***from***

**Radio + Digital**

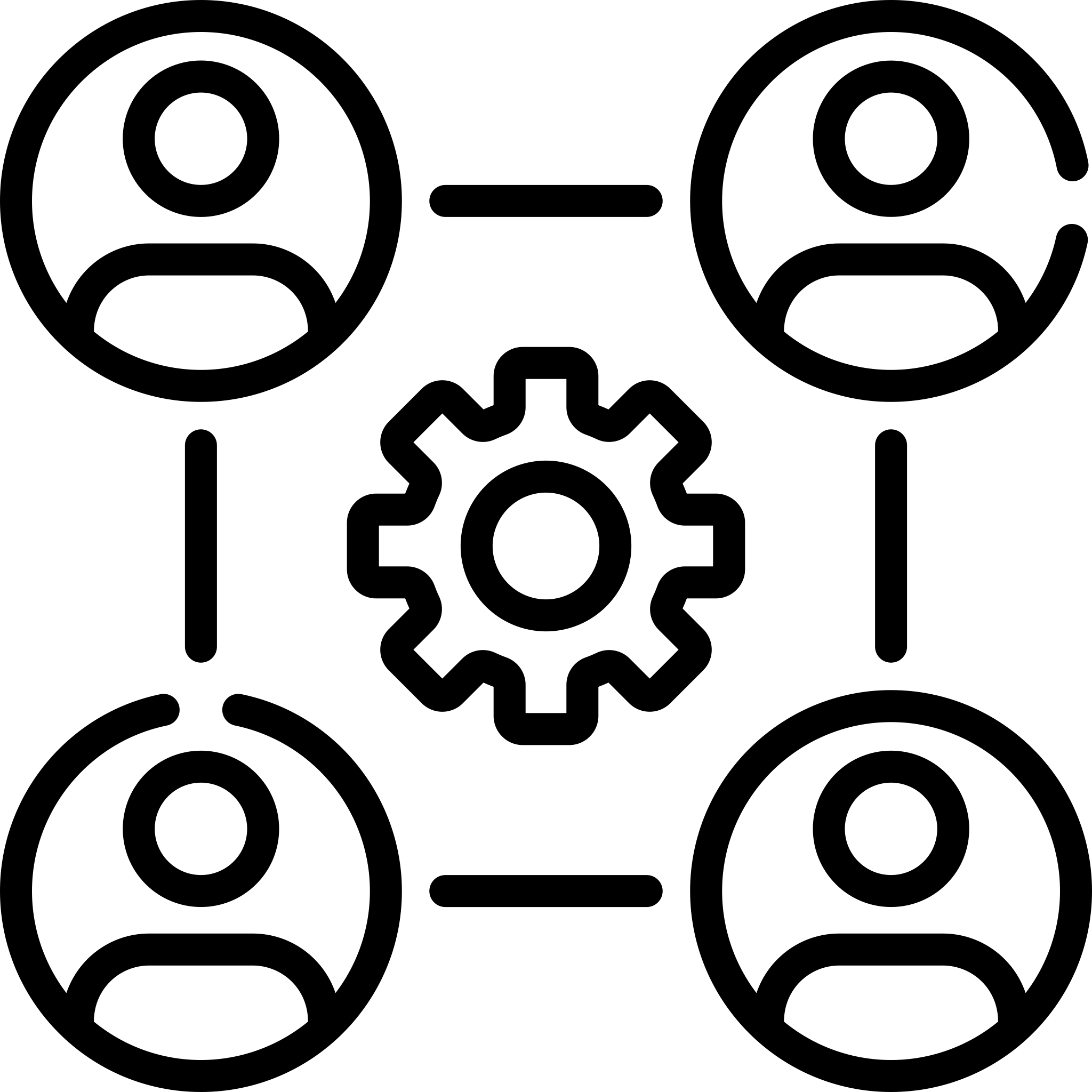
Elevate your business

**<Insert station/group logo>**

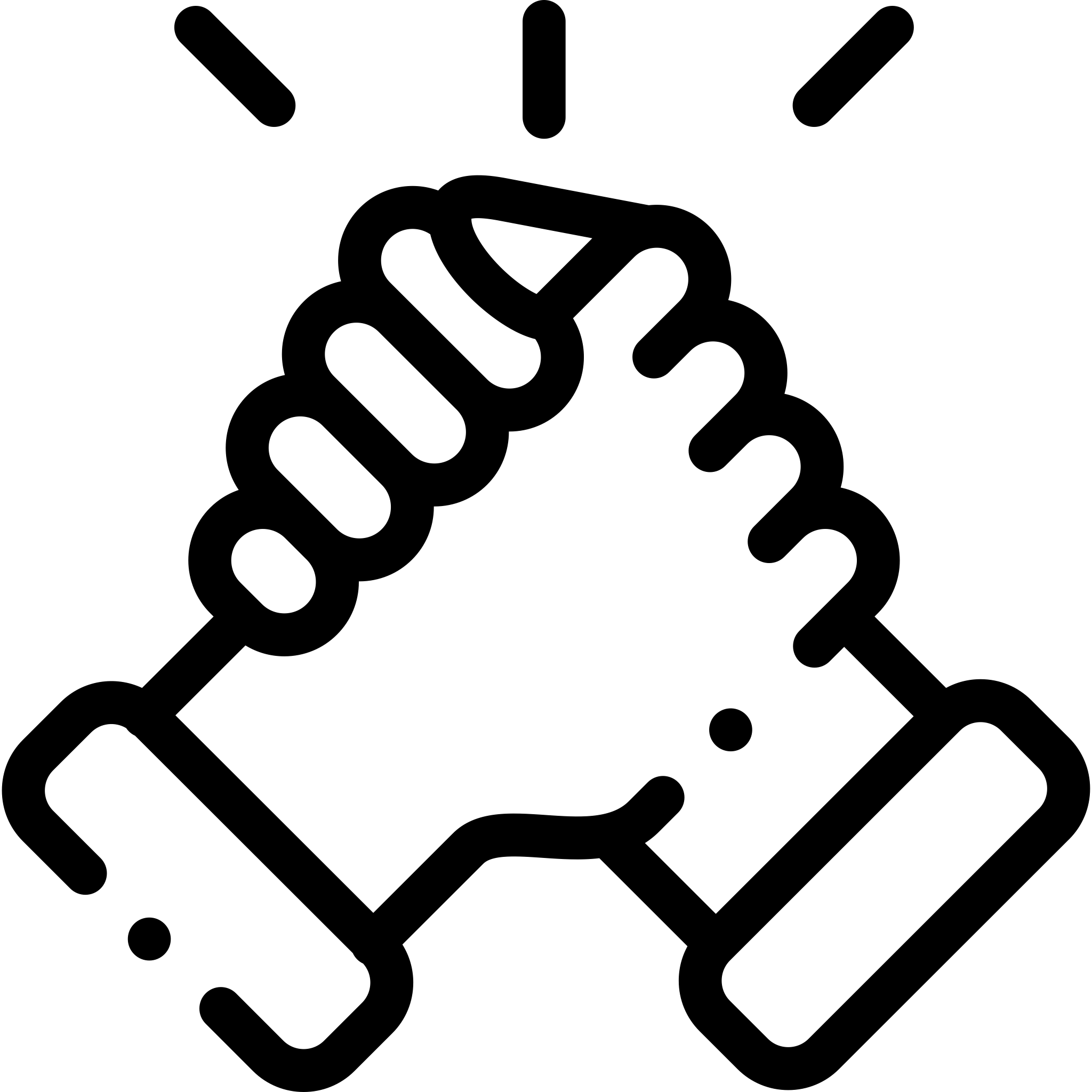
Advertisers need to reach consumers where they are, and today, more than 60% of consumers’ daily media time is spent interacting with digital or radio. With an integrated advertising approach, you can manage cross-channel advertising processes, budgets and objectives holistically, reducing inefficiencies that might come from having to work with multiple teams or platforms.

