

TNCRadio.LIVE
WEB Media Kit
Q2 2021



TNCRadio.LIVE is a DBA of IMSICO, LLC
info@tncradio.live

This is an Interactive PDF!



Whenever you see the  you can interact with the document including following links, downloading apps, etc.

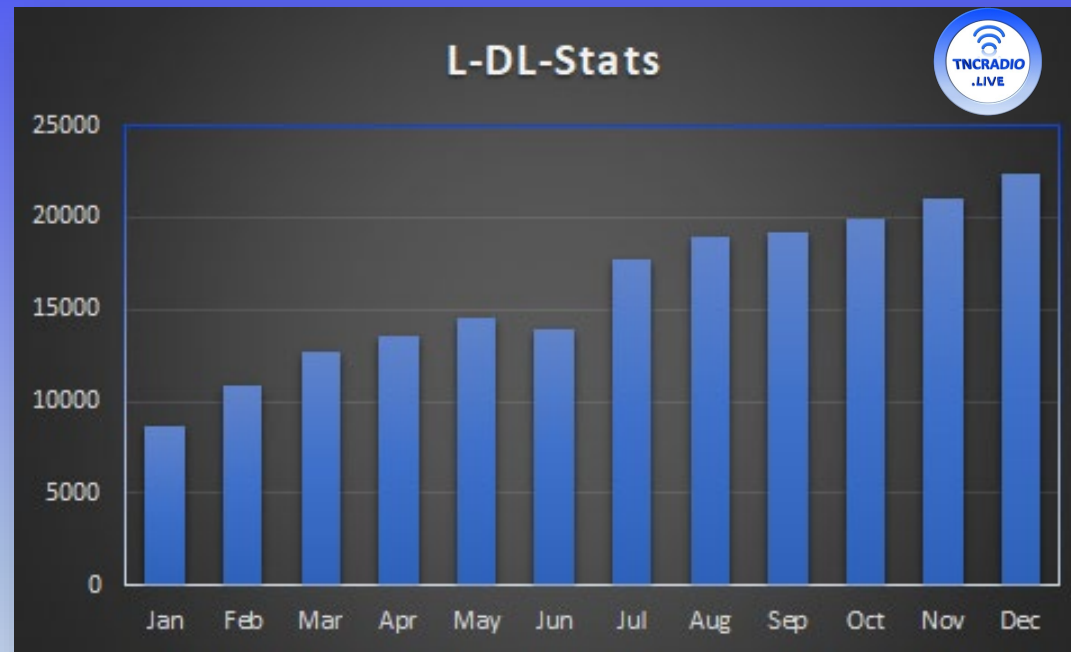
(Dependent on your system settings. Check with your system administrator for restrictions on your business systems)

Try it here...  [Listen to TNCRadio.LIVE here](#)



Additional Data Available

- Potential sponsors who require additional data are welcome to contact us
- Slides describing TNCRadio.LIVE audience statistics and demographics are available as required





About Us

Your Commercial Driver Navigation Station

TNCRadio.LIVE is an Internet Radio station and Mixed-media company that provides professional drivers up-to-the-minute details they need to be safer, smarter, and more successful. We service CDL, rideshare, delivery, truckers, and other professional drivers.

TNCRadio.LIVE does this by providing accurate and timely traffic, weather, and emergency information along with driver-designed programming throughout the broadcast day.



TNCRadio.LIVE Traffic Navigation Center is powered by TranStar AND WAZE

TNCRadio.LIVE Built by driver for drivers. If you spend your day behind the wheel, this station is for you!

TNCRadio.LIVE ON AIR



TNCRadio.LIVE is a DBA IMSICO, LLC, founded in 2018. The company acts as a partnership governed by the laws of Texas. Primary partners include:

Thomas Kelley - Managing Partner

Shelley Johnson - EVP and VP - Business Development

Jim Kovacik - VP - Programming

Ron Samuels - VP Operations



Combined - over 100 years of broadcasting and Commercial Driving experience

Our Programming

LISTEN HERE

The News and Information Commercial Drivers Need
The Music and Entertainment They Want

- **TNCRadio.LIVE provides FREE 7x24x365 Internet Radio programming aimed at Canadian and American professional drivers.**
- **The programming is always developed with one question in mind: “Is the program beneficial to truckers and other professional drivers.”**

Our Programming Weekdays on TNCRadio.LIVE



After an early morning repeat of last night's Dan Sileo show, our broadcasting day begins with the "Morning Grind" providing live news, weather, and traffic from Houston and around the US.

