



# ***ROADBLOCK RADIO***

***2026 MEDIA, ADVERTISING  
& SPONSORSHIP OPPORTUNITIES***

***101.1FM***

**NEW YORK • NEW JERSEY**



***93.7FM***

**HARTFORD-CT**



***102.7FM***

**SOUTH FLORIDA**





# ABOUT ROADBLOCK



## *A Multi-Market Caribbean Media Platform*

*Roadblock Radio is a Caribbean media platform serving diaspora communities across New York/New Jersey, Connecticut, South Florida, and global streaming audiences. We blend music, culture, news, and public affairs to create trusted listening environments where audiences tune in daily not just to be entertained, but to stay informed and connected.*

*Rooted in Caribbean identity and lived experience, Roadblock offers brands and partners authentic access to culturally engaged, community-connected audiences through programming that reflects the rhythms, concerns, and aspirations of the diaspora.*

*Audio-first. Community-driven. Multi-platform.*



# ROADBLOCK METRICS



## CURRENT MARKETS:

- **NJ-NY TRISTATE - WCBS 101.1FM-HD3**
- **HARTFORD/CT - WZMX 93.7FM-HD3**
- **SOUTH FLORIDA - WMXJ 102.7FM-HD3**

**CUME: 30,000 WEEKLY**

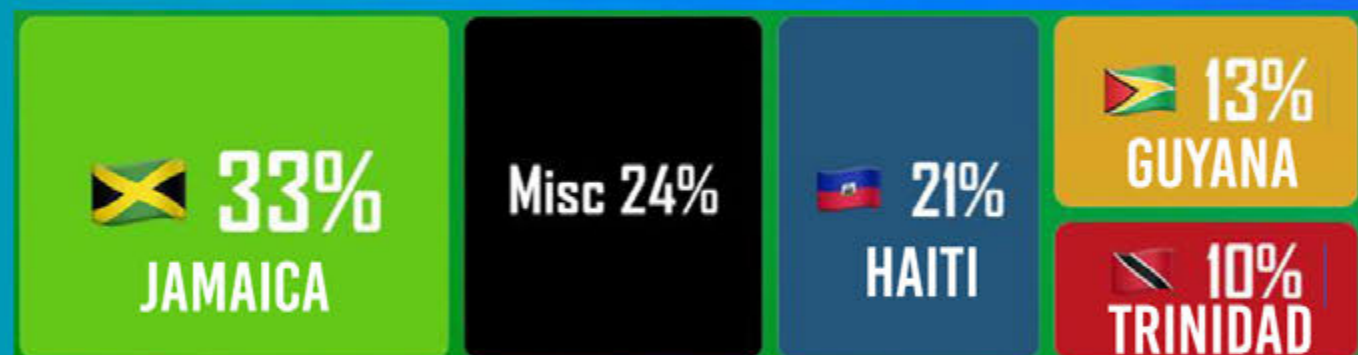
**MONTHLY DIGITAL STREAMS: 90,000**

**TARGET LISTENER-AGE: 30-65**

**POTENTIAL U.S. CARIBBEAN AUDIENCE: 3.5M+**

# ROADBLOCK REACH

SOUTH FLORIDA • NJ • NYC • HARTFORD • CARIBBEAN



**101.1FM** HD3  
NEW YORK • NEW JERSEY

**93.7FM** HD3  
HARTFORD-CT

**102.7FM** HD3  
SOUTH FLORIDA

## MULTI-MARKET REACH WITH NATIONAL EXPANSION AHEAD

- **Current Markets:**  
NY TRISTATE – WCBS 101.1FM-HD3  
HARTFORD-CT – WZMX 93.7FM-HD3  
South Florida – WMXJ 102.7FM-HD3
- **Worldwide streaming: [RoadblockRadio.com](http://RoadblockRadio.com)**
- **Positioning line:**  
*Local trust. Regional strength. National trajectory.*
- **Target Markets:**  
Philadelphia . Atlanta . Los Angeles . DMV

**WAKE UP (6-10AM):**  
**NEWS+MUSIC, AWARENESS, CONNECTION,**

**MID MORNINGS VIBES / LUNCH TIME (10AM-2PM):**  
**MUSIC + LIFESTYLE**

**AFTERNOON DRIVE (2-5PM):**  
**MUSIC, SOCIAL COMMENTARY**

# **PROGRAMMING**

**THAT CREATES CONTEXT FOR BRANDS**

**MESSAGING LIVES WITHIN**  
**TRUSTED ENVIRONMENTS**

**WEEKENDS:**  
**CONNECTION, CULTURE, COMMUNITY EVENTS.**

**NIGHT TIME MUSIC MIX 8PM-12AM**

**EVENING DRIVE TIME (5-8PM):**  
**MUSIC, CONNECTION AND NEWS**

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## **THE ROADBLOCK AUDIENCE**

- *Culturally engaged, Community-connected, Multi-generational*
- *Professionals, Entrepreneurs, Families, and Emerging Leaders*
- *Listeners Tune In Daily For:*
  - *News*
  - *Culture*
  - *Business*
  - *Health*
  - *Community Connection*



# PR AMPLIFICATION & LIVE EXPERIENCES

**WHERE ON-AIR VISIBILITY BECOMES REAL-WORLD IMPACT**

- Roadblock Radio extends brand stories beyond the airwaves through PR amplification, live events, and culturally relevant experiences that meet audiences where they already gather.
- Our platform turns campaigns into moments, and moments into community conversation.
- Rather than standalone ads, partners benefit from integrated visibility across on-air mentions, digital promotion, live activations, and post-event storytelling that keeps campaigns working long after the event ends.



