



**THE
HARD
HEAVY
& HAIR
SHOW**

**WITH
Pariah Burke**

**Sponsor
Kit 2021**

sales@pariahrocks.com



When you advertise on
Hard, Heavy & Hair Show...

...You advertise on all
of these stations!



+ 50 More
Internet & Terrestrial
(FM & AM) Stations

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Contacts

Advertising and Sponsorship

Pariah Burke

Host, Producer, and Creator

sales@pariahrocks.com

[503-422-7499](tel:503-422-7499)

Send Ad Copy, Creative, and Ad Materials

production@pariahrocks.com

General Contact

Pariah Burke

Host, Producer, and Creator

The Hard, Heavy & Hair Show

pariah@pariahrocks.com

[503-422-7499](tel:503-422-7499)

About the Show & Podcasts

Weekly Hard, Heavy & Hair Show

Think *House of Hair* meets *Sirius XM Octane* with a dash of **Howard Stern** and a splash of **Eddie Trunk**.

The Hard, Heavy, and Hair Show with Pariah Burke is a weekly syndicated radio show featuring two hours of heart-pounding, guitar-crunching, throat-rending riffs in the best Hard Rock, Heavy Metal, and Hair Bands from the 70s, 80s, 90s, 00s, 20-teens, and all the way up to today.¹

Plays new releases and all-time greatest hits, deep cuts, and rarities with Rock N' Roll trivia, news, and artist interviews (excerpts from long form interviews).

Airs on 50+ FM, AM, and Internet radio stations on 5 continents to more than 350,000 weekly listeners². Affiliate stations choose day(s) to air show, so *Hard, Heavy & Hair* broadcasts 7 days a week all around the planet. Several stations broadcast "archive" or previous *Hard, Heavy & Hair* shows in addition to new weekly shows. New affiliates monthly.

- **North America** (US, Canada, Mexico, the Caribbean)
- **Europe** (UK, Germany, Scandinavia, Czech Republic, Greece, more)
- **Australia** (and New Zealand)
- **Asia** (Hong Kong)
- **East Africa**

¹ Episode 300 aired the week of April 12th, 2021

² Aggregate station reporting as of April 15th, 2021

- ☛ 350,000+ weekly radio listeners
- ☛ Airs on 5 continents
- ☛ In top markets: New York, LA, London, Berlin, Sydney, Hong Kong
- ☛ Terrestrial (FM, AM) and Internet
- ☛ On-air 7 days a week
- ☛ On-demand podcast forever after radio air
- ☛ 300+ Shows
- ☛ Music & interviews

Format

Rock, Active Rock, Alternative

Genres

Hard Rock (70s, 80s, 90s, 2000s)
80s Rock
Classic Rock
Hair Metal / Glam
AOR
Nu Metal
Alternative
Black Metal
Death Metal

Podcast: Weekly Hard, Heavy & Hair Show

After airing on radio stations around the world, *the Hard, Heavy & Hair Show* is released as a podcast (including all music) for listening in perpetuity via PariahRocks.com and MixCloud.com¹ and through the MixCloud Mobile App.

Podcast: The Interviews

Long-form rock star interviews are released as audio podcasts on all podcast platforms including: Apple Podcasts/iTunes, Spotify, Stitcher, Google Podcasts, TuneIn, Podchaser, iHeartRadio, Pandora and others. Episodes are published between 7 and 30 days apart; contact us for upcoming episode schedule.

Recent interview subjects have included:

- George Lynch (Dokken, Lynch Mob, The End Machine)
- Reb Beach (Whitesnake, Winger) **Exclusive**
- Chez Kane (singer)
- Greg Foxx (Renaissance Rock Orchestra)
- Conny Bloom (The Electric Boys, Hanoi Rocks)
- Liza "Hellz" Perry (Hellz Abyss)
- Terry Dunn & George Call (Banshee)

Podcast: Spotify Edition Interviews + Music

Many of Pariah's interviews with artists are also published in a Spotify Edition that includes the full, uncut interview plus the music the rock star and Pariah discuss, as they discuss it in the interview. This format has proven very popular, and is made popular by a special licensing arrangement with Spotify.

