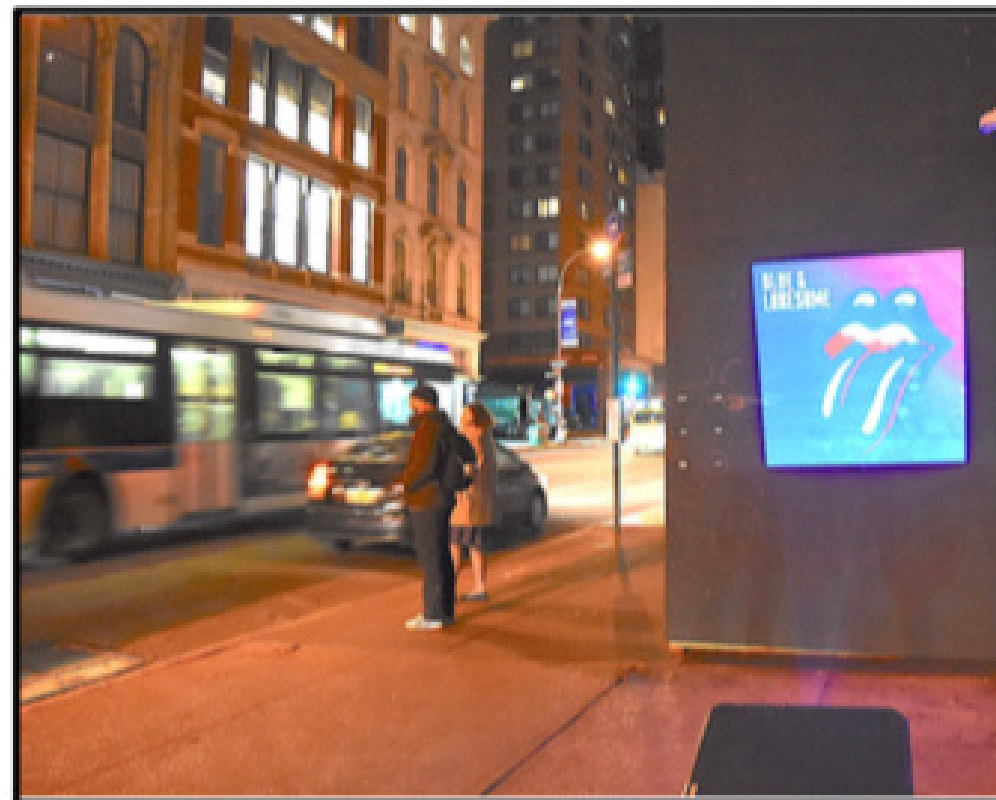
PROMOTIONAL SAMPLES



PROMOTIONAL SAMPLES



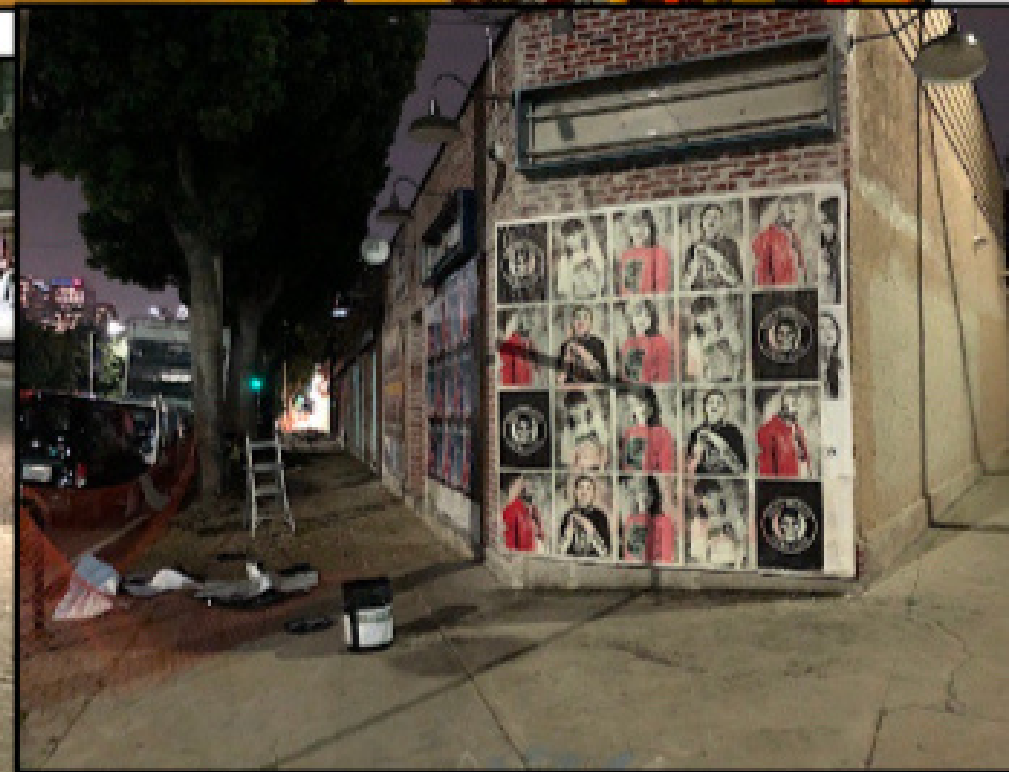