**Third-party digital from <insert station/group name>**

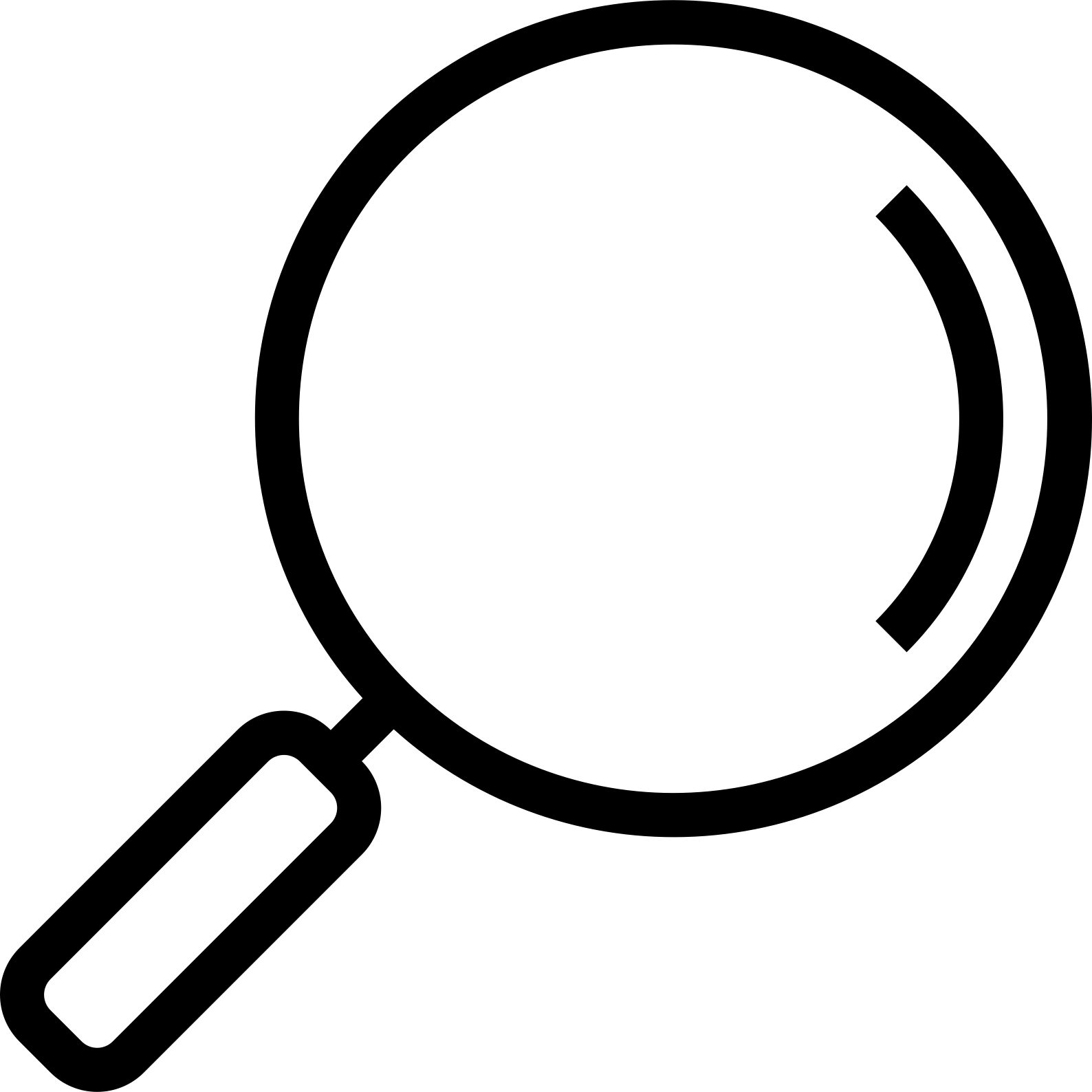
**By offering airtime and digital advertising solutions under the same roof, your business can:**