Podcasts including last night's "Land Line Now", the always entertaining "Work With Me" and the best of trucker podcasts from around the USA and Canada.

Our #1 show continues to be the "Trucker's Network Radio Show" hosted by Shelley Johnson

The USA★RADIO logo features the text "USA★RADIO" in a bold, sans-serif font. "USA" is in black, followed by a red star, and "RADIO" is in red. The logo is set against a white background with a thin black border.

Our affiliation with USA Radio allows us to provide top of the hour news updates every hour throughout the broadcast day

Via USA Radio, we also provide a sports talk show hosted by former NFL player Dan Sileo along with "Charley Jones At Night" and an overnight show, "USA Classic Radio Theater" playing some of the great old-time radio shows such as the Lone Ranger, Dragnet and "Burns and Allen"

Trucker's Network Radio Show



With a guest list that has included a “Who’s Who” in Trucker Music, The Trucker’s Network Radio Show has grown in popularity each month. Shelley Johnson’s research, humor and quick wit allows the guests to feel comfortable and provide valuable information to our core audience.

Along with musicians, Shelley has interviewed experts in nutrition, stress, finances. physical fitness, industry experts and many others. With over 100 episodes recorded live, the show is expected to go into the world of podcast and syndication in Q2 2021.



Corporate Responsibility



Even before TNCRadio.LIVE aired our first show, we were committed to provide a voice so that charities, especially those important to our core audience, had a place to go and share their information.

To that end, TNCRadio.LIVE currently supports over a dozen charities/non-profits and their missions.

<https://tncradio.live/corp-responsibility>



How to Listen to TNCRadio.LIVE

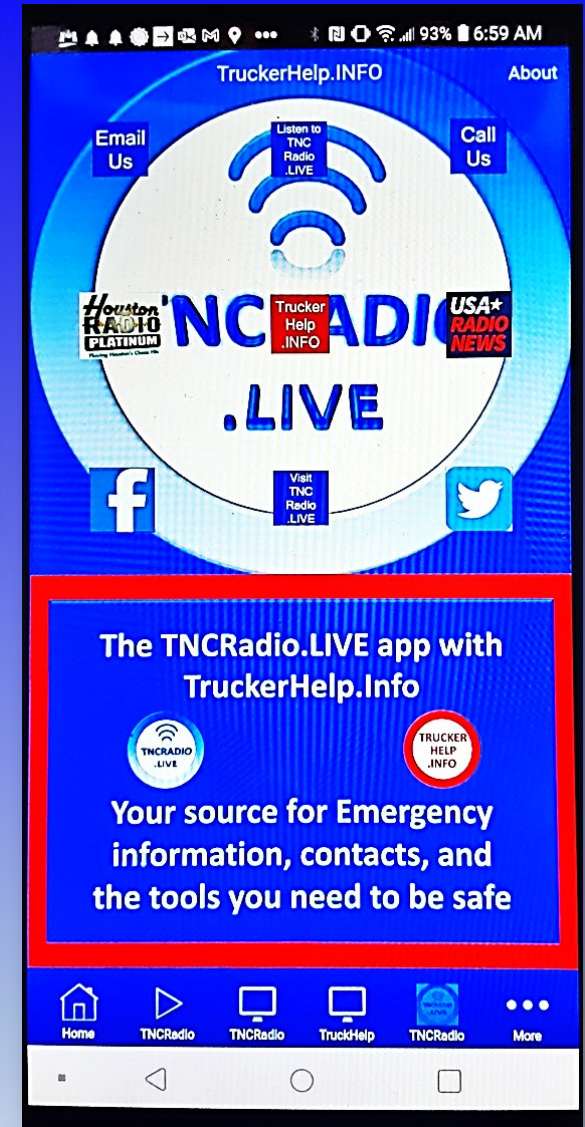


How to listen:
<https://tncradio.live>



- OnlineRadioBox.com
- RadioTower.com
- RadioLine.com
- Streamitter.com
- LiveOnlineRadio.com
- RadioGuideFM.com
- StreamFinder.com

Lots of ways to listen
Including a new popular
App with emergency
notifications
and one touch music
<https://tncradio.live>



