

ON AIR: FROM 1 FEBRUARY 2027

*"Playing the best music to travel
the Mother Road"*



STREAMING LIVE ACROSS ROUTE 66 & THE WORLD



MEDIA KIT · ADVERTISING & PARTNERSHIPS

ROUTE 66 RADIO

Welcome

Route 66 Radio was originally planned to hit the 'airwaves' in late 2020, but the pandemic brought international and domestic travel to a standstill.

It was decided to delay the launch, rather than broadcast advertising to a market that simply wasn't travelling - advertisers deserved to see meaningful results, and that wasn't how we wanted to begin.

Now, with the Route 66 Centennial behind us and visitor numbers settling into a genuine, sustainable travelling market, I believe the time is now right.

Route 66 Radio isn't designed to be something only listened to while driving the Mother Road. It's an active Route 66 resource BEFORE listeners leave home, while they're on the road of course – plus afterwards once they're home.

Listeners can forget spending endless hours researching and planning – simply launch the stream and let the road come to you!

They'll hear great music from the decades that shaped Route 66, along with music loved by many of the people travelling it today.

They'll also discover the history of the road, upcoming events, places worth exploring, and genuine conversations with the people who live and work along Route 66.

Route 66 Radio will be the soundtrack, the stories, and the voices of the Mother Road.

route66radio.com





ABOUT ROUTE 66 RADIO

A Trusted Voice

Sam Murray: Owner of Route 66 Radio and **Gilligans Tours**, brings together two things he knows well: Radio and the Mother Road.

Many years before building his Route 66 tourism business, Sam spent six years in radio sales with New Zealand's leading radio network, NZME.

That experience gave him an understanding of the benefits of radio – its not simply the music, but its the connection between listeners, advertisers and communities. Together we'll share Route 66 stories and content that both entertain and educate.

Since 2014, Sam's led tours along Route 66 and learned from hundreds of traveller's from around the world. He's heard the questions, knows what they they expect to see and what they love about the Mother Road.

Over time, something became increasingly obvious: Regardless of where Route 66 travellers come from - their questions about the road are remarkably similar.

So too, are the songs they have on their playlists...

Most Route 66 travellers share a connection with similar musical eras - making music a universal language across the road, and its audience.

(continued over)



ENTERTAINING & INFORMING

About

Combine those songs with the questions travellers continually ask, the history they want to understand, and the people they hope to meet along the way - and you've got a solid foundation for Route 66 Radio.

Most people research their journey weeks, if not months in advance. Scroll through any Facebook page about Route 66 and you'll read the same questions over and over again:

"We're about to drive Route 66 – what are the 'must stops?'"

"What's the best way to rent a car?"

"Should we book hotels in advance?"

"What are the MUST see places"

"How do we follow Route 66 – what's the best APP or map?"

Listeners will likely tune in months in advance. They can listen to music they're familiar with and learn about 66 without having to actively find the answers.

Listeners will likely be working, driving in traffic back, or simply just making a meal back home - they'll be listening and learning about Route 66.

Route 66 Radio is being built by someone who knows radio, knows the road and knows its people – it's these people who will hopefully become the stars of Route 66 Radio.

ABOUT



A station built for the Mother Road

Route 66 Radio is a digital-only station tailor-made made for both tourists and businesses all across the Mother Road.

*Music, history, local reports & stories — from Chicago to Santa Monica.
All on one easy, enjoyable and FREE platform – streaming live!*

LAUNCH

1 February 2027

FORMAT

Music, Live interviews & Americana storytelling

REACH

*Streaming across the road and worldwide;
targeting future and current Route 66 travelers*

AUDIENCE

Road-trippers, heritage travelers and route businesses who can play the station live!



Who is driving Route 66?



A captive, high-intent audience, who have made the decision to travel across some or all of Historic Route 66. No matter where they're from – they have money & decisions to make: Where to eat, where to sleep, what to stop for.

2,448

miles from Chicago to Santa Monica

8

states crossed by the historic route

50%

MINIMUM revenue from international visitors

\$3,430

Average spend per person for Route 66 trip.

Sources: National Park Service Route 66 Corridor Preservation Program; Route 66 centennial tourism reporting, 2025–26 and other independent research.

WHY RADIO?



Audio still outperforms — by a mile

Radio is not a legacy channel. It is the highest-reach medium in America and, in Nielsen's marketing mix modelling, one of the strongest returns in the whole media mix.

