# Many advertisers take advantage of both digital and linear radio advertising.

One study found that almost 97% of businesses that were buying radio advertising from a station were also buying some form of digital advertising; however, only 25% were buying both from the same station. That means the majority of those advertisers were missing out on these advantages of buying radio and digital from the same vendor:



#### **Local** expertise

Work with a trusted salesperson who knows your business and the local advertising landscape.



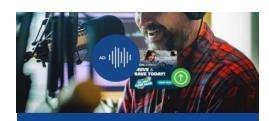
#### Strategic advertising options

Run cross-channel campaigns that leverage the reach of radio plus the specific targeting of digital.



#### **Lower costs**

Make marketing dollars go further with cost-effective bundling options and fewer vendor fees.



#### More than

## 80% of marketers

say location-based advertising grew their customer base and led to higher response rates and engagement.<sup>2</sup>

# 47% of radio buyers

plan to buy a new form of marketing, with 66% likely to purchase a new type of digital marketing.<sup>3</sup>

## Our digital advertising platform gives you all those benefits, plus:

- A time-saving, consolidated approach Provide quicker turnaround time than most marketing agencies by seamlessly handling your airtime and digital needs with one platform, one process and one team.
- A single platform for all your advertising needs
  Move easily from proposal to completing an order to managing a campaign and viewing reporting.
- Ads that reach customers from awareness to purchase Share a consistent brand message across media channels to reach consumers throughout their buying journey.
- Customizable proposals for airtime and digital
  Dynamic proposal outputs are ready to present and share with clients based on advertising needs.
- On-demand, transparent reporting
  Comprehensive campaign performance reporting is available when you need it.

### Our digital tactics include:



Targeted display and video



Geofencing and video geofencing



Over-the-top (OTT)/ connected TV (CTV)