¹ Artist/music royalties are paid by radio stations for broadcasts, MixCloud for podcasts, and Spotify for Spotify Edition Interview podcasts.



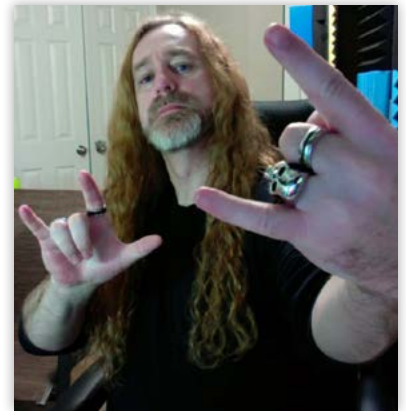
YouTube Interview Videos

Long-form rock star video interviews are published on the Hard, Heavy & Hair YouTube channel (<https://youtube.com/PariahRocks>) as high-production value video interviews when artists agree to be interviewed on-camera. Most of Pariah's interviews are on-camera, and thus published as videos, though occasionally artists prefer to do telephone-only interviews. Episodes are published between 7 and 30 days apart; contact us for upcoming episode schedule.

About the Host

Pariah Burke grew up banging his impressive head of hair to 80s and 90s Hard Rock, Heavy Metal, and Hair Band albums he played all the way through while wondering why even the coolest FM stations only ever played the singles. Living and playing in bands in Daytona Beach back when Bike Week was still awesome, Pariah developed a taste for Harleys and whiskey, and began DJing Bike Week events and mud wrestling. Later, somehow still in possession of his full hearing, Pariah embraced the ability of Internet radio to reach Hard Rock, Heavy Metal, and Hair Band fans all over the world. He started the *Hard, Heavy & Hair Show with Pariah Burke* syndicated radio show to bring to all those fans the biggest hits but even more so the non-single album tracks, the "deep cuts," that make albums great but never get air play during regular radio rotation.

Personality: Hard talking hairball of a host with an introspective, sensitive side and an encyclopedic knowledge of Rock N' Roll. Pariah walks the walk and talks the talk.



Sponsorship Opportunities

Sponsorship opportunities are available as inventory allows for radio airings and podcasts. Contact Hard, Heavy & Hair Sales staff for current inventory and rates (see page 3 for Contacts information).

Available opportunities:

- Weekly Hard, Heavy & Hair Show & Podcast (ads inserted into both and treated as a single unit)
- Podcast: The Interviews
- Podcast: Spotify Editions Interview + Music
- YouTube Video Interviews

Weekly Hard, Heavy & Hair Show & Podcast

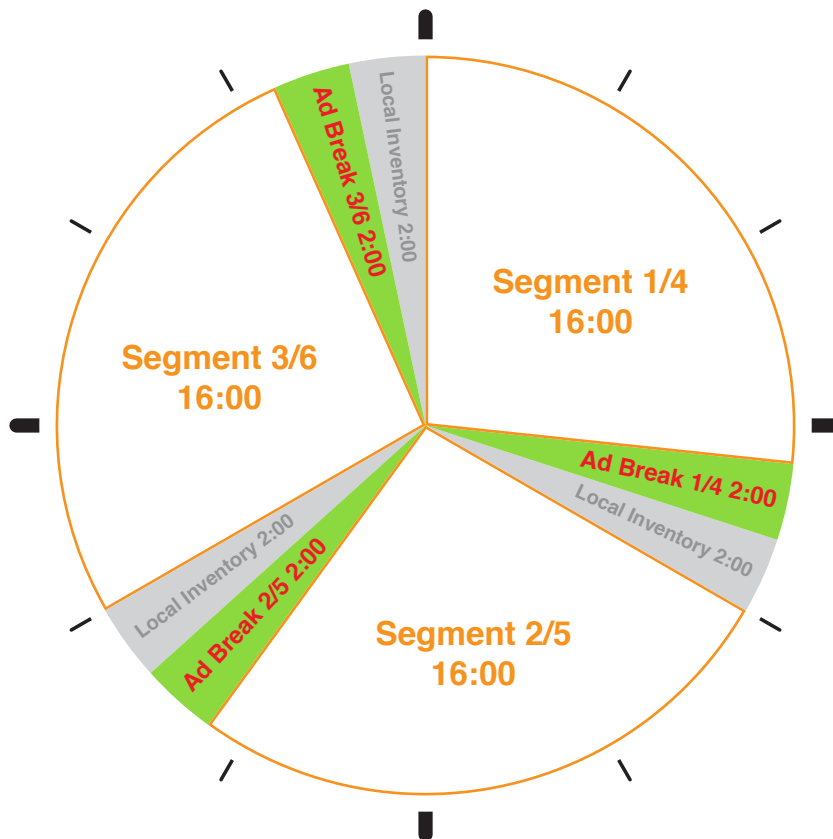
Type of insertions: Live Reads (see below for specifics)

