



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!***



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.



Why invest in radio advertising?

1. Radio is on 24/7 and reaches 90% of persons 12+ each week. That's over 277 million people.
2. The U.S. Online Radio audience is about one out of three persons.
3. Among audio content choices, more people listen to radio than streaming, satellite radio, iPods or MP3 players.
4. Unaided recall is increased when Radio is added to television advertising, internet advertising or newspaper advertising.
5. Radio is increasing content with streaming channels, HD radio, branded websites and podcasts.

Radio listeners are receptive to commercials. No time shifting, no below the fold and no load times. 2016 highlights 92% retention, 2011 highlights 93% retention and 2006 highlights 92% retention. They hear the commercials.

Radio is targetable, immediate, engaging, intimate, synergistic and cost effective just to name a few.



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



Your Relevant Radio Marketing Consultant understands that you need a return on your advertising investment and is proficient in creating impactful advertising schedules.

1. An element of an effective schedule is:
 - A. Reach
 - B. Frequency
 - C. Consistency
 - D. All of the above**

2. An element of an effective schedule is:
 - A. Packages
 - B. Annual schedules**
 - C. Weekend specials
 - D. Fire Sales

3. In determining the number of commercials to broadcast:
 - A. Make sure you achieve a frequency of 3**
 - B. Match demos of your listeners to the client's customers
 - C. Divide the ad budget by the cost of commercials
 - D. All of the Above

4. Advertisers who are looking for Top-of-Mind awareness need:
 - A. Little advertising after an initial grand opening
 - B. Consistency of their ad schedules**
 - C. Several media to support their campaign
 - D. None of the above



Creating effective, motivating radio commercial copy is essential to the success of the campaign.

1. The power of radio in creative is **the power of sound**.
2. The Four A's of good commercial copy are **Attention, Awareness, Attitude, Action**.
3. The person at the radio station responsible for creative is **Your Relevant Radio Marketing Consultant**, they know what your goals are.
4. The best radio commercials can include **Emotion, Humor or a Straightforward approach**.
5. Clichés are **overused, less effective for the advertiser and to be avoided like The Plague**.



What our local advertisers are saying:

I wanted to give you all some feedback on my experience of advertising with Relevant Radio. First I should tell you as a long time listener, I would always hear testimony on how effective the results would be. I was honestly skeptical, however, I really was not overly concerned as my main goal for advertising was to contribute to the spreading of our faith. I had no idea that the results would truly be overwhelming. As a small business owner, over the years I have invested in various forms of advertising. From television commercials to give-aways, news papers, etc. These all proved to be extremely costly with less than satisfactory results for the investment. After advertising with Relevant Radio I not only felt so good about helping spread the good news of our Lord, but the results were astounding. Literally I have seen a dramatic flow of new customers on a daily basis. It is so rewarding as we share the faith together and they love contributing to our business. This has been truly God's grace upon my family personally not to mention being a part of the Relevant Radio family as well. It has actually changed my life being a listener and contributor. I now attend daily Mass often and visit the Tabernacle daily. My prayer life and faith has been forever transformed as God continues to make me a new creation every day. Thank you again for all who are involved in making Relevant Radio such a blessing. – Gino Reale, Austin, Texas – Reale's Italian Café

I am blessed to be an advertiser for almost 3 years and have my message "I am Paul Kroschewsky, your Realtor for Life" be heard by the target audience of potential clients that I want to reach. A lead from my radio ad is as good as any referral or repeat customer. The potential client and I both know that we share Catholic values and principles and every single transaction has been "made in heaven! ... Thank you Relevant Radio for allowing me to reach clients and evangelize with a pro-life message at the same time. – Paul Kroschewsky, Austin, Texas – Kroschewsky Real Estate

Most advertising mediums are subliminal, however, when I advertise on Relevant Radio, customers make a point of letting me know that they heard me on this station and that is why they came in. I love it when someone just stops in to say 'Thank you!' – Renee Hitt, Brookfield, Wisconsin – Merle Norman Salon

Nothing has worked better for us than Relevant Radio. – Jeff Sardina, Milwaukee, WI – Uptown Motors

