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# Integrated Advertising Media Kit Copy

*The sample media kit copy below is designed to support your launch of third-party digital advertising alongside airtime campaigns. Please feel free to adjust the copy to make it your own when you include it in your media kit. We’ve noted areas for required customization in yellow.*

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| Media Kit Copy  |

**Advertise with us**

<insert station/group name> has been a part of this community for X years. We know the local businesses; we understand the needs and wants of our community members and we care about our combined future. This deep level of local awareness allows us to approach our clients thoughtfully and collaborate on integrated (radio + digital) advertising campaigns that will resonate.

Our cost-effective radio messaging and on-location promotions are proven-effective advertising tools that bring both new and returning customers to your business. These tactics are complemented by <insert station/group name> digital campaigns that permeate each stage of a customer’s purchase decision journey. Whether your goal is to create awareness, be discovered, or simply generate more sales, our integrated advertising solutions are custom designed to deliver the results you need.

We manage your airtime and digital advertising with one team, one process and one platform, saving you time and costs by reducing the number of vendors you need to work with.

Advertising products and services provided:

* Airtime
* Digital: Display
* Digital: Video
* Digital: Geofencing and video geofencing
* Digital: Over-the-top (OTT)/connected TV (CTV)
* Digital: Creative development services
* <insert other available advertising products or services>