92%

of US adults reached by radio every month — more than live TV, streaming or mobile

\$12

in sales returned for every \$1 of radio ad spend (Nielsen ROAS study)

66%

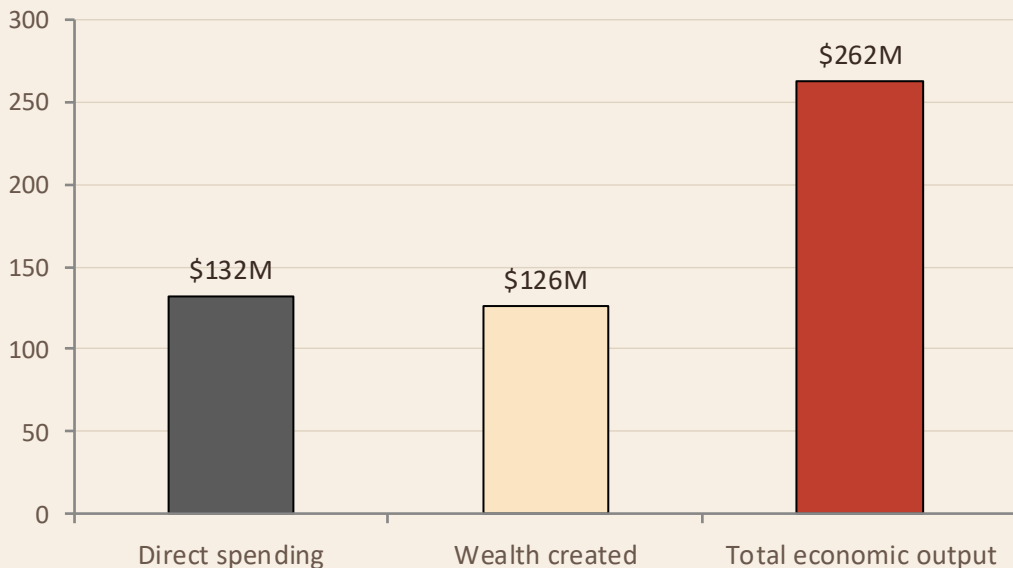
of all ad-supported audio listening time goes to radio

IMMEDIACY IS THE POINT *A print ad reaches a traveler in the weeks before or after the trip. Radio reaches them ten minutes before the exit — when the decision about lunch, fuel or even a bed is actually being made. Radio is a companion. It's non-intrusive, entertaining and most importantly — mobile.*

Sources: Nielsen Q2 2025 Comparable Metrics; Nielsen Marketing Mix Modelling; Edison Research 'The Record', Q1 2025.

What the Mother Road is worth

The landmark Rutgers / National Park Service economic impact study quantified Route 66 travel spending and its knock-on effect across corridor communities.



ANNUAL DIRECT SPEND

\$132M in traveller and heritage-site spending along the corridor.

MULTIPLIER EFFECT

\$262M total output — every route dollar works more than twice.

PRESERVATION PAYS

Heritage tourism is the corridor's most durable economic engine.

The car is the last undivided screen

Behind the wheel there is no scroll, no skip to a competing tab, no second screen. Audio is the only medium a driver can consume — and Route 66 travellers spend six to fourteen days doing exactly that.

55%

of all in-car audio time

53%

of radio tuning happens in-car

63%

of 18–34 listening is in-car



In-car listening has grown from 42% of all radio tuning in 2015 to 53% today — the dashboard is getting more valuable, not less.

DIGITAL BY DESIGN



No dial to tune. No signal to lose.

Traditional FM fades out between towns and forces a re-tune at every state line. Route 66 Radio is one stream, one link, for the not only the tour – but while at home planning their adventure.

One stream, coast to coast

The same station from Chicago to Santa Monica — no frequency hunting.

Straight to the dashboard

Plays through CarPlay, Android Auto, Bluetooth, smart speakers and browser.

Measurable and accountable

Every play, session and click reported back to advertisers.

Reaches planners too

Listeners tune in before they travel, and likely long after they get home.



Why a dedicated channel wins

*A metro station sells a town of 2000 people an audience it will likely never see.
Route 66 Radio sells only the people who are already heading their way.*

Zero wasted reach

Every listener is a Route 66 traveller, planner or enthusiast.
No paying for audiences who will never drive past the door.

Right place, right hour

Ads will be heard as travellers approach the town, not weeks earlier in a search result or months later in a magazine.

Small towns get scale

Communities or businesses too small for their own media buy,
can advertise at a price a diner or motel can afford.

