



*Bringing Christ to the world through the media*

## The Power of Advertising with Relevant Radio®



*Broadcasting on over 165 AM and FM stations reaching a potential 220 million souls! Providing compelling programming from a Catholic perspective. Now with stations, website and mobile app in Spanish!*



## Relevant Radio® Platform

### Mission Statement

Bringing Christ to the world through the media.

### 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 39 states, with a potential listening audience of nearly 160 million people. Programming can be heard worldwide via streaming audio at [relevantradio.com](http://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.**

- 65% female, 35% male
- 55% are between 45-65 years old
- 98% prefer doing business with a company that shares their values.
- 84% own their own home-National average is 67%
- 37% earn over \$100K per year
- 54% earn over \$75K per year-National average is \$61K
- 52% have done business with a Relevant Radio advertiser
- 21% care for an elderly relative
- 82% are more likely to purchase a product endorsed by a show host
- 77% have a college degree-National average is 39%
- 71% would refer friends/family to a job opportunity advertised on Relevant Radio
- 20% plan on remodeling their home in the next year

Sources: Relevant Radio Sales survey 2019 of 5000+ listeners  
Relevant Radio Tech survey 2019 of 2586 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*

*“Since Christendom College began sponsoring The Patrick Madrid Program, student applications increased 21%, including a 41% increase in male applicants.”*

**Gene Zurlo- Advisor to the Board of Directors of Christendom College**

*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.*

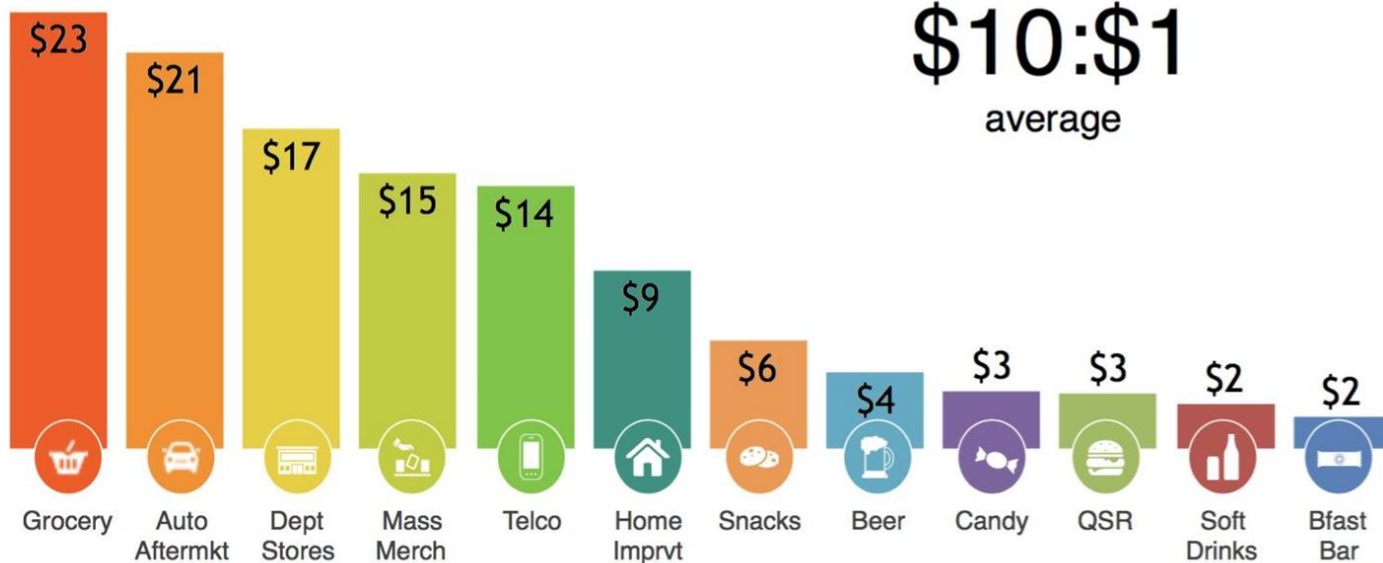
**– Tom Carter, Park Ridge, IL – President Park Ridge Community Bank**



# RADIO HAS POSITIVE IMPACT ON PRODUCT SALES

Radio payback per \$1 investment

**\$10:\$1**  
average



Source: Nielsen Studies 2014-2016  
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