

# AM1660 RADIO

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Our mission is to present the most powerful and  
influential media platforms for our clients.

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AM 1660 K-RADIO is the most influential broadcaster established for the Korean community in the East Coast. Based in New York City, home to one of the largest population of Koreans and Korean-Americans in the US, the station serves 250,000 Koreans in the East Coast and beyond. As these communities took root, Korean radio broadcasts rose in popularity as a way for Korean immigrants to share information, language, hope and the future.

Initially a two hour Korean language program within the frequency, the station has since established itself as a major broadcaster of Korean-American programming in the eastern United States. In 2004, AM 1660 became a dedicated Korean language station and in 2015 K-Radio began broadcasting Korean language programming throughout the East Coast 24 hours a day, seven days a week. AM 1660 K-RADIO programs and live video shows now broadcast across the world via Internet-based social media platforms and smartphone applications, while new contents and programs are constantly being developed in response to the needs of Korean communities in the US and abroad.





## Korean Population

**New York - 145,800**

**New Jersey - 104,500**

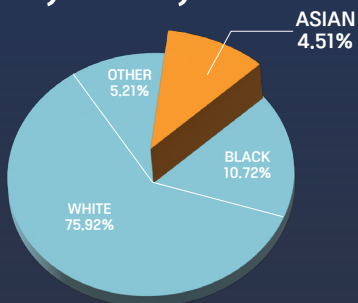
**Connecticut - 13,700**

K-RADIO's frequency covers New York, New Jersey and Connecticut. The tri-state area is densely populated with Korean community, making it the most influential broadcasting station in the east coast.

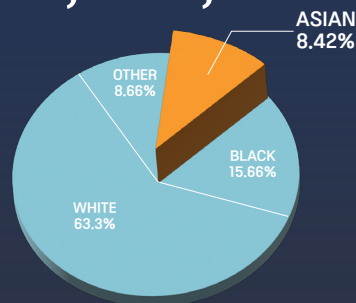
Total Population:



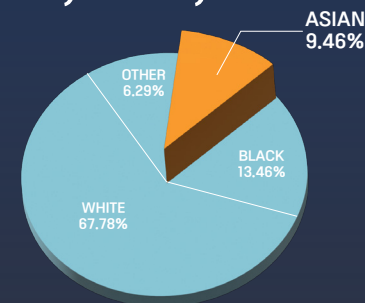
Conneticut  
3,546,588



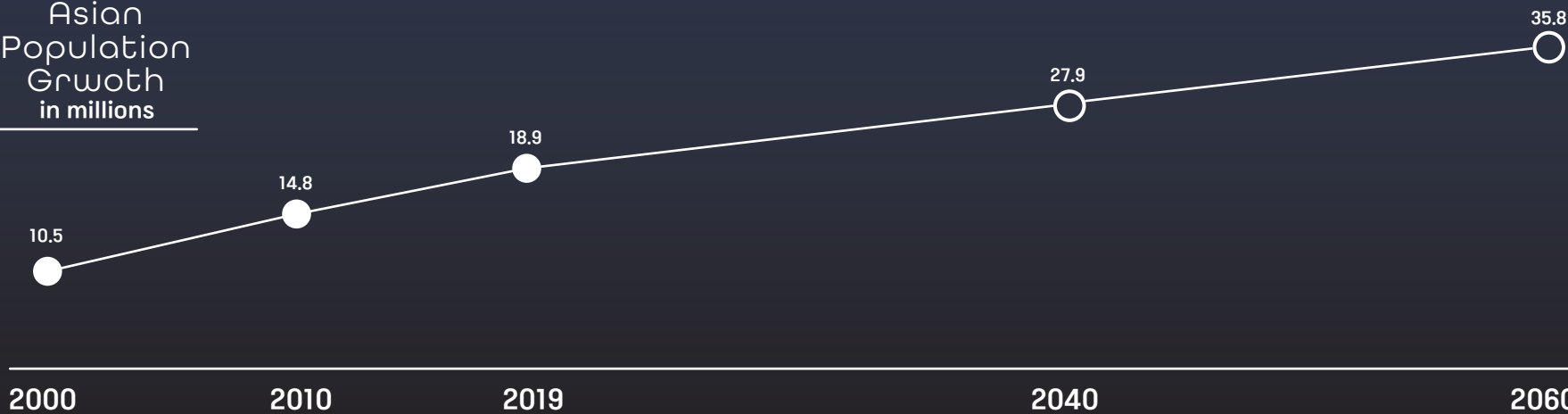
New York  
19,223,191



New Jersey  
8,870,685



Asian  
Population  
Grwoth  
in millions





AM 1660 K RADIO is dedicated to building audience consensus and bringing the Korean American community together. We have previously sponsored events such as golf tournaments, walk-a-thons, karaoke competitions, fall foliage trips, charity events and disaster relief funds, among other things. These activities provide not only an opportunity for the Korean community to come together and assist others but also an opportunity for businesses to present their brands to potential customers and clients.





AM1660 K-Radio has long been a supporter of civil rights movements and natural disaster relief efforts. Politicians and corporate leaders have used AM1660 K-radio to reach out to the Korean-American communities in the tri-state area with their messages to advocate for their causes. AM1660 K-RADIO has maintained a mutually beneficial connection with state and federal government leaders, and serves as a link between state and federal officials with the Korean American community.



