

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.¹ 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.²

47% of radio buyers

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

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)**