No. of slots: 13 per weekly show

Terms: 1 month minimum insertion

Each 2-hour show is broken into 6 segments (see the Program Clock below), with a live read sponsorship opportunity available at the top and bottom of each segment.

A 7th segment 12 minutes in length is included in the *Hard, Heavy & Hair Show Podcast* and on-air when played by stations that do not air local ad inventory.



When you advertise on Hard, Heavy & Hair Show...

...You advertise on all of these stations!



+ 50 More Internet & Terrestrial (FM & AM) Stations

Podcast: The Interviews

Types of insertions: Live Reads & Pre-recorded Spots (see below for specifics)

No. of slots: 3 per episode (Pre-roll, Midroll, Post-roll)

Terms: Insertion per 1 episode

Each podcast episode offers 3 placement opportunities:

Pre-roll: Before the main content of the podcast. Live read or pre-recorded spot (15-30 seconds).

Midroll: Best placement. Appears roughly around the middle of the interview, in a place that seems logical to the host and which should deliver the most impact for your promotion. Live read only.

Post-roll: After the main content of the podcast. Live read or pre-recorded spot (60 second maximum).

Podcast: Spotify Edition Interviews + Music

Types of insertions: Live Reads & Pre-recorded Spots (see below for specifics)

No. of slots: 3-10 per episode

Terms: Insertion per 1 episode

Each Spotify Edition episode offers at least 3 placement opportunities. Longer interviews, or interviews with more music, present more opportunities.

Pre-roll: Before the main content of the podcast. Live read or pre-recorded spot (15-30 seconds).

Midroll: Best placements. Short interviews or interviews with fewer than 3 songs added offer 1 midroll spot. Each additional 15 minutes of the interview and/or 3 songs

Listen/Watch for Yourself

Hard, Heavy & Hair Show/Podcast

<https://rockn.me/hhh299>

Podcast: The Interviews

<https://rockn.me/podcastitunes>

Podcast: Spotify Edition Interviews + Music

<https://rockn.me/4y>

YouTube Video Interviews

<http://rockn.me/youtube>

added offer an additional midroll slot. Pre-recorded spots only (15-30 second), inserted between music and interview segment (after music, before next talk spot).

Post-roll: After the main content of the podcast. Live read or pre-recorded spot (60 second maximum).

YouTube Video Interviews

Types of insertions: Live Reads & Pre-recorded Video Spots (see below for specifics)

No. of slots: 3 per episode (Pre-roll, Midroll, Post-roll)

Terms: Insertion per 1 episode

Each video episode offers 3 placement opportunities:

Pre-roll: Before the main content of the podcast. Live read or pre-recorded video spot (15-30 seconds).

Midroll: Best placement. Appears roughly around the middle of the interview, in a place that seems logical to the host and which should deliver the most impact for your promotion. Live read or pre-recorded video spot (15-30 seconds).

Post-roll: After the main content of the podcast. Pre-recorded video spot (60 second maximum).

NOTE: Longer interviews are often broken into ~20-45 minute segments and published as multiple videos. Your ads will be included in all parts of the same interview at no extra charge.

Types of Advertising

Live Reads (On-Air Host-Voiced Announcements)

Host Pariah Burke reads or ad-libs information about your product/service on-air at least once per show.

- Organic and often ties directly into the music or discussion topic.
- Host's announcement is guided by copy points provided by you or your agency.
- Includes a call to action such as to visit your website, buy your product, etc.
- Can be fully scripted, if requested.