PROMOTIONAL SAMPLES



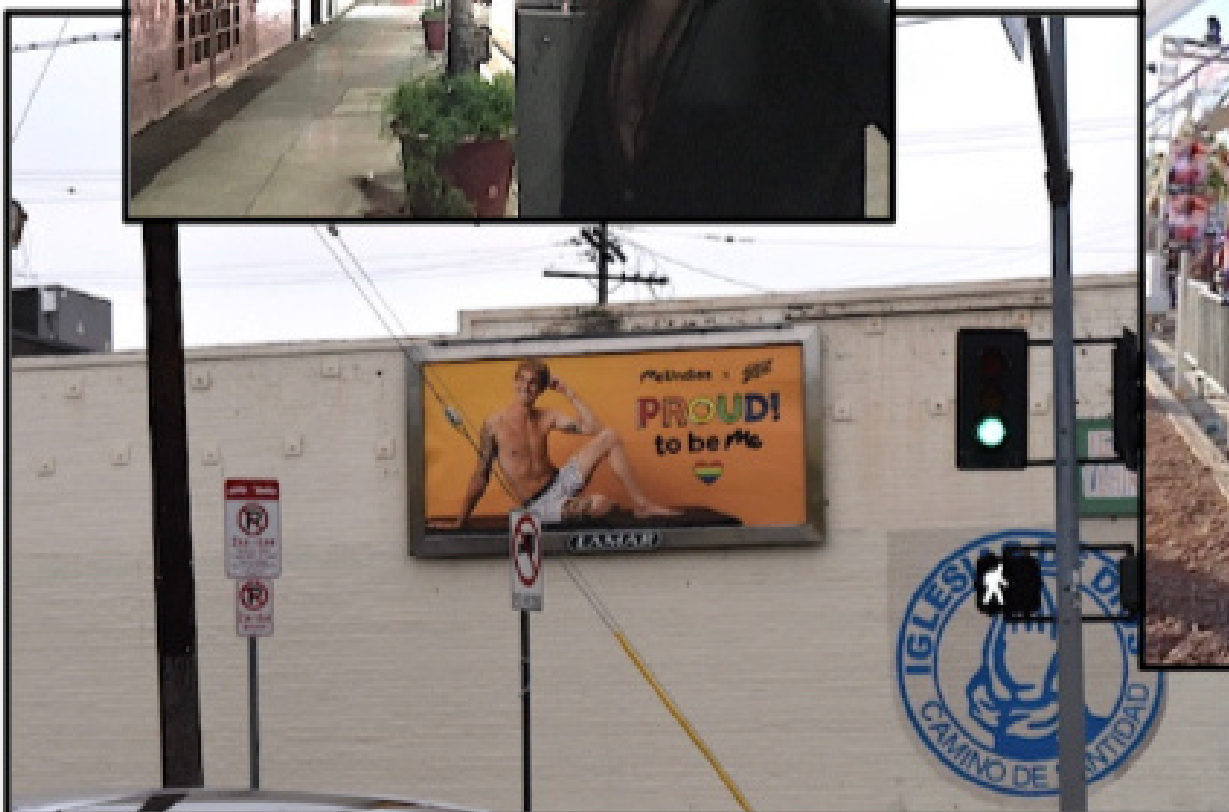
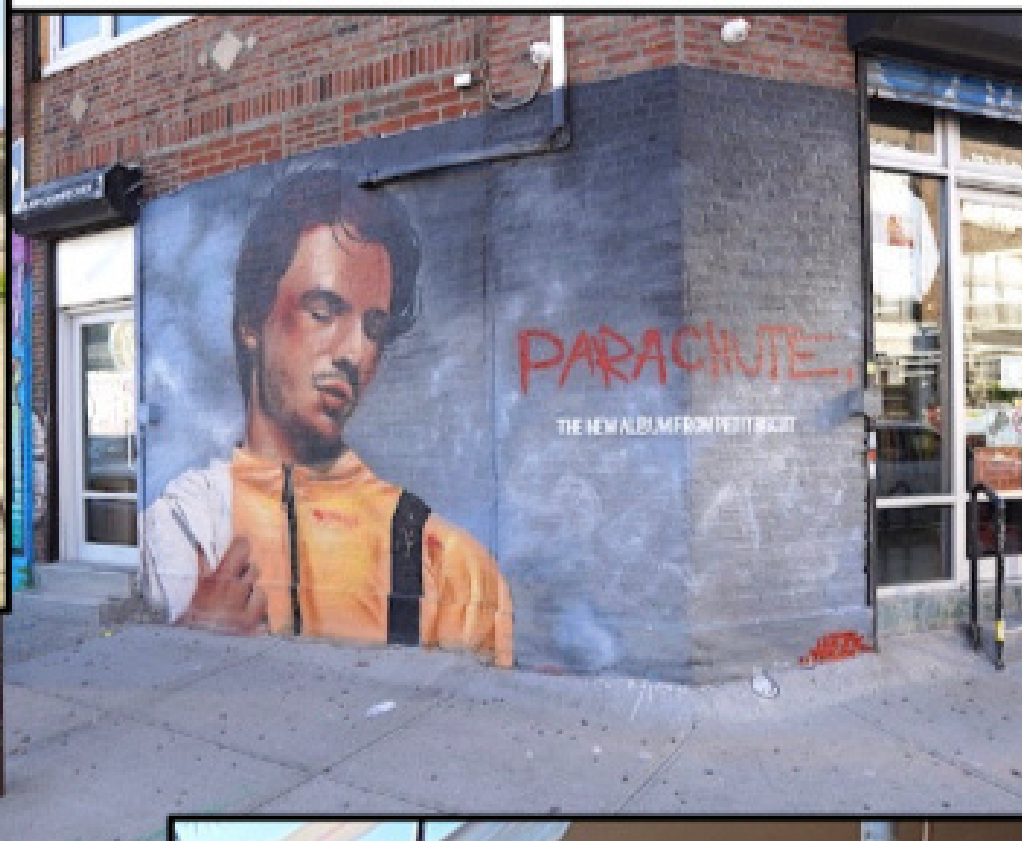
PROMOTIONAL SAMPLES



