



Cherry Creek Radio Wenatchee

Why do businesses just like yours use Radio? Radio reaches more people, more often, for less money, with more impact, than any other form of local media.



Radio reaches 93% of local consumers each week. This impact is magnified by the emotional and motivating power of audio. Because radio listening is extremely habitual, the medium reaches consumers with greater average frequency than any other media. Radio's intrusive nature reaches future customers throughout all phases of a buying cycle even before they have the triggering event. It is a simple premise; *the prospect must know you before they need you*. They will know who you are and what you can do for them before price ever becomes an issue.

Finally, radio is the most affordable mass-market media available. Compared to the cost of reaching a similar-sized audience with the same frequency, radio advertising costs a fraction of other local media.



If you want to grow your business you must make an effort to brand your business in the minds of consumers and position yourself on the top rung of the ladder of importance within your product category. It all begins with the Four Keys to Branding Success: **Reach, Frequency, Consistency and Great Creative.**

We help local businesses of all sizes and every type become known before they are needed. This awareness, as well as compelling calls to action, enable them to win more than their fair share of local spending power. Our local marketing representatives can help you with ideas, and we're certainly interested in hearing yours.



243,177,000
 americans age 12+
 tune in to radio
 every week

Arbitron RADAR 116, March 2013,
 Mon-Sun 24-Hour Cume estimates.



Our Stations



NEWSRADIO 560 KPQ is North Central Washington's news leader since 1929. NEWSRADIO 560 KPQ is where listeners turn to when they want to hear what's happening in their community 24 hours a day, 7 days/week.

Primary Audience: Adults, Ages 25-64

Listener Characteristics: Homeowners, Higher Educated, Income \$35K+ per year.



TODAY'S HIT MUSIC

KW3 is Today's Hit Music Station and is the only #1 hit music station in our market playing core artists like Justin Bieber, Rihanna, Selena Gomez, Katy Perry, Drake and Taylor Swift.

Primary Audience: Adult Oriented- primarily female, Ages 18-44

Listener Characteristics: Homeowners, Income \$25K+ per year.



84%
 of drivers
 cite
radio
 as their primary
in-car
 entertainment
 device

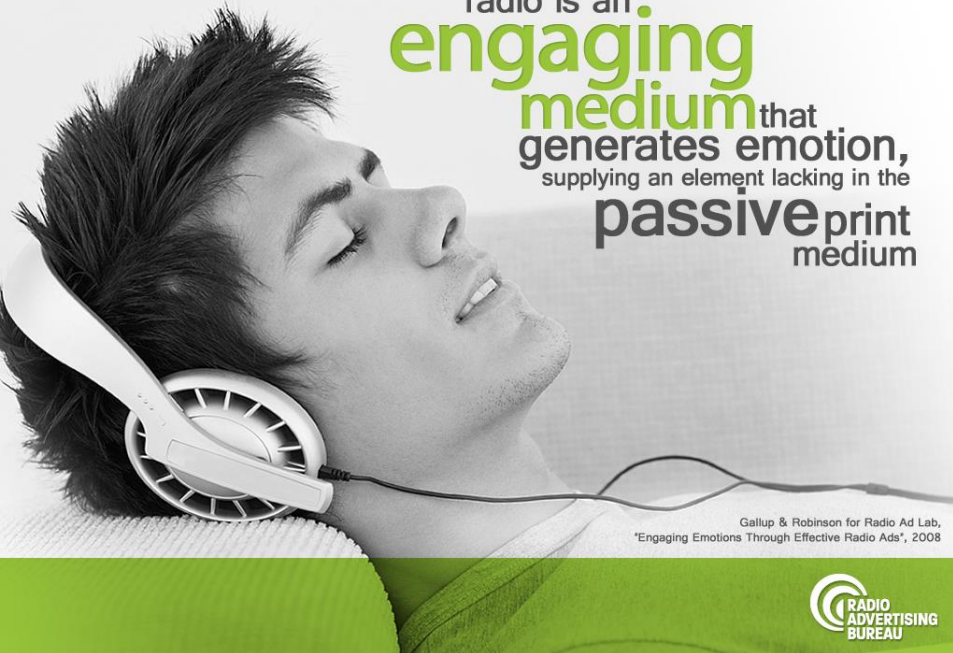
Arbitron/Edison/Scarborough
 Research, "The Road Ahead", 2011.