**Save time with a consolidated approach**

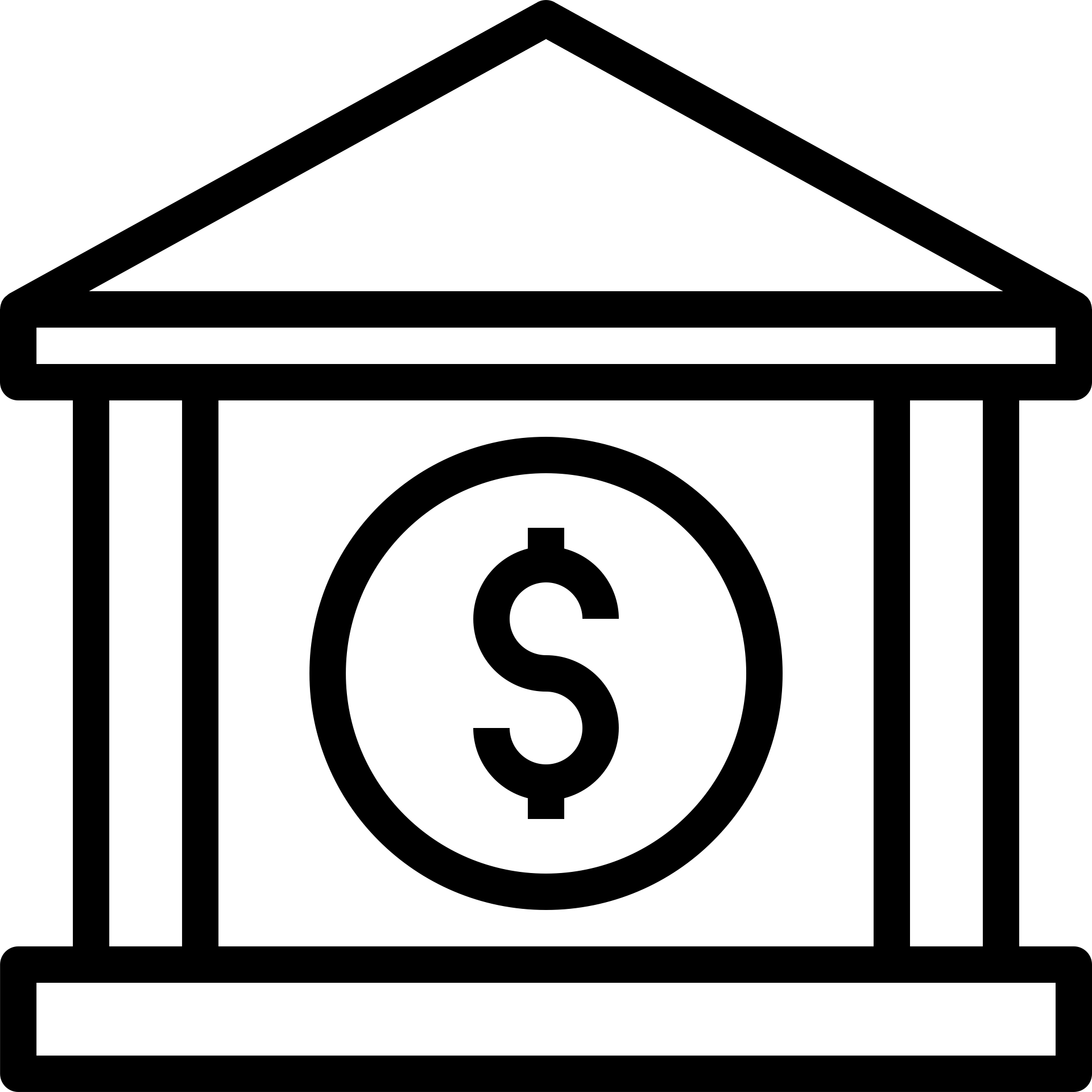
We will seamlessly handle your airtime and digital needs from one platform, one process and one team.

**Get guidance from a trusted partner**

We understand your business and target audience, and we will collaborate with you to define an integrated advertising campaign that meets your goals.

**Be confident with full transparency**

Upfront you will know how much money is allocated to each tactic, and once the digital campaign is live, you will know where every digital ad impression ran.

