



Talk Radio for Catholic Life

The Power of Radio Advertising

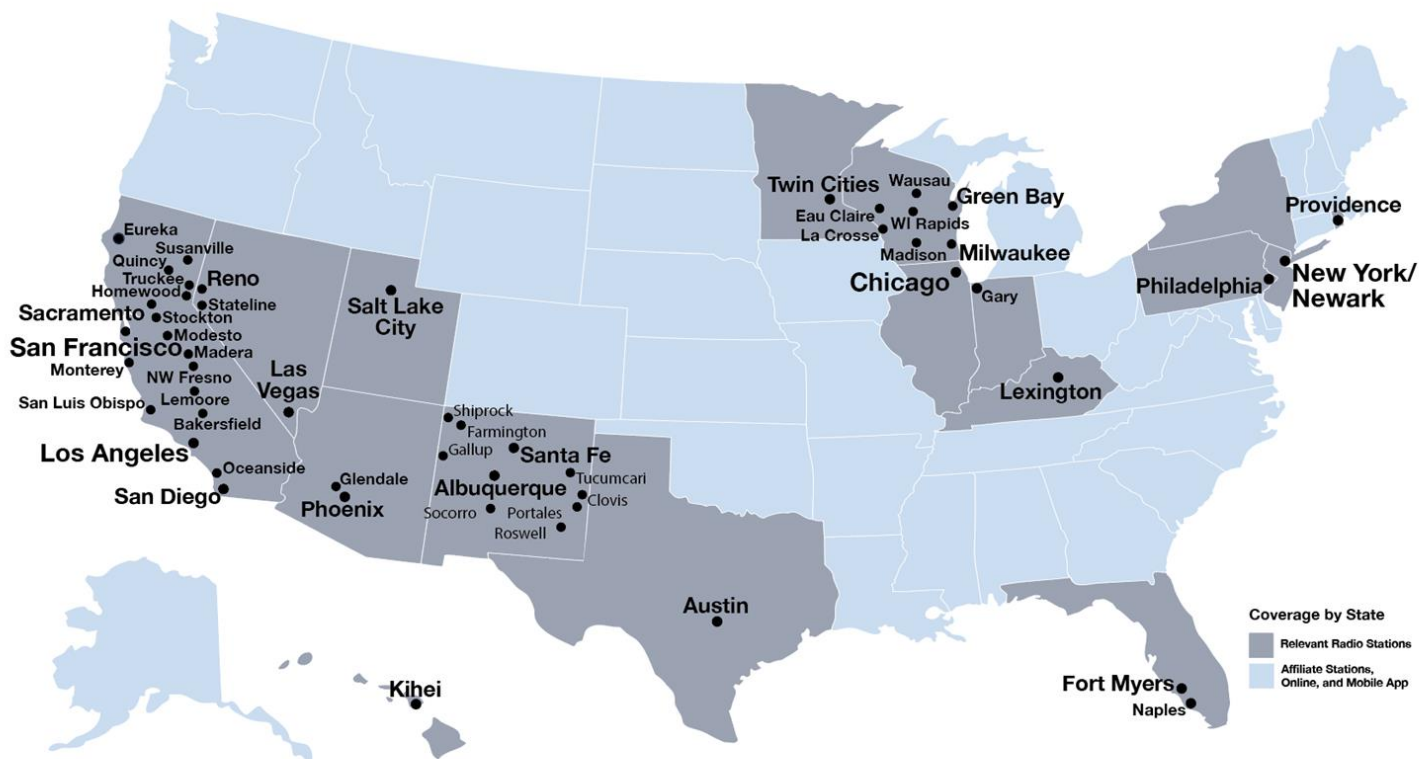
*Everywhere you are.
On air, online, and on the app!*



Relevant Radio® is the largest Catholic talk radio network in the country reaching a potential 140 million souls with the compelling words of the Catholic faith, presented in an interactive and exciting new way – ***coast to coast!***



Promote your business on one or more of our owned and operated radio stations, online or on the app!