For many years, AM 1660 K-Radio has been the pioneer in introducing Hallyu Wave (Korean culture) to mainstream American culture and the Korean immigrant society and has invited Korean actors, singers, traditional and classical musicians, and comedians to perform, as well as hosting events in the United States for Korean traditional performances, musicals, and concerts. AM 1660 K-Radio believes that music is a universal language that can bring people from all walks of life together, especially in a multicultural city like New York City, where ethnic and racial diversity coexists. AM 1660 K-Radio intends to expand its coverage of Korean culture in the future, including Korean cuisine and Hangul (Korean language).

# K RADIO AM1660

## Public Service Campaigns

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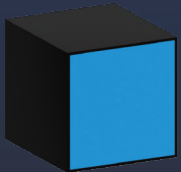
### Campaign for Senior Citizens

Health information for seniors is provided through K-Radio's Century Life Age program.



### Environmental Campaign

K-Radio's 'Making a Better World' campaign focuses on environmental issues and building a better world.



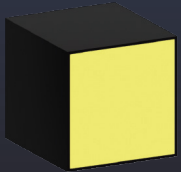
### Campaign for Adolescents

K-Radio hosts a yearly Adolescent Campaign to address issues among adolescents in the Korean community.



### Charity Campaign

K-Radio offers the opportunity to support and fundraise for those affected by natural disasters, elderly people who live alone, and impoverished people.



### Health Campaign

Through the Health Campaign, K-Radio aims to promote healthy habits and lifestyles and help listeners prevent disease.



**7 AM - 9 AM**  
Morning News



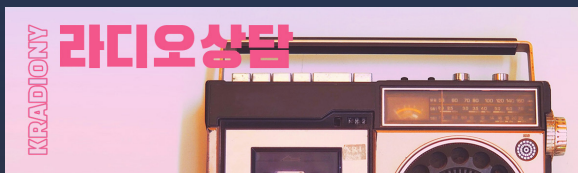
Morning News presents news from Korea, news within United States and major international news with accuracy and swiftness.

**9 AM - 11 AM**  
Oh! Happy Day



Oh! Happy Day invites you to start your morning with the latest news, tips for your health, useful informations and various genres of music.

**11 AM - 12 PM**  
Radio Consultation



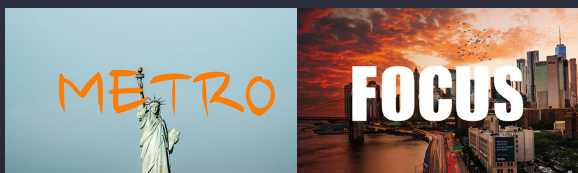
We invite experts from various fields of occupations to provide you with detailed consultation. Questions are received and answered in real time during live broadcast.

**12 PM - 1 PM**  
Noon News



Detailed news reportings on major events in Korea.

**1 PM - 2 PM**  
Metro Focus



Political news re-imagined. We invite you to fresh and interesting perspective on political news unfolding in the US and Korea.

2 PM - 4 PM

Radio Type



Radio Type presents you with all music from all genre and interesting stories presented by DJ Choi.

4 PM - 5 PM

Romantic Master



'Romantic Master' invites you to the trendiest music and exciting voice. Make your 4 PM the hottest time of the day.

5 PM - 7 PM

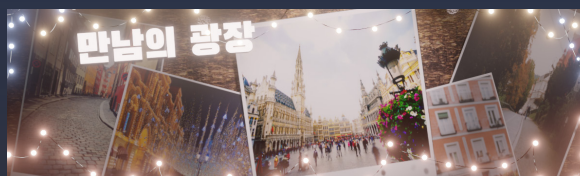
Evening News



Evening News covers the international news and events.

7 PM - 9 PM

Place of Meet



Get ready for warm and relaxing talk, stories, art and music. DJ Cho will accompany you on your way home from a long day at work.

9 PM - 10 PM

Classic Reads



Reading classic books for our listeners.



Website

<https://am1660.com/>



Twitter

<https://www.twitter.com/Am1660K>



Youtube

<https://www.youtube.com/am1660kradio>



Instagram

<https://www.instagram.com/am1660kradio/>



Facebook

<https://www.facebook.com/AM1660-K-Radio-104463445567682/>

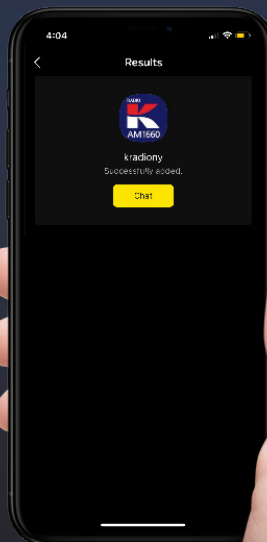




Kakaotalk Messenger  
ID: kradiony



scan QR code



AM1660 K-RADIO  
Application



scan QR code





# K<sup>RADIO</sup>AM1660

## Radio Advertising

Time	20 sec.	30 sec.	45 sec.	60 sec.
06:00 - 07:00	\$36	\$53	\$75	\$100
07:00 - 08:00	\$78	\$114	\$162	\$217
08:00 - 10:00	\$94	\$137	\$195	\$260
10:00 - 11:00	\$78	\$114	\$162	\$217
11:00 - 18:00	\$52	\$76	\$108	\$114
18:00 - 20:00	\$84	\$121	\$173	\$231
20:00 - 21:00	\$52	\$76	\$108	\$114
21:00 - 22:00	\$42	\$60	\$87	\$115



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Fax: 646-649-5565**

**New Jersey**

**530 Main Street #202  
Fort Lee, NJ 07024**

**Tel : 201-242-1660**