Download the TNCRadio.LIVE Alexa Skill Today



The screenshot shows the Amazon Alexa Skills page for TNCRadio.Live. At the top, the Amazon Prime logo is visible on the left, and the search bar contains "alexa tncradio.live". The navigation bar includes "Account & Lists", "Returns & Orders", and "Prime". Below the navigation bar, there are links for "Alexa Skills", "For Your Smart Home", "Games and Trivia", "Education", "Your Skills", "Getting Started", and "Help". The main content area features the "amazon business" logo and the text "Find supplies for work, at business-only prices" with a "Sign up now >>" link. The breadcrumb trail reads "Alexa Skills > Music & Audio > Streaming Services". The skill card for "TNCRadio.Live" by Radio.co is displayed, showing a rating of "Guidance Suggested" with 5 stars and 1 review, and the text "Free to Enable". Three example voice commands are shown in speech bubbles: "Alexa, open t. n. c. radio dot live", "Alexa, start t. n. c. radio dot live", and "Alexa, as... w... >". On the right side, there is a "Manage this Skill" section with a "Disable Skill" button and a note: "By enabling, this skill can be accessed on all your available Alexa devices." Social media icons for email, Twitter, Facebook, and Pinterest are at the bottom right.

Consistent Growth



- **TNCRadio.LIVE had remarkable growth through the first 7 months of operation.**
- **Listenership spiked in September during hurricane reports in the northern Gulf of Mexico with continuous live broadcasting of area road and weather conditions**
- **December saw an abnormal increase in listeners with multiple Christmas shows and on-going Christmas music.**
- **Our #1 show is the “Trucker’s Network Radio Show” hosted by Shelley Johnson, weekdays at 3pm CT.**
- **TNCRadio expanded our listening audience into Canada in mid-November. By January, the Canadian audience exceeded 5% of total listenership.**

Listener Demographics



- **U.S. truckers move 10.8 billion tons of freight. The U.S. trucking industry generates over \$700 billion annually.**
- CDL drivers are among our target listeners. 80% of these drivers are male.
- The average CDL driver who hauls shale earns up to \$85,000.
- Since the pandemic, trucking has been on the grow, moving essential goods throughout the nation.

Why Advertise with TNCRadio.LIVE?



- A defined and growing listener population
- As a new station to the Digital Radio market, our early sponsors enjoy unique cost savings on their advertising packages.
- Our team of professionals can help you create a unique voice on our station including voice-overs and quality royalty-free or licensed background music
- **Pre-produced ads are welcome and can be delivered in most platforms**



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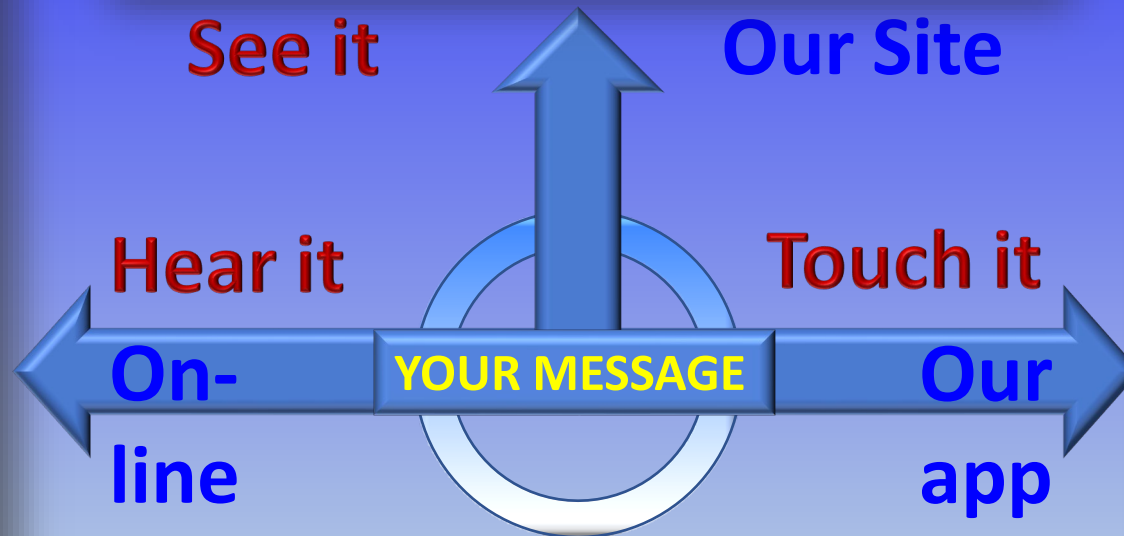