ARIZONA

Glendale – 102.9 FM
Phoenix – 1310 AM

CALIFORNIA

Bakersfield – 1050 AM
Eureka – 1400 AM
Fresno – 100.7 FM
Homewood – 94.9 FM
Lemoore – 1240 AM
Los Angeles – 930 AM
Madera – 1250 AM
Modesto – 840 AM
Monterey – 1200 AM
Quincy – 89.3 FM
Sacramento – 1620 AM
San Diego – 1000 AM
San Diego – 99.3 FM
San Francisco – 1260 AM
San Francisco – 101.7 FM
San Luis Obispo – 890 AM

CALIFORNIA (cont)

Stockton – 1230 AM
Stockton – 92.7 FM
Susanville – 92.7 FM
Susanville – 90.3 FM
Truckee – 93.3 FM

FLORIDA

Fort Myers – 1410 AM
Fort Myers – 106.7 FM
Naples – 1660 AM

HAWAII

Kihei, Maui – 740 AM

ILLINOIS

Chicago – 950 AM
West Chicago – 930 AM

INDIANA

NW Indiana – 1270 AM

KENTUCKY

Lexington – 1380 AM
Lexington – 94.9 FM

MINNESOTA

Twin Cities – 1330 AM

NEVADA

Las Vegas – 970 AM
Reno – 920 AM
Stateline – 92.7 FM

NEW MEXICO

Albuquerque – 98.9 FM
Albuquerque – 1550 AM
Clovis – 91.7 FM
Farmington – 95.3 FM
Gallup – 100.7 FM
Portales – 88.7 FM
Roswell – 88.5 FM
Santa Fe – 104.5 FM
Shiprock – 94.1 FM
Socorro – 99.9 FM
Tucumcari – 88.3 FM

