



THE QUAKE, 104.3 FM

Station: The Quake, 104.3 FM

Format: Classic Rock that Rocks

Target Audience: Adults, 25-54

Population Served: 190,000

Primary Listening Area: Tri-State (Including Southeast Missouri, Northeast Arkansas, and Western Tennessee)

Features:

- Fox News every hour
- On-the-go listeners
- Great for reaching baby boomers
- An exciting, active station with familiar music accepted by a broad audience.
- Core artists include:

The Beatles, CCR, Rolling Stones, Elvis, BTO, Bob Seger, Stevie Wonder, Chicago, Supremes, Beach Boys, Journey, and The Eagles.





WHY ADVERTISE?

- Advertising creates store traffic
- Advertising attracts new customers
- Advertising boosts and maintains moral
- Advertising is an investment in success
- Advertising encourages repeat business
- Advertising generates continuous business
- Advertising keeps your business top-of-mind
- Advertising keeps you in the competitive race
- Advertising gives your business a successful image
- Business that succeed are usually strong, steady advertisers.





WHY RADIO?

- Radio's mobility and intrusiveness allow you to establish a special relationship with consumers.
- Radio's listenership remains strong, while time spent with other media declines.
- Radio can cost-effectively knock through the sea of media bombardment.
- Radio's powerful and profitable on-location remote broadcasts.
- Radio's unique formats allow you to target your best prospects.
- Radio reaches prospects closest to the point of purchase.
- Radio can bridge the gaps left by other media options.
- Radio provides unique specialized on-air promotions.
- Radio is king for establishing top-of-mind-awareness.
- Radio can influencing new markets and prospects
- Radio can compliment other advertising platforms.
- Radio can reach on-the-go consumers!