- Simple payment options: Visa, MasterCard, American Express, Debit, and PayPal
- Most advertising packages include placement on our website and other social media outlets managed by our Digital Communications staff.
- **For those who are interested; a one-hour complimentary interview with your company representative explaining and proposing your goods and services**



TNCRadio.LIVE

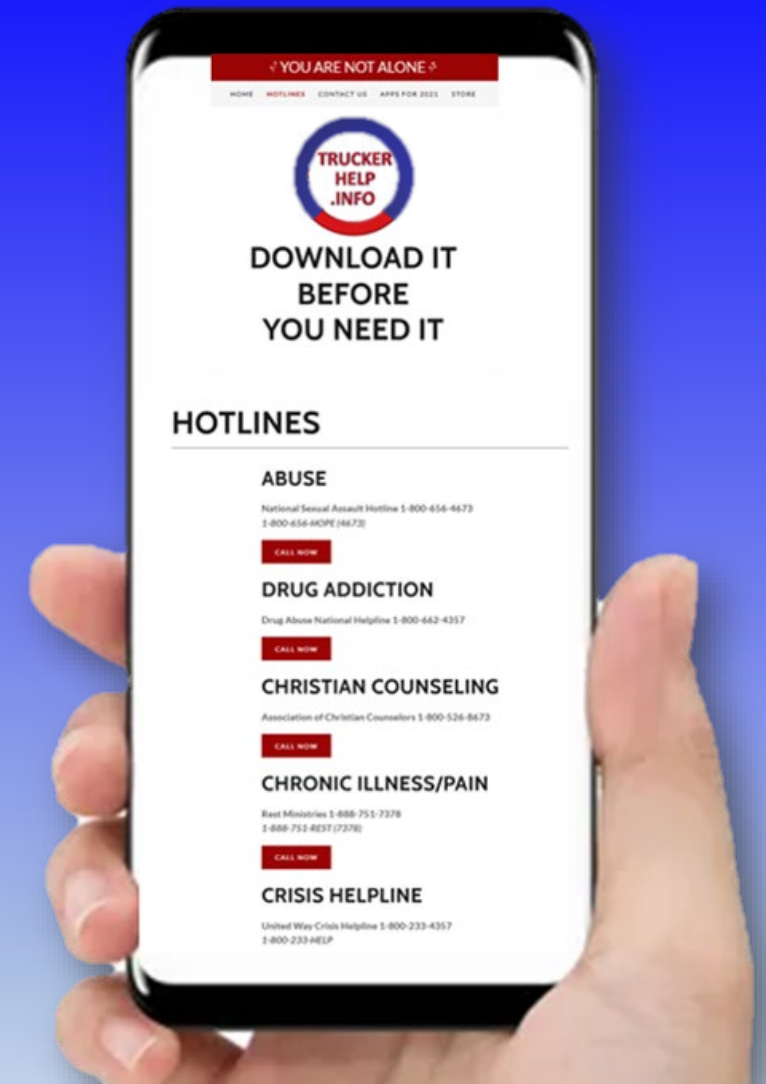
Multi-Media Advertising



Why Advertise with TNCRadio.LIVE?



- Simple payment options: Visa, MasterCard, American Express, Debit, and PayPal
- Most advertising packages include placement on our website and other social media outlets managed by our Digital Communications staff.
- Our Gold and Platinum packages include a one-hour complimentary interview with your company representative explaining and proposing your goods and services



Expand Your Digital Footprint



Radio Advertising has nearly a 100-year record of success. However, the real value in advertising in 2021 is Mixed-media!

Audio (Radio Advertising) is only one side of a complex digital world.

Proper deployment of your professional website and active/proper social media interaction along with new media all must work together

In fact, our experts can work with you to make your digital footprint as large as any of your competitors. (projects priced separately)



CONTACTS



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The Impact of Covid-19



- Prior to the pandemic that swept across the global in early 2020, there was a steady, consistent growth of deliveries all types
 - The growth in the Rideshare industry left most analyst estimating that there were over 2 million Uber/Lyft drivers nationwide
 - Harris County estimates varied from 50-70,000 TNC Drivers
- During the pandemic Rideshare took a major hit. However, **there was a substantial increase in food delivery and cross-town product deliver.** Short-haul and long-haul trucking also increased to meet the demands of a new supply-chain based on consumers receiving products rather than shopping in tradition brick and mortar stores.
- No one can accurately predict the long-term impact on the overall driver economy. However, it is a safe assumption that there will be a substantial increase in the number of drivers who spend their day making deliveries of all types. They spend money and need services.