## HOW AMPLIFICATION WORKS

### **On-Air Promotion**

Host-read mentions, show integration, and promotional spots leading up to and following events

### **Live Event Visibility**

Branded presence at Roadblock-hosted and Roadblock-partnered events, including panels, performances, workshops, and community activations

### **Digital & Social Amplification**

Pre-event promotion, live coverage, and post-event highlights across Roadblock digital channels

### **PR & Storytelling**

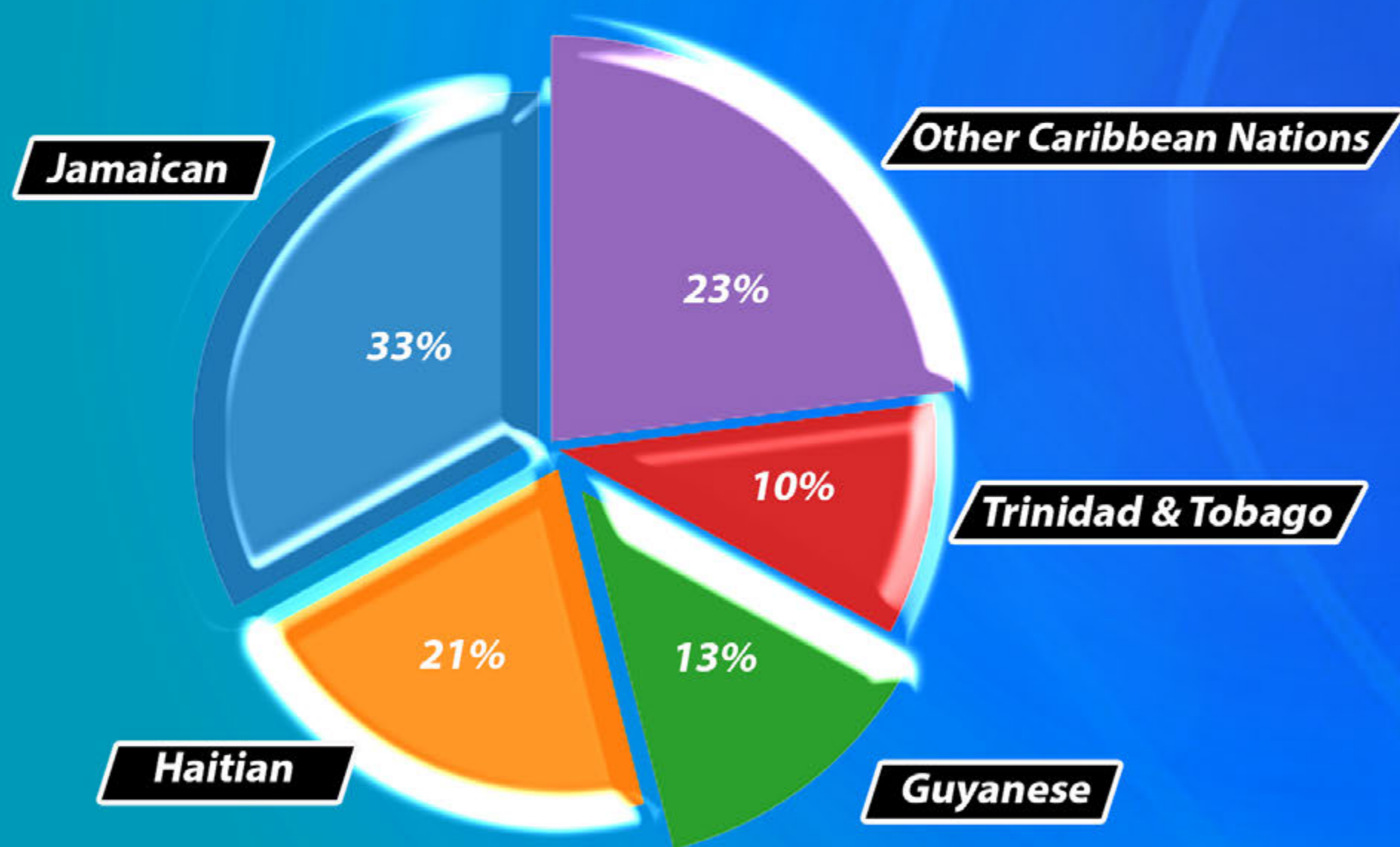
Event recaps, interviews, and content that extends reach beyond the day of activation