The Quake 102.1 is Central Washington's premiere classic rock station. Core artists include the Eagles, Van Halen, Pink Floyd, Led Zeppelin, Boston, AC/DC, Rolling Stones and Def Lepard.

Primary Audience: Adults, Ages 25-64

Listener Characteristics: Homeowners, Income \$35K+ per year.



radio is an
engaging medium that
 generates emotion,
 supplying an element lacking in the
passive print medium

Gallup & Robinson for Radio Ad Lab,
 "Engaging Emotions Through Effective Radio Ads", 2008



99.5 The Bridge is North Central Washington's listen at work station playing a Hit Mix featuring artists like Kelly Clarkson, Maroon 5, Katy Perry, Justin Timberlake, Taylor Swift, Bruno Mars and Gwen Stefani mixed with the greatest hits of the 90's and 80's. It's our upbeat variety that keeps the work force turning on The Bridge daily to help make their workday fly by faster.

Primary Audience: Females, Ages 25-49

Listener Characteristics: Homeowners, Income \$30K+ per year.



TODAY'S NEW COUNTRY

KISSIN' 97-7 is Wenatchee Valley's #1 Country station entertaining thousands of listeners every week with core artists like Keith Urban, Carrie Underwood, Jason Aldean, Rascal Flatts, Florida Georgia Line, Brad Paisley, Miranda Lambert, Blake Shelton, The Zach Brown Band and Lady Antebellum.

Primary Audience: Adults, Ages 25-54

Listener Characteristics: Homeowners, Income \$35K+ per year.



53% of consumers
 who made a **purchase**
 at a **supermarket,**
department or any
 type of store **listened to radio**
 within **30 minutes**
 of their last **purchase**

The Nielsen Company for the Council for Research Excellence,
 "Video Consumer Mapping Study" - 10/09.



Talk 106.7 is the area's only station for conservative talk! Rush Limbaugh, Sean Hannity, Mark Levin and more! All of the news on Talk 106.7 is provided by its sister station, NEWSRADIO 560 KPQ. Engage and be informed on Talk 106.7!

Primary Audience: Adults, Ages 25-64

Listener Characteristics: Homeowners, Income \$35k+ per year.

consumers **spend 22%**
of their **total** media time
with **radio**

The Media Audit - Jan 2012-March 2012
Adults 18+ -Time Spent with Selected Media - Ave. Minutes Per Day



1340 The Hawk has teamed up with Fox Sports Radio to bring you the very best sports lineup in the country! Listen to Dan Patrick, Colin Cowherd, Jay Mohr, Steve Gorman and others every weekday! THE HAWK audience will be exposed to the most current and up to date conversation and opinion regarding the NFL, NBA, MLB, NHL, Golf, NCAA and anything else sports!

Primary Audience: Men, Ages 25-54

Listener Characteristics: Homeowners, Income \$35+ per year

radio reaches **69%**
of u.s. consumers age 12+
on an **average** day

Arbitron RADAR 116, March 2013,
Mon-Sun 24-Hour Cume estimates.

Getting Started....

At Cherry Creek Radio, commercials vary in length (:15, :30 or :60 second commercials), but that is not all... we offer a variety of non-traditional ways to reach listeners including station promotions, studio sponsorships, program sponsorships, on site events and more! You can even participate in a live show on the top rated station in the area to talk about your product or service! There is something for every budget!

Imagine getting your product or service in the hands of thousands of our listeners... or better yet, getting them to walk through your place of business!

Contact us today: 509-665-6565

