



# NEW RADIO EXPLOSION

## BE PART OF THE NEW RADIO EXPLOSION

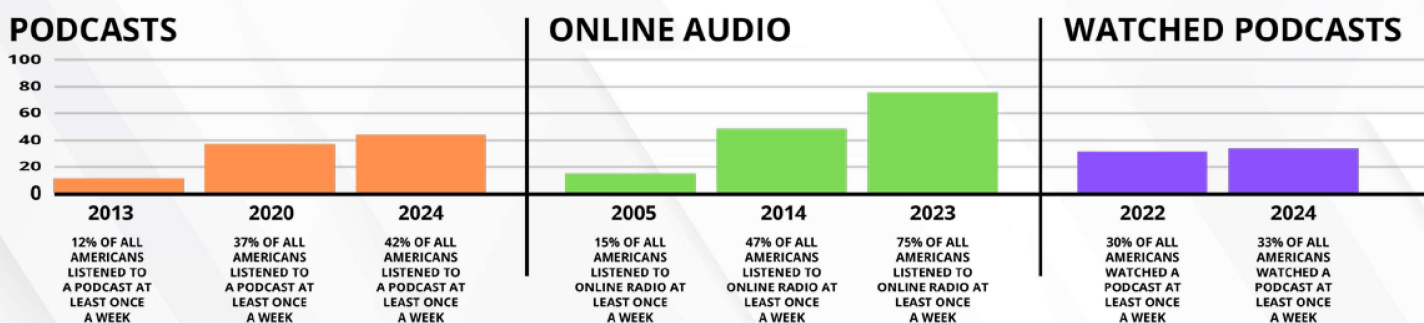
### NEW RADIO: Definition

2025 has brought us a new media we are calling NEW RADIO. It's a way to get marketing and advertising done like never before:

1. **INFLUENCERS:** Our personalities (influencers) share their experiences with a product (endorsements) and their brand and credibility has a 5x higher likelihood of a customer responding than generic advertisements
2. **COMMUNITY:** All NEW RADIO marketing and advertising partners are supporting the community with a portion of their packages going towards our charity's efforts or a charity of their choosing
3. **GEO-TARGETED:** Technology allows for your messaging to be heard/seen into your specific customer base. Choose, 10, 100 or 1000+ mile area for your messages
4. **MULTI-MEDIA:** The idea of using just one media for ads is prehistoric. NEW RADIO has you choose from any/all of these media for your messaging so you don't lose out on ages who prefer and use one or more a lot more than others:

- |               |                  |                   |            |
|---------------|------------------|-------------------|------------|
| 1 - Podcast   | 2 - Social Media | 3 - Radio (AM-FM) | 4 - Video  |
| 5 - Streaming | 6 - Database     | 7 - Web / App     | 8 - Events |

Be part of the NEW RADIO explosion and experience growth unseen since the invention of the internet!



**If you have not discovered the audience via New Radio, you're living in the past. THIS IS THE FUTURE.**



*"I've been fortunate enough to have been able to do what I love for over 30 years and in the Carolinas for over 25 and all thanks to our radio family. Since 2005, we have looked at the change in ways people have accessed the show and ensured we grow each year in each including podcast, 24/7 streaming, video, social media and events. What this NEW RADIO future brings each year, with new ways to entertain our audience, makes this the most exciting time for us in 'New' radio."*

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