












RADIO + INTERNET + DIGITAL = SUCCESS!

	 FORMAT	 DEMO	 AUDIENCE	 FOLLOWERS & REACH	 WEBSITE VIEWS	 ONLINE LISTENING	 TOP FEATURES
	News/Talk	Reaching Adults 45+	Median HH Income \$82k 56% College Graduates 82% Homeowners 69% Married 32% Children At Home 61% Male / 39% Female	Over 2,400 Avg Page Reach 2,000	50,000+ Views Each Month	Mobile (43%) App (29%) Desktop (22%) Alexa (6%)	John Foster – AM Columbus Sam Simmermaker - Sports John Clark - News High School Sports IU Football & Basketball Radio Auction School Delays-Weather Alerts
	Country	Reaching Adults 18-54	43% HH Income \$75k+ 25% College Graduates 64% Homeowners 55% Married 60% Children At Home 33% Male / 67% Female	Over 15,000 Avg Page Reach 45,000	23,000+ Views Each Month	Desktop (49%) App (33%) Mobile (14%) Alexa (4%)	Shannon Concert Calendar Contests School Delays Weather Alerts
	Hot Adult Contemporary	Reaching Adults 25-54	Median HH Income \$83k 36% College Graduates 66% Homeowners 49% Married 60% Children At Home 30% Male / 70% Female	Over 2,000 Avg Page Reach 2,500	9,500+ Views Each Month	Desktop (44%) App (29%) Mobile (20%) Alexa (7%)	Brad Jackson Contests School Delays Weather Alerts
	Classic Hits	Reaching Adults 25-54	Median HH Income \$72k 28% College Graduates 72% Homeowners 55% Married 45% Children At Home 66% Male / 34% Female	Over 9,000 Avg Page Reach 10,000	22,000+ Views Each Month	Desktop (46%) App (38%) Mobile (14%) Alexa (1%)	Cody Collins Car Show Calendar Ride Report Hot Rods and Rock & Roll School Delays Concert Calendar Weather Alerts

Source: Radio Advertising Bureau

Google Analytics

AmperWave

Promote Your Business On Air, Online, On Mobile and On Alexa... We Are Your LOCAL Connection!

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WHITE RIVER BROADCASTING COMPANY

BROADCAST COVERAGE



INTERNET SOLUTIONS

- Home Page Ad
- News Story Ad
- Weather Page Ad
- School Closings And Business Cancellations
- Streaming Player
- Game Audio Archive
- News Program Archive

DIGITAL SOLUTIONS

- Responsive Websites
- Search Engine Optimization (SEO)
- Review Accelerator
- Social Media Management Dashboard
- Brand Booster Online Display Campaigns
- Geofencing/ Mobile Targeting
- Streaming TV Ads
- YouTube Ads
- & more- ask for a Digital Evaluation!*



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