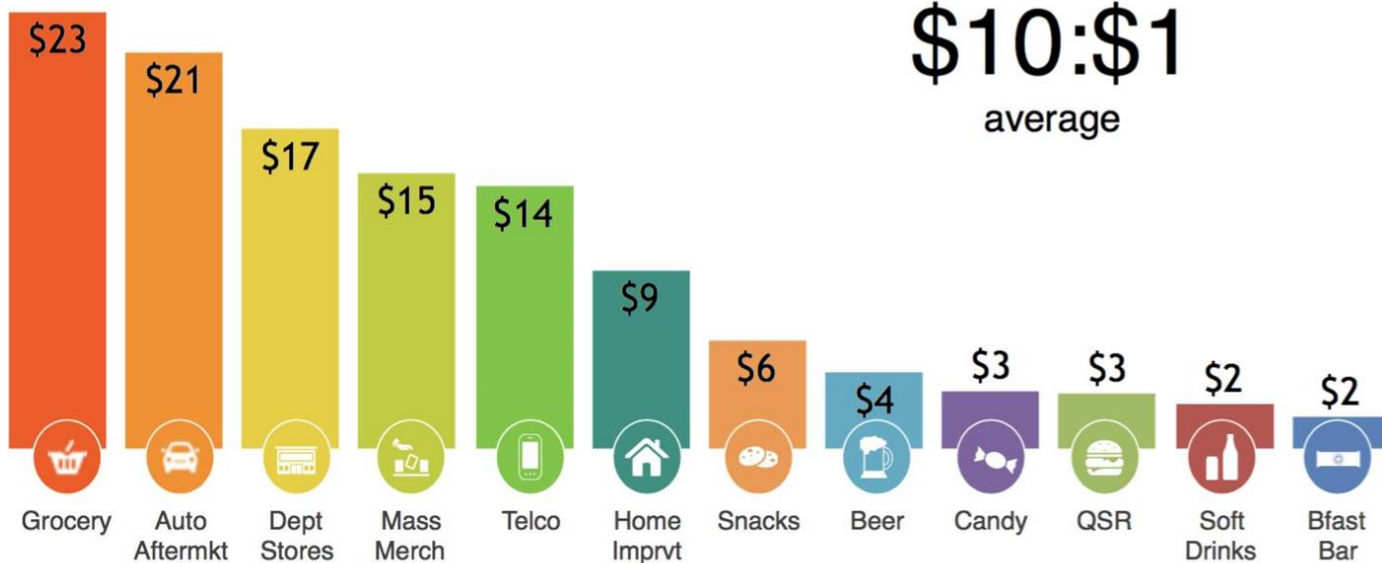
We've been advertising with Relevant Radio for over 10 years now, and it has always been for us the most effective approach. – Tom Carter, Park Ridge, IL – President Park Ridge Community Bank



RADIO HAS POSITIVE IMPACT ON PRODUCT SALES

Radio payback per \$1 investment

\$10:\$1
average



Source: Nielsen Studies 2014-2016
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Madison Rates*

Monday – Friday 6a-6p = \$12.00

Monday – Sunday 6a-12m = \$4.50

Saturday – Sunday 6a-6p = \$3.50

Monday – Friday 6a-12m = \$6.50

Monday – Friday specific day-parts = \$15

Monday – Saturday 6a-12m = \$5.00

Effective through March 1st, 2019

*Rates are net 30 seconds

* Rates for 60 seconds 65% higher



Why Our Display Network?

ONE-STOP SHOP

We'll be your point contact to reach all of the publisher sites in our network, saving you the headache of having to go through individual sites.

RIGHT MESSAGE, RIGHT PEOPLE

We have the ability to reach millions of Catholic and family-friendly consumers on the sites they organically browse.

ONLY PAY FOR RESULTS

We only serve viewable ad impressions. You'll only pay when your ad is seen, and you'll never pay more than what you set.

POPULAR SITES

You can trust that your ads will be seen in a safe, relevant environment on the world's most high-traffic Catholic sites.

REAL-TIME OPTIMIZATION

Your personalized dashboard allows you to automatically or manually optimize your campaigns in real time to maximize ROI.



Who Sees Our Digital Ads?



U.S. TRAFFIC



NON-U.S. TRAFFIC

500MM+

Monthly impressions

500+

High-traffic Catholic, Christian and family-friendly sites

61%

Women

24-54

Age Range



Digital Ads Where You Want Them

National, Regional and Local Targeting



LOCAL



REGIONAL



NATIONAL

From coast to coast or just your hometown,
our digital ads can be geo targeted as necessary.



Our Publisher Network

These are just a few of the hundreds of sites in our publisher family where your ads could be seen.





Ad Unit Sizes

