

WRTA has strong personalities, brand Loyalty and results-proven programming! A medium that's unparalleled, with coverage all over Central Pennsylvania, WRTA is the most effective and Efficient way to reach potential customers!

WRTA has its advantages!

LOW COST – Compared to television, magazines and newspaper, radio advertising delivers actual impressions against qualified audiences at very, very low costs, typically between \$3 and \$5 per 1000 listeners.

IMMEDIACY – Advertisers can get their message on the radio very quickly. Updates and changes can be made during the air schedule.

FLEXIBILITY – Advertisers can reach listeners many times a day, choosing the times when they are most likely to reach potential customers and inform them of their product or service.

MOBILITY – Radio is extremely mobile. It follows the listener from room to room, rides in the car, and even follows workers at their place of business. There are few places it cannot go.

- There are now 5.6 radios per American family. Of these, 342 million operate in homes and 128.7 million in autos.
- The average adult listening time is 2 hours and 50 minutes a day.
- During the average week, 95.4% of all Americans 12 years of age and older listen to the radio. On the average day, practically four out of five adults listen to the radio.
- Over 80% of all adults are reached weekly by radio in their cars.
- Radio reaches both the NOW buyer, the 2% to 10% of the population that is probably in the market TODAY for what you sell, PLUS radio reaches the FUTURE PROSPECTS, THE 90% TO 98% of the people who are not in the market today but may be tomorrow.
- Radio is affordable seven days a week. Potential clients decide to buy your product or service seven days a week. Radio provides the opportunity to reach potential customers close to the time they make their buying decisions



WRTA is the ONLY Local News Talk Station.

- WRTA is News Talk featuring Local and National News Talk Shows
- News Talk is dedicated listening, loyalties belong to the Hosts and Shows
- WRTA Listeners are active participants in the program.
 - 6 Hours of Live Local Talk
 - Call in live on air
 - WRTA Chat Room
 - WRTA provides news and comments on Facebook
 - Listeners call in on the Feedback Line
- WRTA Reaches an audience primarily of professional/managerial background
- The Best Line Up in Talk Radio featuring
 - Dave Barger
 - Doug Herendeen
 - Rush Limbaugh
 - Dave Shannon
 - Dr. John McGinnis
 - Jason High
 - Adam Erikson
- WRTA Weekends feature Only The best talk specific Programming
 - The Week in Sports with Adam Erickson
 - The Kim Komando Show
 - Gun Talk
 - Pets, Auto Repair, Gardening Shows, and Many More
- WRTA Streams Live over the digital Airways via
 - Facebook
 - WRTA.com
 - All Smart phones (Android/Blackberry/iPhone & iPad)

What does this mean for your business?

WRTA holds a tremendously loyal audience. With strong time spent listening numbers, WRTA would allow your business to be heard often, driving Brand Recognition over a shorter than usual time frame. Cost per impression savings and quickly achieving optimum frequency add up to be a tremendous cost per impression value.

News Talk 1240 WRTA's Digital Advertising

The Radio Campus and all of our stations are dedicated to bringing you the latest in advertising trends. We are the leader in Digital Media Advertising Solutions in Central PA. Interactive and engaging, digital media brings the consumer to you in a whole new way. We employ great time and resources into tracking online trends to maximize your return on investment, and to achieve a new consumer experience. Combining many tactics such as social media, reviews, digital display, digital video and digital audio with the power of terrestrial radio we are better equipped to serve your evolving marketing needs.

Interactive Website Promotion

Each of our stations has live streaming right on our homepages. A banner ad on one of our highly trafficked websites will add exposure to you, your company's products, and your website.

Digital Streaming Media Advertisements

What is an advertising impression worth? With our digital streaming content you can place: 30 or :60 ads just as you would on the radio. The advantage here is our dynamic performance tracking matrix. We show you not only how many times your ad is played/displayed, but we show you how many people heard or saw your ad and how many "took action".

FACEBOOK

Each Station has a Facebook Page that we constantly drive traffic to using listener interactive materials. Poll Questions, Live Streaming Music, Giveaways, & DJ Interaction are the driving force to our Facebook pages. Link an Ad to your company website or Facebook Page, Add your event to our calendar, or have our great DJ's highlight your service/products and experience the benefits of fantastic results.

iPhone/Blackberry/Android Apps (Mobile Advertising)

Smartphone users can also access our streaming content. Listeners can access their favorite station and listen to LIVE programming. Plant your Company Logo right on their devices and reach your potential consumers in a whole new way, MOBILE ADVERTISING.

"Viral Video" (TheRadioCampus Youtube Channel)

Our media sites can accommodate a wide variety of video advertisements. From high quality High Definition Commercials, Interviews, Spotlights, Reviews and pre roll video we have the means to get your messages directly to our listener.

SMS Coupons

Have our DJ's promote your next special or discount on air and we can have our listeners text to us their need for your product, then we text them right back with a coupon to use at your business!

The Radio Campus is a full service Medial Company and can be reached at the following:

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Online: Mix 94.7

www.mymix947.com

www.facebook.com/MyMix94.7

News Talk 1240 WRTA

www.wrta.com

www.facebook.com/WRTAradio

True Country 94.3

www.truecountry943.com

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1370 WKMC

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