**Save costs with less vendors**

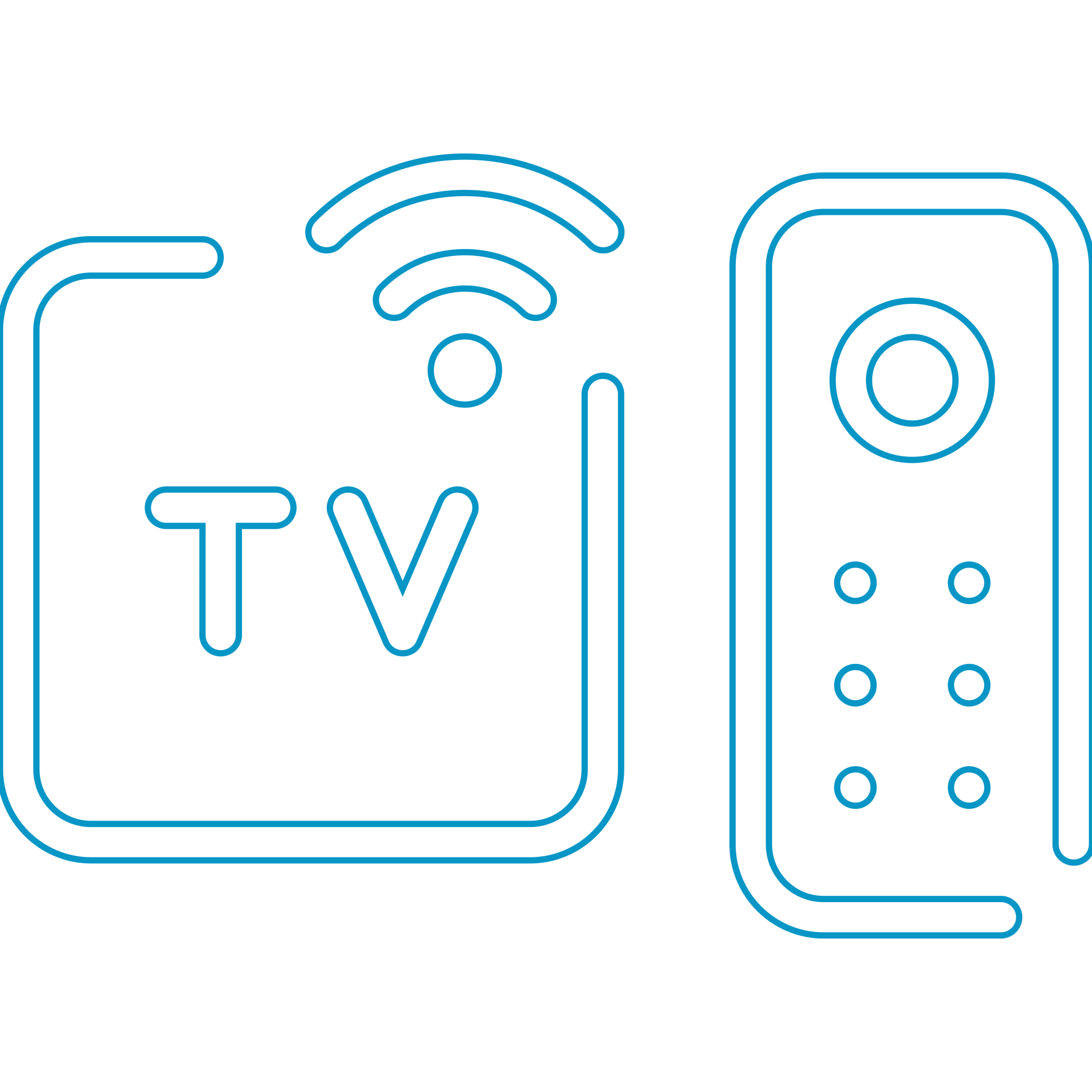
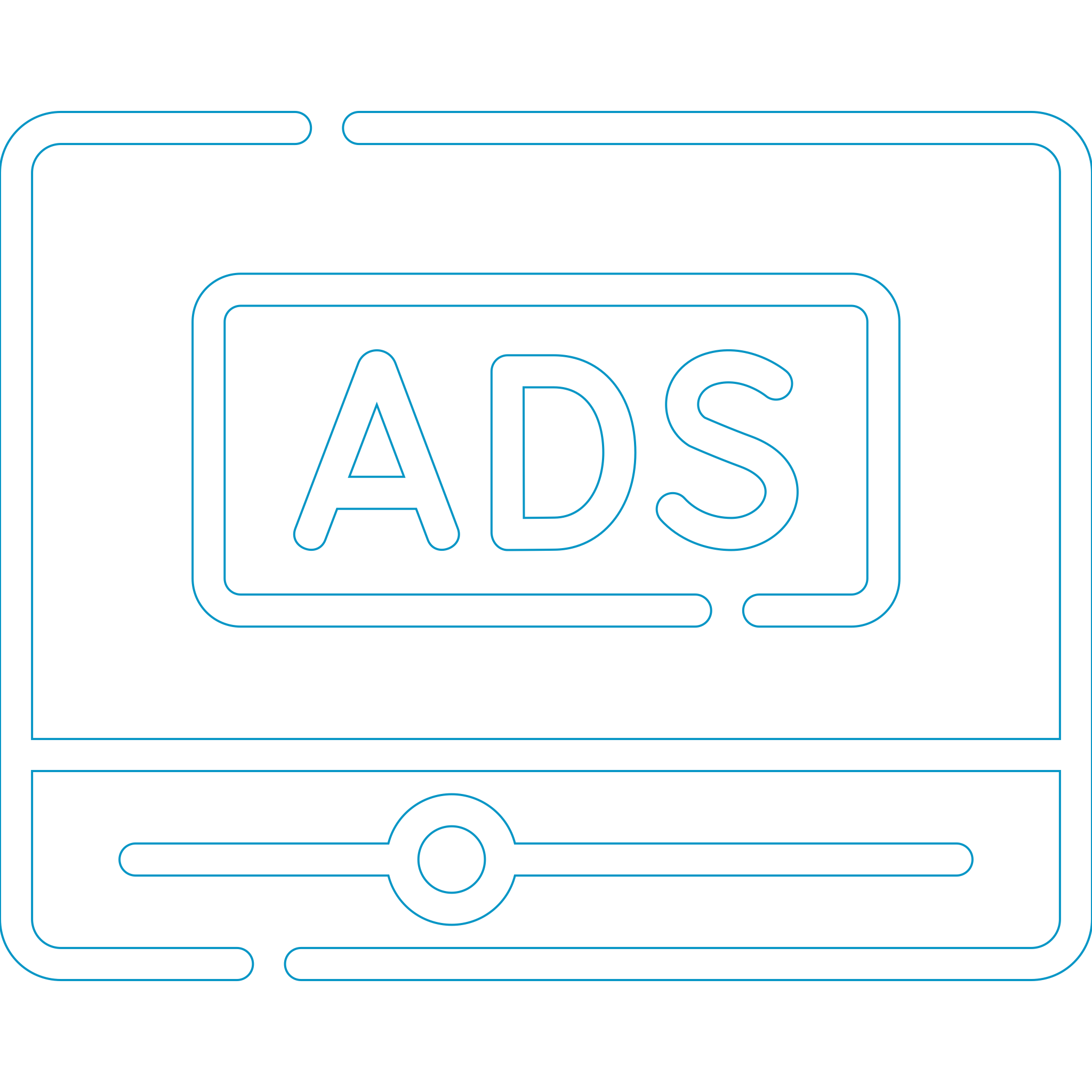
Drive higher ROI by consolidating airtime and digital campaigns through one vendor, reducing overall fees your business has to cover.

**Cover awareness to purchase**

Share a consistent brand message across media channels to reach consumers throughout their buying journey.

**Our digital tactics include:**

* Targeted display and video
* Geofencing and video geofencing
* Over-the-top (OTT)/connected TV (CTV)



Source: eMarketer, 2019