

Why Advertise?

It's a proven fact -- when it comes to increasing community exposure and capturing your share of the profits -- advertising works. By actively promoting your product or service through advertising, you can generate the sales you need to make your business a success.

When you use effective advertising, you can:

INVEST IN SUCCESS

Research has shown that advertising offers long-term advantages. A study of more than 3,000 companies revealed that businesses that did not advertise grew at half the rate of those businesses that advertised regularly, while those who maintained or expanded their advertising experienced a sales increase of up to 100 percent within 5 years.

CREATE STORE TRAFFIC

Getting customers through the door is the first step to making a sale. By advertising your products or services you can increase your customer base and make the sales you need to succeed.

ATTRACT NEW CUSTOMERS

As most communities experience a growth in transient populations, the increasing number of potential buyers that move into your area offer your business new market opportunities that promise greater revenues.

ENCOURAGE NEW CUSTOMERS

Although prices and service influence customers, advertising will enable you to out stride the competition and keep your business in the public eye.

GENERATE CONTINUOUS BUSINESS

Only advertising can provide you with the opportunity to reach thousands of customers at a time. This opens your door to more sales each and every day.

BUILD A BETTER IMAGE FOR YOUR BUSINESS

With advertising your business becomes a vital presence in the community. The image you create through advertising increases your visibility and brings you respect among your peers and your customers.



Why Radio?

More than any other advertising medium, radio can reach qualified potential candidates in more places, more frequently, and with more creativity and imagination.

When you use radio to advertise you will:

REACH POTENTIAL CANDIDATES AT HOME, IN THE CAR, AT THE OFFICE, AND ONLINE

Studies have shown that on-the-go Americans spend an average of three hours a day tuned in to the only medium that has become their constant travel and leisure companion -- radio. Qualified candidates become a captive audience for your message.

SEND A ONE-ON-ONE MESSAGE

Radio advertising creates a more intimate relationship between your business and the listening audience. By using an effective combination of sound effects, music, voices and words, you can personalize your radio advertising to continually attract a growing share of the market.

CREATE A COST-EFFECTIVE ADVERTISING MEDIUM FOR YOUR BUSINESS

Because minimum time and expense is spent in producing a commercial, a radio recruitment program easily fits well within your marketing budget.

DELIVER A MORE CREATIVE AND PERSUASIVE MESSAGE

With the simple yet attention-getting elements of radio advertising, you can create interest, command attention, and compel qualified candidates to head directly to the front door of your business.

GET RESULTS!!!

Radio doesn't reach everyone - just 95.5% of the twelve + population in America Monday through Sunday.



Why Market Radio Group?

Market Radio Group is all about you. It's about your family, friends and neighbors. It's about the communities we all call home.

Here are just some of the reasons local businesses have consistently chosen to advertise on Market Radio Group stations:

WE HAVE A PROVEN RECORD OF SUCCESS!

For more than twenty years, hundreds of businesses have experienced great success in their radio advertising campaigns working with our excellent team of writers, producers, and sales professionals.

WE HAVE LISTENER LOYALTY

Listeners who are loyal to us are also loyal to our advertisers. We have clearly established ourselves as the driving force in local news and information in our broadcast areas.

MARKET RADIO GROUP IS PERSONAL

Our stations are all about localism...news about local towns, local schools, local sports, local commentary and local events. We offer the variety area listeners rely on for interesting, informative and entertaining programs. We also carry this same degree of localism to our website properties.

WE PRODUCE EFFECTIVE COMMERCIALS

We are very proud to be winners of national, state and regional awards for our commercials. However, it far more important to us is that our commercials are effective. They're designed to promote and sell your products and services. They are designed to get results.

WE ARE INVOLVED IN THE COMMUNITY

We've been told that community involvement is our middle name (OK, two middle names.) From our participation in on-going projects to crisis response, we've helped raise millions of dollars for local individuals, families and charities.

Our Programming



Market Radio Group defines the term “Full Service Radio” targeting and reaching an adult audience of 25-64 years of age.

LOCAL NEWS

Market Radio Group stations are the only daily source of news and information in the market. Our news team keeps residents informed locally and statewide. In addition, the National Radio Network brings the nation and the world to our listeners.

MORNING DRIVE

Market Radio Group’s morning teams have become area institutions. They are the first voices our listeners wake up to every weekday.

WEATHER & TRAFFIC

Local weather from meteorologists and traffic information from is tailored for area residents and commuters.

SPORTS

Market Radio Group provides results of key local high school games as well as highlights of regional and professional sports. We offer several times to hear information each day and our websites are constantly updated with local scores.

SWAP SHOP

“The Garage Sale of the Airwaves” where people can buy, sell or swap just about anything. It’s one of our most popular features because of its spirit and unpredictability.

TALK

A variety of locally produced talk shows spotlight current affairs, health, human interest, business, and important local and area issues of the day.

MUSIC

Are music stations are diverse as the area demographic. Everyone in our coverage area will be able to find something they love to listen to.

PLUS...

Contests, unique promotions and events, live broadcasts on location, special weekend programming, involvement with area services and activities and much, much more.



