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For Immediate Release  
Contact: Mike Gould 360-732-0070

## **EASTLAN ACCEPTANCE SPREADS.**

**Three new "Top 100" markets.**

Greensboro/Winston-Salem/Highpoint NC, Memphis TN and Spokane WA will now be continuously measured by Eastlan. All three are among the 100 largest radio markets in the United States.

Additionally, this month, Eastlan service has commenced in Bluefield WV/VA with annual Spring measurement.

Finally, Syracuse NY has been upgraded to continuous Eastlan measurement with May being the first monthly data release there.

"Quietly, we are watching radio broadcasters gracefully pivot", remarked Eastlan President Mike Gould. "Building deep relationships with local and regional brands have become central today to all of the most successful radio operators. National revenue becomes less important each day. Eastlan data helps radio build the most effective schedules for their clients to ensure campaign success and to compete on a cost-per-impression basis with the digital giants. Local and regional buyers appreciate the accountability Eastlan data brings to the table. And like we've said for years, broadcasters appreciate the savings that in many markets are well into six digits annually."