Content that serves the town

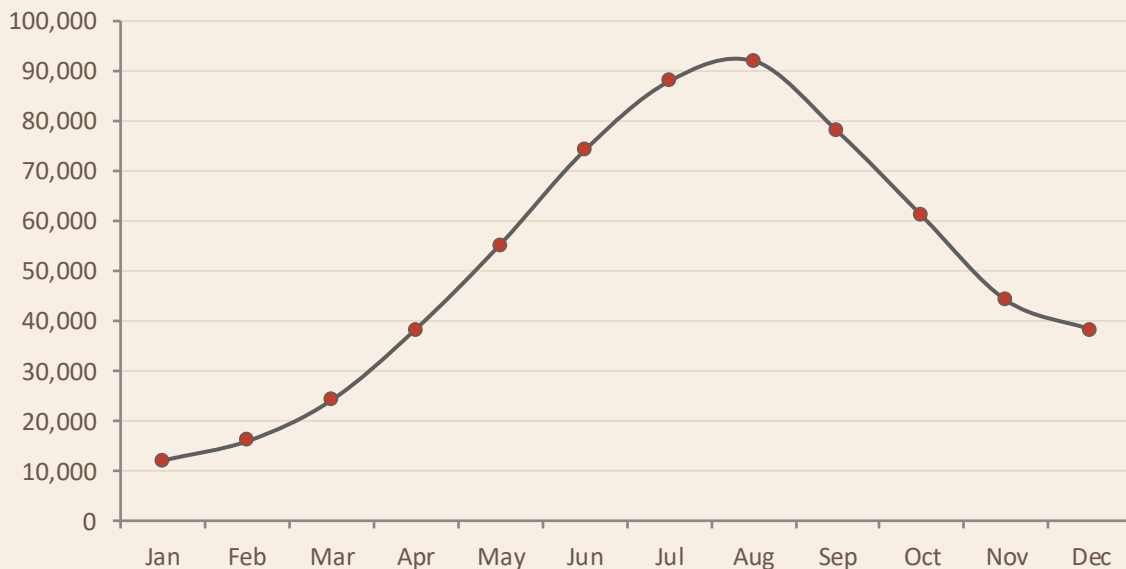
Event listings, detour alerts, museum openings and centennial news — useful programming, not just ad slots.

LAUNCH FORECAST



Projected audience, year one

Modelled monthly unique listeners across the 2026 centennial calendar, driven by the summer driving season and state festival programming.



620K

projected listener sessions in year one

11 min

average session length in-car

8

route states covered from day one

Illustrative launch projections modelled on centennial tourism forecasts and comparable niche digital stations — not guaranteed delivery.

12-month Campaigns

Built for independent businesses first: The diner, the motel, the museum — with corridor-wide and state-level options for larger partners. Pricing reflects a 66% discount - the LOWEST possible rate that will never be beaten by casual advertisers - no matter their spend!

Package	What you get	Spots / month	Monthly (excl tax)
Mile Marker	20 x 30sec spots - spread evenly over the month	20	\$66
Neon Sign	45 x 30sec spots - you choose the days each month	45	\$149
Main Street	90 x 30sec spots - you choose the days PLUS 15% sponsorship discount offer!	90	\$297
Mother Road	150 x 30sec spots – you choose the days. Logo displayed on Route 66 Radio website PLUS 25% sponsorship discount offer!	150	\$495

12-month, non-cancelable contract period • Lowest Priced spot rate – Guaranteed • Production of six commercial per year included
Ads are spread evenly over day parts • Purchase additional spots at a special rate • Route 66 Associations receive 10% discount

Advertising & Promotion

*A metro station sells a town of 2000 people an audience it will likely never see.
Route 66 Radio sells only the people already heading their way.*

Play Route 66 Radio & get rewarded!

Route 66 Radio will be part of the Route 66 business community – we're all part of a linear family. We'll reward you for showing support. Make Route 66 Radio your in-store music choice, and we'll feature you!

Frequency on a budget

We know the challenges running a small business across the Mother Road. Our advertising platform can unquestionably help boost revenue. We're here to help you – and that doesn't always mean you've got to buy ads. Let's talk.

Event Sponsorship

Got an event planned? We'd love to be associated! We can create a total sponsorship package giving you coverage, attendees and a platform to manage the event on the day.

State Association Involvement

State Associations should be (and need to be) cohesive across the road. Route 66 Radio will provide FREE regular weekly/monthly slots to ALL State Associations to have on-air discussions about events, news or fund-raising needs.

Casual Advertising

We know the challenges in getting your business recognized. We're here to offer advice, promotions and partnership. If you've got an upcoming sale planned, a birthday celebration or your town needs to promote a Route 66 event.

