

Yavapai Broadcasting Facts



AWARD-WINNING NEWS!



UPDATED WEATHER!



EXCITING LIVE BROADCASTS!



HIGH SCHOOL, COLLEGE AND PRO SPORTS!



EFFECTIVE MARKETING BLITZ!



HUGE STATION CONTESTS!

Advantages of Radio Advertising

AFFORDABLE - Studies show radio delivers audiences at an extremely low cost, giving your business the greatest return on investment for your advertising dollars.

IMMEDIATE - Advertisers can get their message on the radio very quickly. Updates and changes can be made during the air schedule.

FLEXIBLE - Advertisers can reach listeners many times a day, choosing the times when they are most likely to reach potential customers and inform them of their product or service.

MOBILE - Radio is extremely mobile. It follows the listener room to room, rides in the car, even follows workers at their place of business. There are few places it can not go.

TARGETED - Radio can help you influence your best prospects effectively and efficiently by age, gender, race, income and lifestyle.

SUCCESSFUL - Radio reaches 63% of shoppers age 25-54 within one hour of purchase time, providing the greatest "purchase proximity" of all major media.

More Facts about Radio

The average adult listening time is 2 hours and 50 minutes a day, and over 20 hours per week for everyone age 12+, nearly 1200 hours per year.

During the average week 95.4% of all Americans 12 years of age and older listen to the radio. During the average day 92.7% of all persons 12+ listen to the radio.

Radio is Visual. Use it to create a vivid mental image of your product or service.

WWW.MYRADIOPLACE.COM

YAVAPAI BROADCASTING CORPORATION

COTTONWOOD, AZ

PHONE: (928) 634-2286 FAX: (928) 634-2295 PO BOX 187, COTTONWOOD, AZ 86326

FLAGSTAFF, AZ

PHONE: (928) 526-2700 FAX: (928) 774-5852 1800 S. MILTON RD., SUITE 105, FLAGSTAFF, AZ 86001

PRESCOTT VALLEY, AZ

PHONE: (928) 775-5200 FAX: (928) 775-5111 8028 HWY. 69, SUITE 102, PRESCOTT VALLEY, AZ 86314