NEW YORK/NEW JERSEY

Newark – 1430 AM

PENNSYLVANIA

Philadelphia – 640 AM

RHODE ISLAND

Providence – 550 AM

TEXAS

Austin – 970 AM

UTAH

Salt Lake City – 1010 AM

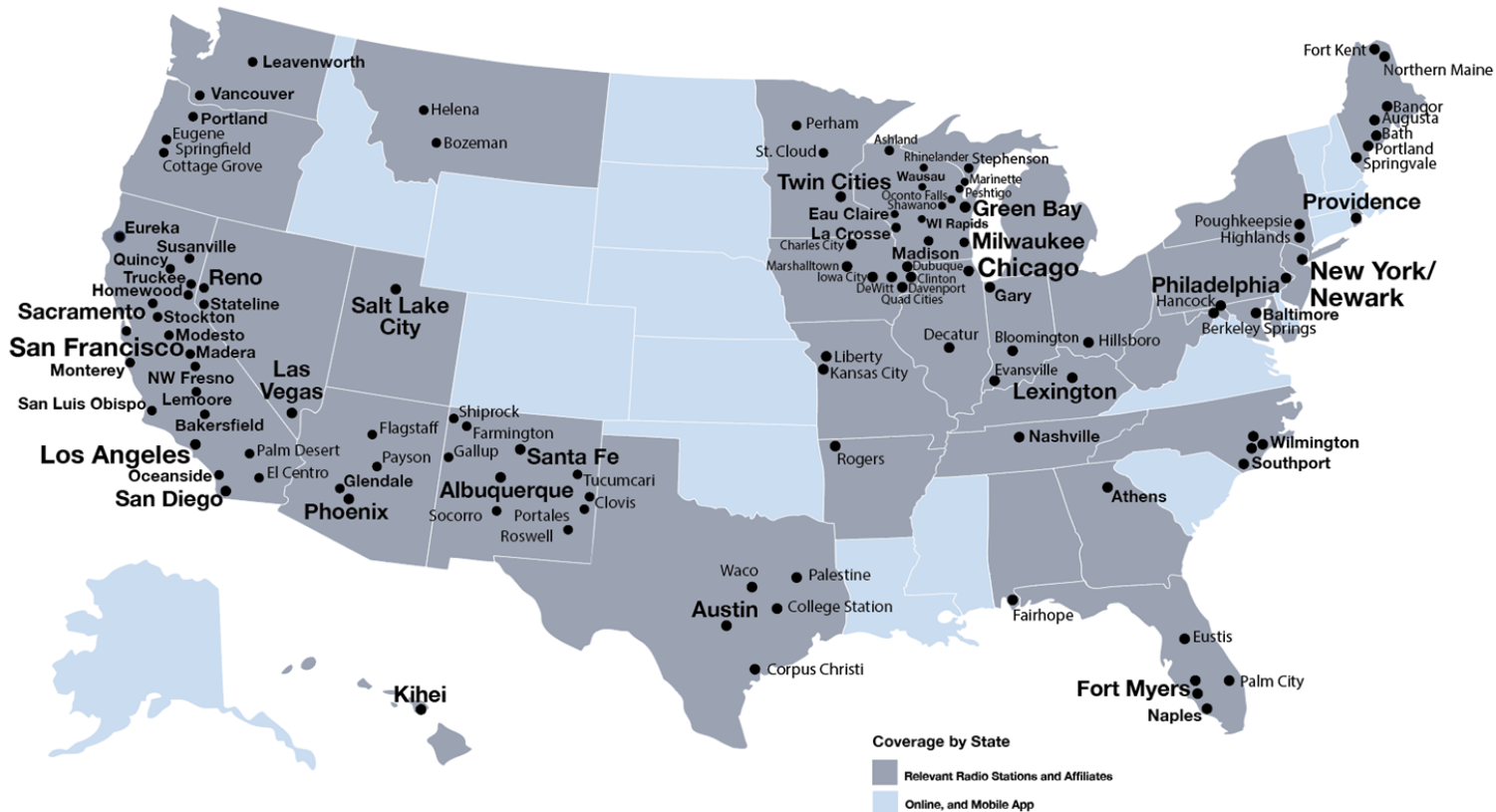
WISCONSIN

Eau Claire – 1050 AM
Green Bay – 1050 AM
La Crosse – 1570 AM
La Crosse – 94.1 FM
Madison – 1240 AM
Milwaukee – 1640 AM
Milwaukee – 100.1 FM
Middleton – 97.3 FM
Wausau – 92.9 FM
WI Rapids – 93.9 FM



Promote your business across the largest Catholic talk radio network in the country reaching a potential 140 million listeners!

**Full Network Non-Commercial :10 Second
LIVE Reads 6a-7p \$200**





Full Network Station Listing

Relevant Radio® Stations

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Milwaukee – 100.1 FM

Middleton – 97.3 FM

Wausau – 92.9 FM

WI Rapids – 93.9 FM

Affiliate Stations

ALABAMA

Fairhope – 1410 AM

ARIZONA

Flagstaff – 98.5 FM

Payson – 98.9 FM

ARKANSAS

Rogers – 96.5 FM

CALIFORNIA

El Centro – 95.7 FM

Palm Desert – 97.1 FM

San Diego – 93.7 FM

FLORIDA

Eustis – 90.3 FM

Palm City – 100.1 FM

GEORGIA

Athens – 105.7 FM

ILLINOIS

Decatur – 88.9 FM

Decatur – 96.5 FM

INDIANA

Bloomington – 104.1 FM

Evansville – 103.5 FM

IOWA

Charles City – 94.7 FM

Clinton – 92.5 FM

Davenport – 103.1 FM

DeWitt – 92.5 FM

Dubuque – 98.3 FM

Iowa City – 92.7 FM

Marshalltown – 96.7 FM

Quad Cities/Davenport – 95.3 FM

MAINE

Augusta – 89.5 FM

Bangor – 90.3 FM

Bath/Brunswick – 89.7 FM

Fort Kent – 97.5 FM

Northern Maine – 1390 AM

Portland – 106.7 FM

Springvale – 105.7 FM

MARYLAND

Baltimore – 92.7 FM

Hancock – 96.3 FM

MICHIGAN

Stephenson – 102.1 FM

MINNESOTA

Perham – 100.3 FM

St. Cloud – 1180 AM

MISSOURI

Kansas City – 104.7 FM

Kansas City – 102.9 FM

Liberty – 1140 AM

MONTANA

Bozeman – 88.1 FM

Helena – 97.3 FM

NEW YORK

Poughkeepsie – 94.7 FM

Highlands – 102.3 FM

NORTH CAROLINA

Southport – 100.7 FM

Wilmington – 93.1 FM

Wilmington – 91.7 FM

Wilmington – 103.1 FM

OHIO

Hillsboro – 106.9 FM

OREGON

Portland & Salem – 88.3 FM

Cottage Grove, Eugene,
and Springfield – 94.9 FM/100.5 FM

TENNESSEE

Nashville – 100.5 FM

TEXAS

Corpus Christi – 89.5 HD-2

College Station – 88.5 FM

Lorena/Waco – 98.3 FM

Palestine – 107.9 FM

WASHINGTON

Leavenworth – 103.3 FM

Vancouver – 88.3 FM

WEST VIRGINIA

Berkeley Springs – 107.9 FM

WISCONSIN

Ashland – 95.5 FM

Marinette – 92.5 FM

Oconto Falls – 92.9 FM

Peshtigo – 101.9 FM

Rhineland – 89.1 FM

Shawano – 94.5 FM



Relevant Radio® Platform

Mission Statement

Immaculate Heart Media broadcasting as Relevant Radio® assists the Church in the New Evangelization by providing relevant programming through media platforms to help people bridge the gap between faith and everyday life.