Call and see what can be done to help you achieve the result you deserve.

Promotional	What you get	Pricing
Advertisements	30 sec spot (each – average)	\$6.95
The Kick Starter	A cost-effective and easy way to promote your occasion or sale: 25 x 30sec spots – 4 x phone-ins (2 mins) each approx.)	\$395
Adlib	Have a special event, announcement or product? Let's talk about it ON-AIR (4 mins approx.)	\$95
Event Sponsorship	Route 66 Radio would love to be associated with your Route 66 event!	CALL TO DISCUSS

12-month, non-cancelable contract period • Lowest Priced spot rate – Guaranteed • Production of six commercial per year included
Ads are spread evenly over day parts • Purchase additional spots at a special rate • Route 66 Associations will receive a further 10%

Sponsorship packages

Built for independent route businesses first — the diner, the motel, the museum — with corridor-wide and state-level options for larger partners.

Studio Naming

The premier sponsorship opportunity: Station naming rights...

“Broadcasting live from the [INSERT NAME] studio: This, is Route 66 Radio!”

Weather

Minimum of 8 announcements per day – You’ll own the weather!

“Route 66 weather brought to you by our friends at [INSERT NAME]”

History

Today in Route 66 History
- 8 slots per day

“Memories from the Mother Road – bought to you by [INSERT NAME]”

Whats On

Each State will have it’s own “Whats On”

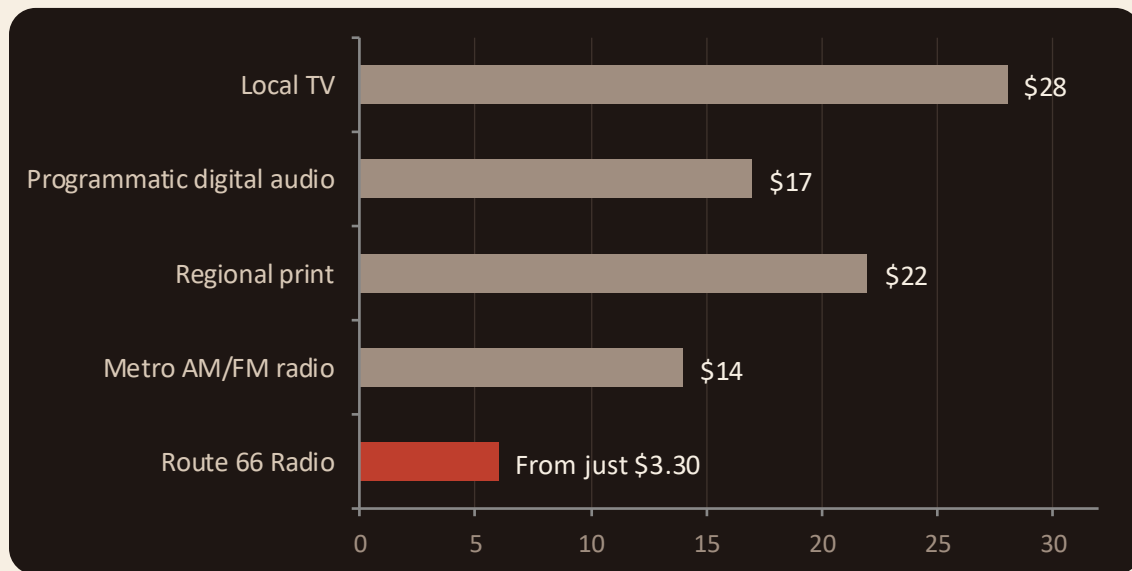
State Sponsorship or full partnership available.

CONTENT BETWEEN THE MUSIC

Interviews · Event coverage & sponsorships · History snippets · Road Updates · Weather · Contests · LIVE chats with travelers on Route 66

What your money actually buys

Compared like-for-like on cost per thousand listeners reached, targeted route audio undercuts every other channel a Route 66 business can buy.



No wasted impressions

You pay only for an audience already on the road.

Production included

No agency or studio fee on top of the media cost.

Flexible commitment

Month to month, or lock in 60% discounted rates for a year.

GET ON THE ROAD WITH US

Let's talk before we go live

Route 66 Radio is a platform that's sole purpose is to link the 'listening' traveller's unknown adventure to the people & businesses that live and work on the Mother Road.

We're a non-intrusive medium that provides both background music and Route 66 education in one, easy to digest platform.

WEB www.route66radio.com

ADVERTISING studio@route66radio.com

ON AIR 1 February 2027

