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For Immediate Release

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EASTLAN OPENS 2022 WITH FIVE NEW MARKETS

Growth fueled by increased agency acceptance.

(BELLEVUE, WA) Recent changes in the transparency of radio ratings are fueling significant growth for Eastlan Ratings. The five new markets announce by Eastlan today include: Anchorage AK, Joplin/Pittsburg MO/KS, Parkersburg/Marietta WV/OH, Tri Cities (Richland/Pasco/Kennewick) WA and Tullahoma/Shelbyville TN. Several other new Eastlan markets will be announced later this month.

“Being the only radio ratings vendor providing a complete and unbiased picture of market, with all stations included, has caused a significant shift,” says Eastlan President/CEO Mike Gould. “With most agencies now automatically receiving Eastlan data monthly, the industry is becoming increasingly reliant on Eastlan’s data to get a complete understanding of what is happening in a given market. Eastlan is now the only way most agencies, local or national, can be assured of seeing the performance of all stations and thereby maximizing their radio investments.”

Looking to the future, Gould goes on to suggest, “transparency is vital for radio to continue to have a seat at the table with many brands. Confusing buyers by redacting the performance of certain stations is certainly not making it any easier to confidently buy our medium. We are grateful the radio industry is increasingly turning to Eastlan to help correct this damaging issue.”