

# RADIO + INTERNET + DIGITAL = SUCCESS!



**FORMAT**



**DEMO**



**AUDIENCE**



**FOLLOWERS & REACH**



**WEBSITE VIEWS**  
*(monthly)*



**ONLINE LISTENING**



**TOP FEATURES**



News/Talk

Reaching Adults 25-54

Median HH Income \$82k  
56% College Graduates  
82% Homeowners  
69% Married  
32% Children At Home  
61% Male / 39% Female

Over 29,000 Followers  
Over 1.5M Ave. Monthly Views

295k+ Views Each Month

5k+ Monthly Session Starts  
Mobile (36%)  
App (45%)  
Desktop (11%)  
Alexa (6%)

Good Mornings with Chris Oaks.  
Local News with Matt Demczyk.  
Trojans • Buckeyes  
School Delays  
Road Alerts



Country

Reaching Adults 18-54

Median HH Income \$81k  
25% College Graduates  
64% Homeowners  
55% Married  
60% Children At Home  
33% Male / 67% Female

Over 10,300 Followers  
Over 125,000 Avg. Monthly Views

31k+ Views Each Month

9+ Monthly Session Starts  
Desktop (43%)  
App (31%)  
Mobile (22%)  
Alexa (4%)

Rex Howard  
Country Club  
Community Days  
Contests  
BVC Sports  
School Delays  
Weather Alerts



Classic Rock

Reaching Adults 25-54

Median HH Income \$72k  
28% College Graduates  
72% Homeowners  
55% Married  
45% Children At Home  
66% Male / 34% Female

Over 6,000 Followers  
Over 167,000 Avg. Monthly Views

12k+ Views Each Month

10k+ Monthly Session Starts  
Mobile (32%)  
App (42%)  
Desktop (25%)  
Alexa (1%)

The Big Kahuna  
Classic Rock  
OG Football & Basketball  
School Delays  
Weather & Road Alerts

Source: Radio Advertising Bureau

Google Analytics

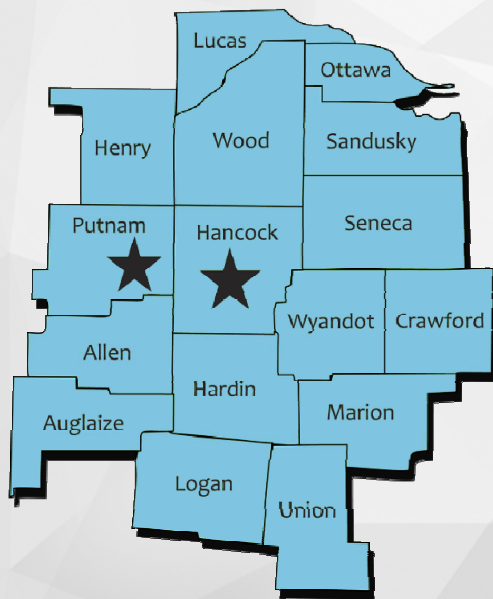
AmperWave

*Promote Your Business On Air, Online, On Mobile and On Alexa... We Are Your LOCAL Connection!*

# RADIO + INTERNET + DIGITAL = SUCCESS!



## BROADCAST COVERAGE

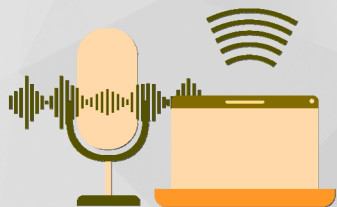


## INTERNET SOLUTIONS

- Home Page Ad
- News Story Ad
- School Closing, Road Alerts And Business Cancellations
- Streaming Player
- Game Audio Archive
- News And Weather Alerts
- High School Scoreboard
- Music Audio Archive
- Advantage Partners

## DIGITAL SOLUTIONS

- Responsive Websites
- Search Engine Optimization (SEO)
- Review Accelerator
- Social Media Management Dashboard
- Brand Booster Online Display Campaigns
- Geofencing/ Mobile Targeting
- Streaming TV Ads
- YouTube Ads
- & more- ask for a Digital Evaluation!*



*Promote Your Business On Air, Online, On Mobile and On Alexa.  
We Are Your LOCAL Connection!*