**VISIBILITY THAT LIVES BEYOND THE SPOT. ENGAGEMENT THAT EXTENDS BEYOND THE EVENT.**

# ROAD BLOCK

## WHO YOU'RE REACHING



## WHY THIS AUDIENCE CONVERTS

- **STRONG CULTURAL IDENTITY AND PRIDE**
- **HIGH TRUST IN FAMILIAR VOICES**
- **MULTI-HOUSEHOLD AND COMMUNITY INFLUENCE**
- **REPEAT LISTENING, REPEAT BRAND EXPOSURE**
- **THIS IS ACTIVE, RELATIONAL ENGAGEMENT, NOT PASSIVE REACH**

# ROADBLOCK ADVERTISERS

- **SMALL & MID-SIZE BUSINESSES**
- **FINANCIAL INSTITUTIONS**
- **HEALTHCARE & WELLNESS BRANDS**
- **EDUCATION & WORKFORCE DEVELOPMENT**
- **CIVIC, NONPROFIT, AND ADVOCACY ORGANIZATIONS**
- **BRANDS SEEKING AUTHENTIC CULTURAL ENGAGEMENT**
- **LARGE CORPORATIONS**



**101.1FM HD3** NEW YORK  
NEW JERSEY

**93.7FM HD3** HARTFORD  
CONNECTICUT

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FLORIDA

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# WAYS TO PARTNER WITH ROADBLOCK

Our platform offers sponsors a full-spectrum partnership experience that goes far beyond traditional advertising. Brands gain high-impact visibility through on-air spots and authentic host reads, integrated sponsored segments, and custom branded content that connects directly with our audience. Campaigns are brought to life through live events and on-site activations, reinforced by digital and social amplification that extends reach across every channel. From pre-launch buzz to real-time engagement and post-campaign momentum, we deliver powerful PR storytelling before, during, and after each campaign—ensuring your brand is not only seen and heard, but remembered and trusted.

- **ON-AIR SPOTS & HOST READS**
- **SPONSORED SEGMENTS**
- **BRANDED CONTENT**
- **LIVE EVENTS & ACTIVATIONS**
- **DIGITAL & SOCIAL AMPLIFICATION**
- **PR STORYTELLING BEFORE, DURING,**
- **AND AFTER CAMPAIGNS**

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# SPONSORABLE CONTENT FRANCHISES

# BRICK X BRICK

BUSINESS INITIATIVE

- BUSINESS EVENT SERIES
- BRICK X BRICK BUSINESS INITIATIVE
- KNOW YOUR RIGHTS
- HEALTH & WELLNESS PROGRAMMING
- PATH TO CITIZENSHIP WORKSHOPS
- COMMUNITY CONNECTIONS / PUBLIC AFFAIRS

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# ROADBLOCK

## LIVE EVENT SERIES



**Roadblock Live is our flagship event platform, bringing together music, culture, business, and community across key markets. Events are designed to be high-energy, culturally grounded, and highly shareable, creating organic amplification for partners.**

## IDEAL FOR

**Entertainment, lifestyle brands, financial services, healthcare, advocacy campaigns, public sector partners, and regional or national brands seeking authentic community engagement.**

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# ROADBLOCK IMPACT

## JAMAICA STRONG BENEFIT CONCERT

### CAMPAIGN OBJECTIVE

Mobilize the global Jamaican diaspora to support hurricane recovery efforts following Hurricane Melissa.

### APPROACH

- On-air promotion and community call-to-action
- Strategic media partnerships and live event amplification
- Artist, nonprofit, and community leader collaboration
- PR storytelling before, during, and after the event

### IMPACT

- Raised over \$500,000 in net proceeds for hurricane relief and recovery efforts
- Nearly 10,000 attendees gathered in person at UBS Arena in Queens, NY
- Funds distributed to trusted organizations, including the Sean Paul Foundation, Shaggy Make a Difference Foundation, the Government of Jamaica Hurricane Relief Fund, and the Irie Jam Foundation
- Demonstrated Roadblock Radio's ability to turn cultural moments into coordinated, high-impact action





**THANK  
YOU!**

**LET'S BUILD SOMETHING MEANINGFUL TOGETHER.**

*Roadblock Radio partners with brands, organizations, and institutions seeking authentic engagement with Caribbean and diaspora communities through trusted media, cultural storytelling, and real-world impact.*

**CONTACT ROADBLOCK RADIO**

**SALES & PARTNERSHIPS**  
**SALES@ROADBLOCKRADIO.COM**  
**GENERAL INQUIRIES**  
**CONTACT@ROADBLOCKRADIO.COM**

**PHONE**

**OFFICE: +1 (973) 573-8154**  
**LOCAL: +1 (646) 290-8263**  
**ON-AIR: +1 (877) 255-3086**

**BROADCAST MARKETS**

**NEW YORK • NEW JERSEY • CONNECTICUT • SOUTH FLORIDA**  
**STREAMING WORLDWIDE**  
**AUDIO-FIRST. COMMUNITY-DRIVEN. BUILT FOR IMPACT.**