We believe that Jesus Christ can transform people's lives, and that media has the power to deliver this message of hope in powerful and transformative ways.

We exist to bring the beauty, goodness and truth of the Catholic Faith into the everyday lives of people who seek it, whenever and wherever they are.

Guiding Principles

- Faithful to the Magisterium and Catechism of the Catholic Church
- United to the Bishops
- Under the protective intercession of the Blessed Virgin Mary

Relevant Radio has been helping people bridge the gap between faith and everyday life through informative, entertaining, and interactive programming twenty-four hours per day, seven days per week. The Relevant Radio network is currently serving the Church with nearly 130 stations reaching 38 states, with a potential listening audience of 140 million people. Programming can be heard worldwide via streaming audio at relevantradio.com and on the mobile app.



Who are Relevant Radio® listeners?

People committed to Family, Faith and Community. They are loyal listeners, make great customers and reliable employees.

- **64%** female, **36%** male
- **45%** are between 35-54
- **75%** are 35 and older
- **73%** are married
- **81%** have children 18 years old or younger at home
- **67%** have a degree beyond high school
- **85%** own their own home
- **63%** listen between one and four hours per day
- **49%** consider Relevant Radio as absolutely necessary to them
- **70%** shop online
- **65%** have been listening to Relevant Radio for over two years

Source: Relevant Radio online survey of 2,400+ listeners



New Business Full Network Rates*

Monday – Friday 6a-7p = \$300

Monday – Friday 6a-12m = \$250

Monday – Saturday 6a-12m = \$225

Monday – Sunday 6a-12m = \$200

Saturday – Sunday 6a-6p = \$150

Monday – Friday specific day-parts = \$350

Monday – Friday 6a-7p live reads = \$200

Effective through Sept. 30, 2018

***Rates are net 30 seconds**

***Rates for 60 seconds 65% higher**



Relevant Radio® Digital Platform

Glossary-Sizes-Current Statistics Through March 2018

Display Advertising: Display advertising is advertising with banner ads on our website and app. The main purpose of display advertising is to support a brand awareness and it also helps to increase a purchase intention of consumers.

Banner Ads: Also known as “Display ads”, banner advertisements are a form of graphical ads embedded into a web-page or app.

Impressions: The metric which represents the number of times a user has viewed an advertisement served on your website.

Clicks: The metric which indicates the number of times a user who has viewed an advertisement has successfully clicked through to the destination website.

Click-through rate (CTR): the ratio of users who click on a specific link to the number of total users who view an advertisement. (According to Smart Insights, across all ad formats and placements the average Ad CTR is 0.05%)

Square Banner Ad:

Location: Right sidebar of website's homepage and majority* other web pages (*exceptions being contact page, donation pages)

Size: 250x250 pixels

Average # of impressions per week: 70,000

Average # of Clicks per week: 75

Average CTR per week: .11%

Banner Ad in Stories/Podcasts:

Location: Appear inside stories produced by Relevant Radio on the website and individual podcast pages.

Size: 348x260 pixels

Average # of impressions per week: 60,000

Average Number of Clicks per week: 330

Average CTR per week: .55%

Show Sponsorship Banner Ad:

Location: Right sidebar of show page.
(Exclusively with Sponsorship Package)

Size: 250x250 pixels

App Banner Ad: Location: Ad rotator on bottom of app's home screen

Size: 640x70 pixels

Average # of impressions per week:
217,000

Average Number of Clicks per week: 6,500

Average CTR per week: 3.0%



Relevant Radio® Digital Platform

Square Banner Ad: Location: Right sidebar of website's homepage and majority* other web pages (*exceptions being contact page, donation pages). **Weekly Total: \$500** Size: 250x250 pixels

Banner Ad in Stories/Podcasts: Location: Appear inside stories produced by Relevant Radio on the website and individual podcast pages. **Weekly Total: \$250** Size: 348x260 pixels

App Banner Ad: Location: Ad rotator on bottom of the home screen on the app. **Weekly Total: \$500** Size: 640x70 pixels

6 week minimum investment



Square Banner Ad
 Location: Right sidebar of website's homepage and majority* other web pages (*exceptions being contact page, donation pages)
 Size: 250x250 pixels

App Banner Ad
 Location: Ad rotator on bottom of app's home screen.
 Size: 640x70 pixels



Banner Ad in Stories/Podcasts
 Location: Appear inside stories produced by Relevant Radio on the website and individual podcast pages.
 Size: 348x260 pixels