Client Results

Country Grocery

Guy Richie - Owner

"The ads sound great! We got 3 calls the first day."

Car Clinic

Bob Wrench - Owner

"Market Radio Group delivers consistent results via their well-maintained websites and email lists, over and over again. "

Cake Guy Bakery

Chef Tony - Owner

"We were approached to start our first radio campaign six years ago. Ever since then, Market Radio Group has provided us with quality front-door and online traffic. Simply put, they 'get it'. They're easy to work with and basically do whatever it takes to make a campaign succeed. Bottom line, save yourself a lot of time and aggravation. Take your radio campaign to Market Radio Group first."

June's Florist

June Day - Owner

"Market Radio Group and June's Florist have enjoyed a fruitful, mutually beneficial partnership for over a decade now and we look forward to many more productive years working together. "

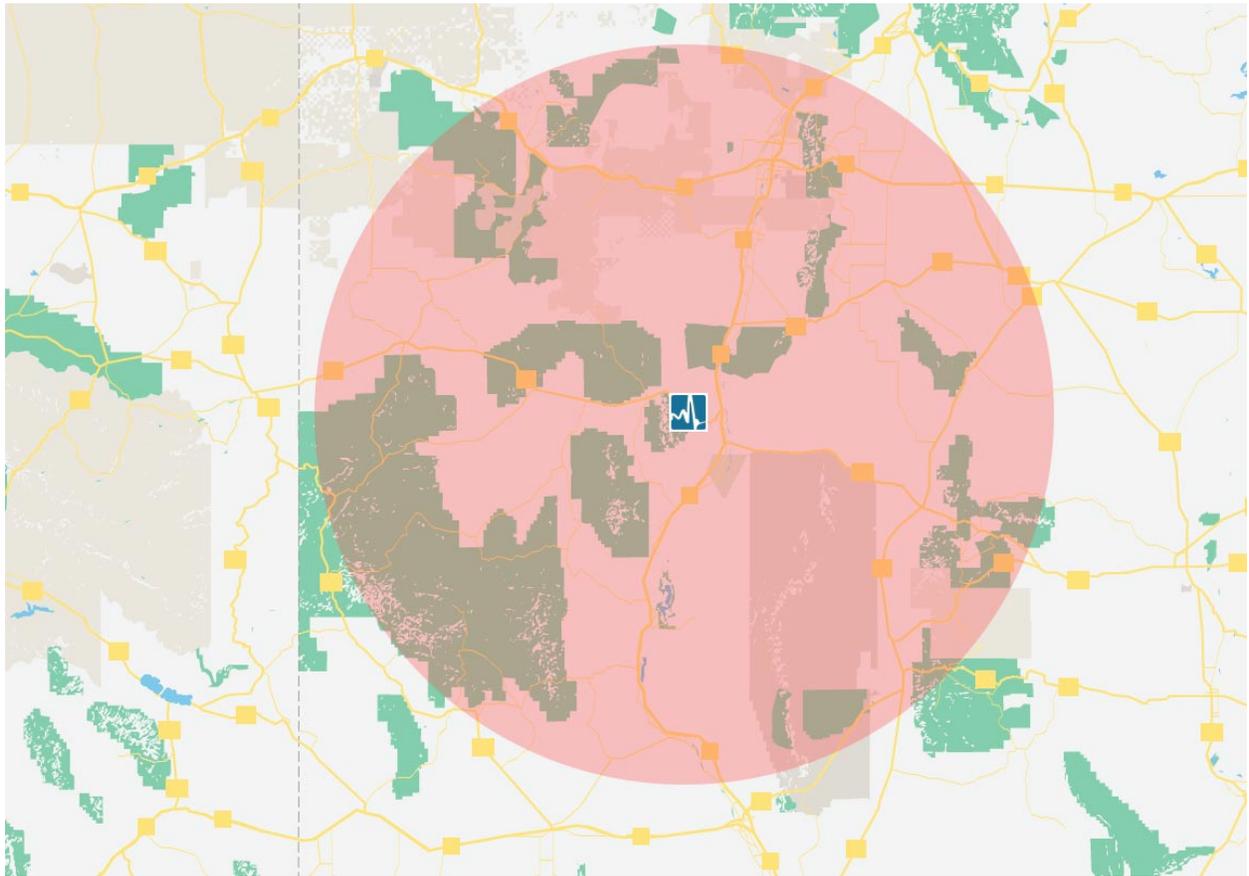
Medical Clinic

Dr. Ben Hurt - President

"Medical Clinic had some very high hopes for our media campaigns. They exceeded every expectation with their live endorsement radio, digital opportunities and local spot. It was a perfect match."



Coverage Area



Over 40,000 people per week in our prime listening area*

Demographics**

Men	38%
Women	62%

Age Breakdown

Under 25	6%
25 - 49	57%
50+	37%

Family Income of Market Radio Group Listeners

Less than \$50,000	24%
\$50,000 - \$75,000	33%
\$75,000+	42%

Women control 80% of consumer spending***

* Source: Media Survey 2021

** Source: Mailer Summer 2001, Sample 1000

*** Source: Simmons Research 2020