Examples (of spots for a recent sponsor):

This segment of the show is sponsored by the band Silo, a genre-bending group of musical bandits blending Heavy Metal licks and Hard Rock melodies with Country lyrics. Silo is so outlaw, the band members don't even have last names--seriously--but what they do have is music that wears ass-kicking crap-kickers. Check them out online at Silo--S-I-L-O--dot band. You'll thank me. You really, really will.

I'm Pariah Burke. This is Hard, Heavy & Hair. And sometimes, Rock N' Roll is "Stranger Than Paradise." Like when you can win yourself a brand new guitar from a Hardcore Country Metal band named Silo. Nope. This is not a joke. You can win yourself an ESP Guitars EC 256 with a mahogany body and LH-150 humbucking pickups from the Hardcore Country

Off-Limits Advert Categories

- ☛ Marijuana and related
- ☛ Tobacco and related
- ☛ Vape and related
- ☛ Pharmaceutical and supplements
- ☛ Political

Global Ad Rules

- ☛ Alcohol advertising is allowed
- ☛ No profanity or obscenity (including in URLs)
- ☛ No false or misleading advertising¹
- ☛ Pre-recorded adverts will be Loudness-matched to volume level (amplitude) of the show to avoid Loud Commercials²

1 <https://www.fcc.gov/media/radio/public-and-broadcasting#FALSE>

2 <https://www.fcc.gov/media/radio/public-and-broadcasting#LOUD>

band Silo just by entering at silo dot band slash git, G-I-T.
That's S-I-L-O dot B-A-N-D slash G-I-T . Give the band your
email address for an instant entry to win this sweet six-string
from the band Silo.

That black body beauty is "Stranger Than Paradise," just like
the Sleeze Beez.

Pre-Recorded Audio Adverts

15- to 60-second audio advertisements delivered by
advertiser and aired unaltered.

Pre-Recorded Video Adverts

15- to 60-second video advertisements delivered by
advertiser and aired unaltered.

Affiliate Stations

New affiliates are signing up monthly to air the weekly *Hard, Heavy & Hair with Pariah Burke Show*. The below should be considered a partial list.

Station	Call Letters	Market
TotalRock		London/Worldwide
97 Underground 96.7 FM		Baltimore, MD
Bay Ridge Radio AM 1690	1690 AM	Brooklyn, NY
Classic Rock XL	CRXL	Ontario
Creative Arts Radio	CATV	UK
Cruize Radio		Australia
Defiant Radio		UK
EN5 Radio		London
Get Smashed Radio	KGSB	Marysville, WA
Heat FM Radio		US
KARL Radio	KARL	Los Angeles
KBOG 97.9 FM	KBOG	Bandon, OR
LKCB 128.4 Metal Damage	LKCB	Newfoundland
Manamal, The		Virginia
Metal Heart Radio		Czech Republic and Central Europe
Metal Mayhem Radio	CSNX-9520	South Coast, UK
My Radio Rocks/Rock Mauritius		East Africa
OA Radio, The		Jacksonville, FL
Pure Rock Radio		Saskatchewan
Radio Diabolus		Berlin
Radio Lantau		Hong Kong
Radio Riff		Minneapolis, MN
Radio Rock FM		Germany
Radio Worldtour		Germany
Radio X Rocks		Detroit, MI
Rock Radio UK		UK
Rock96	KRQZ	
Savage Radio		Norfolk, VA
Sonora Classic Rock		Sonora, Mexico

Station	Call Letters	Market
Total Mixx Radio		New York
Underground Rock Radio (formerly Red Earth Radio)		Toronto
Vibe Squad Radio		Jamaica
WDBS The RockHog	WDBS	Maryland
WRSG 91.5 FM	WRSG	Middlebourne, WV
WVWP 101.1 FM	WVWP	Wayne, WV
Radio Playback		Copenhagen, Denmark
Radio Vegas Rocks		Las Vegas
Crushing Metal Radio		Las Vegas
Gateway to the North	GTTN	Saskatchewan
City World Radio		New York
RockMixFM		US
Rock Flame Radio		Greece
Digital Revolution Radio		Connecticut
The Animal Classic Rock		Birmingham, AL