



**GIVE YOUR BUSINESS
THE EDGE**

EDGE ROCK RADIO MARKETING 2018

WHY ADVERTISE ON INTERNET RADIO?

- ▶ Internet radio plays far fewer commercials per hour, which results in higher listener attention levels, increasing the ads, intended effect.
- ▶ Listeners are only one click away from an advertiser's web site. They are online and have browser windows open. This makes it very easy to get the listener to visit the advertiser's web site.
- ▶ Web radio listeners are a highly active group of consumers with an above average level of purchase intention according to an analysis by *BIG Research*.

Why The Edge Rock Radio?

– 600K+ Monthly Reach!

- ▶ Great Coverage: Our signal is online, reaching all smart phones with cell signal nationwide. We are also in your community with local/regional reach!
- ▶ Content Driven: We are a local San Antonio station that plays only the greatest rock of yesterday and today. Research shows that when listeners tune in for content they also tune in for commercials.
- ▶ Proven Performance: Our advertisers can tell you. We deliver customers to your door or website.
- ▶ A Format that Works: Very high listening percentage with loyal listeners because we play more than just the hits! We play what FM radio won't as well as local, regional and national bands on the rise!
- ▶ Over 600,000 unique visitors in July 2017

Who listens to The Edge Rock Radio?

55% Male/45% Female

18 - 60 years of age

Location: San Antonio & Hill Country, Texas, United States & World Wide

HOW TO LISTEN TO THE EDGE ROCK RADIO!

WWW.EDGEROCKRADIO.COM



@EdgeRocks



Weekly Programs (plus more coming soon!)

Edge Rock Radio is not only streaming world wide we are also a part of your community! We connect with our listeners Live and in person locally and nationally!

M-F
10am
—
2pm
cst

ON AIR



**THE EDGE
ROCK RADIO**
@EDGEROCKRADIO.COM

Madeline Hart

A promotional graphic for Madeline Hart's radio show. It features a red 'ON AIR' button at the top left. Below it are icons for a smartphone, a desktop monitor, and a tablet, all displaying the 'THE EDGE ROCK RADIO' logo and website. To the right is a photograph of Madeline Hart wearing headphones and smiling. The name 'Madeline Hart' is written in large, bold, black letters at the bottom.

M-F
7pm
—
12am
cst

ON AIR



**THE EDGE
ROCK RADIO**

**NIGHTS
WITH
BRIAN KEITH**

BRIAN KEITH

A promotional graphic for Brian Keith's radio show. It features a red 'ON AIR' button at the top left. To the right is a photograph of Brian Keith wearing sunglasses and headphones, holding a microphone. The name 'BRIAN KEITH' is written in red letters at the bottom of the photo. In the center, the text 'NIGHTS WITH BRIAN KEITH' is written in a stylized, jagged font. To the right of this text is a smaller version of the 'THE EDGE ROCK RADIO' logo.



ROCKwell Radio

on **THE EDGE**

Every Saturday 8-10 PM CST

www.EdgeRockRadio.com

Edge Rock Radio Social Media A+++++

Our Listeners are not just listening they are interacting!



facebook.com/edgerocks

facebook.com/nightswithbriankeith

twitter.com/edgerocks

instagram.com/edgerockradio



soundcloud.com/briankeithedgerockradio

Advertising packages tailored to fit your budget!

- Pre-Recorded :30 & :60 Second Spots (either provided by you or we can record professional spot for you at no extra charge!
- “Live Reads” :30 second spots read live by DJ
- Banner Ads on our website and/or player
- Live Remote Broadcast from your business or during your event!
- Show Sponsorship i.e., “Nights With Brian Keith Brought to you by.... “ at beginning and ending of each show so that your name carries over to local and international listeners, your logo with link on show’s page and social media.
- Contests & Giveaways with prizes sponsored by advertiser.
- ANY COMBINATION OF THE ABOVE - WEEKLY, MONTHLY OR YEARLY!

Advertising on The Edge Rock Radio is easy, effective and won't break the bank! We welcome the opportunity to come and meet you and discuss your advertising needs! Email us today!

Kassie Green

Promotions Director

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210-409-8613

Brian Keith

G.M."/Nights With Brian Keith"

brian@edgerocks.us

Madeline Hart

"Mid-Days With Madeline

madeline@edgerocks.us

Mike Taylor

mike@edgerocks.us

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Station Photographer

wallofsoul5@yahoo.com