

TAB

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Redevelopment through Radio!

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Salem Knows Marketing

- **Salem Communications** is the world-leading provider of Conservative News Talk and Christian and family-friendly content on-air, online and in print--content that is entertaining and compelling to the family-issues audience segment.
- **Salem Communications** is the third largest operator of radio stations in the top 25 markets!
- **Salem Communications** adds powerful tools of marketing creativity and ability to your campaign through a local, personalized, community-minded presence.





Radio gets Results

- **Radio maximizes intrusive marketing.**
- **Radio hits potential and targeted buyers.**
- **95% of drivers on the road are tuned in to the radio.**
- **Radio reinforces your message with frequent repetition at minimal cost.**
- **57% of all people working are listening to the radio.**
- **Radio creates images without TV or print costs.**
- **83% of all adults listen to the radio daily.**





Engaged Listeners

- News Talk formats deliver **mature listeners**.
85% are 35+ and 75% are 45+.
- **Affluent listeners**. *70% have a HH Income of \$50K+, while 58% have an income of \$60K+.*
- **Educated listeners**.
81% attended college. 45% are college graduates.
- News Talk formats deliver **listeners who are engaged** and tuned in for a reason.
- 86% of the News Talk listeners are **homeowners**.
- 89% of the News Talk listeners **have internet access**.



Trusted Hosts

- WLSS is one of 33 News Talk radio stations ***owned by Salem Communications***. Most of these stations are located in the country's top 25 media markets.
- WLSS is the ***most powerful AM radio station*** in the Bradenton/Sarasota market.
- According to the most current data from Talkers Magazine, WLSS delivers many of the ***top 10 most listened to talk show hosts in the country***.
 - #4 – Mike Gallagher
 - #7 – Michael Medved
 - #8 – Bill Bennett

Professional Team

- Account Executive
- Receptionist
- Traffic Manager
- Production Manager
- Promotions Manager
- Operations Manager
- General Sales Manager
- General Manager

- Jay Ellis
- Lindsay Barta
- Rey Noriega
- Joe Weaver
- Casey Myrick
- Mike Serio
- Barbara Yode
- Chris Gould





CRA Business Spotlight

- Entice private sector to invest in Palmetto.
- “Did You Know . . . ?” voiced by local personalities
- 60-second message during each hour of Morning Drive 6-9 AM
- 60-second message during each hour of Afternoon Drive 3-6 PM

(8) Anchored messages = \$320 per day





More than just stock market updates, this business minute includes updates on the economy, foreign market news, commodity updates and more on

**Manatee/Sarasota's News Talk
WLSS 930AM**

BUSINESS BRIEF

6a – 7a – 8a – 5p – 6p

SPONSORSHIP OPPORTUNITY

*:60 Post-Adjacency
Including Billboard*

\$200 per day

