



August 18, 2025

For Immediate Release

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FIVE MORE MARKETS GO EASTLAN.

Gould: "unquestionable momentum"

(BELLEVUE, WA) Eastlan Ratings is experiencing record growth announcing today its expansion into 5 more markets beginning this Fall: Bryan/College Station TX, Burlington VT, Montpelier/Barre VT, Myrtle Beach SC and Savannah GA.

Eastlan has added 10 new markets in the past year. Among broadcasters making the switch to Eastlan Ratings are Dick Broadcasting, Hall Communications, Morgan Murphy Media and Vox AM/FM/Digital.

"There is unquestionable momentum to adopt an audience measurement tool that mirrors the dynamics of today's radio industry", remarked Eastlan President Mike Gould. "Radio deserves a currency that gives full credit for the real size of their audience, buyers deserve to see a full picture of the market and the price of the research has to match where radio is today. Large company or small, public or private, PPM market or not-it doesn't matter anymore, radio broadcasters are telling us the old way no longer works. We are honored that broadcasters are asking us to be a part of their future. We take seriously the responsibility to be an unbiased advocate for the vitality of this industry. "

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Eastlan Ratings is privately held media-research firm headquartered in Bellevue, Washington. Eastlan Ratings was formed in 1999 and provides radio audience measurement data to markets across the United States. For more background see www.eastlanratings.com.