PROMOTIONAL SAMPLES



PROMOTIONAL SAMPLES



RATES (SoCal, Bay Area, Vegas)

➤ HAND-TO-HAND PROMOTION

- Event Let Out **\$80** to **\$400** Per Hit Per Rep

➤ DAY TIME PROMOTION

- **\$30** to **\$100** Per Hour Per Rep w/ 4 Hour Minimum

**Photos of people holding up flyer & 1 of venue marquee provided*

➤ LIFESTYLE FLYER DROPS

- **\$1,000** for Los Angeles Route (At least 100 Stores)
- **\$1,00** for Orange County Route (At least 75 Stores)
- **\$600** for Hollywood Route (Melrose, Sunset Strip, Amoeba, Vermont, Fairfax)
- **\$1,000** for San Diego Route (At least 75 Stores)
- **\$600** for Specialty Route (At least 40 Stores)

**Photos of flyers/posters in stores & front of store provided*

➤ SNIPES

- **\$4** to **\$6** Per Poster

➤ WHEAT PASTE

- **\$5** to **\$20** Per Poster On Walls
- **\$10** Per Poster On Electrical Boxes

**Photos & location list provided*

➤ STENCILS

- **\$15** to **\$25** Per Stencil

➤ PROJECTIONS

- **\$1,500** to **\$2,000** for 5 hrs of GoBo Projection
- **\$5,000** to **\$10,000** for 5 hrs of Video Projection

RATES (National)

➤ HAND-TO-HAND PROMOTION

- Event Let Out **\$150** to **\$400** Per Hit Per Rep

➤ DAY TIME PROMOTION

- **\$50** to **\$100** Per Hour Per Rep w/ 4 Hour Minimum

**Photos of people holding up flyer & 1 of venue marquee provided*

➤ LIFESTYLE FLYER DROPS

- **\$1,00** per Route (At least 75 Stores)
- **\$600** for Specialty Route (At least 40 Stores)

**Photos of flyers/posters in stores & front of store provided*

➤ SNIPES

- **\$4** to **\$6** Per Poster

➤ WHEAT PASTE

- **\$5** to **\$20** Per Poster On Walls
- **\$10** Per Poster On Electrical Boxes

**Photos & location list provided*

➤ STENCILS

- **\$15** to **\$25** Per Stencil

➤ PROJECTIONS

- **\$1,500** to **\$2,000** for 5 hrs of GoBo Projection
- **\$5,000** to **\$10,000** for 5 hrs of Video Projection

**THANK YOU FOR YOUR INTEREST IN
WORKING WITH RADIO AIRPLAY EXPERTS.**

For inquiries and information, please contact:

1-800-581-2060

Info@Topnotchpromo.com

