



## JetStream Media

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<http://retrofmalbany.com>

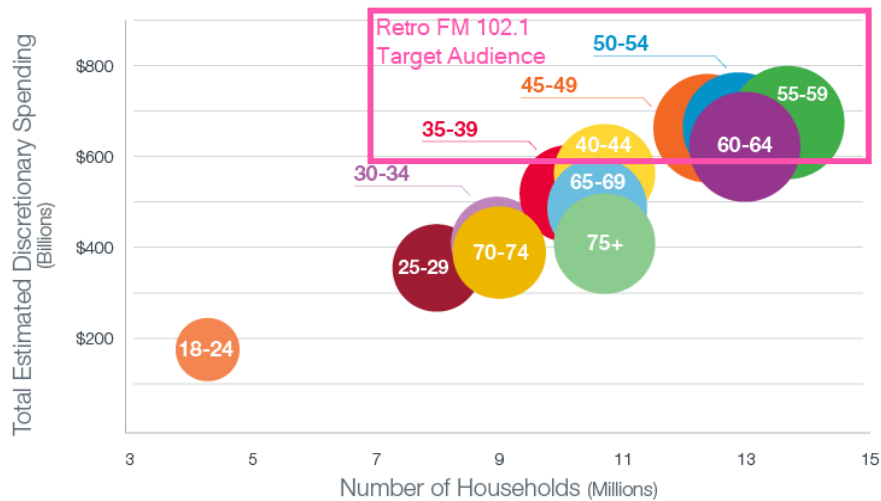
### Station Overview

Retro FM 102.1 is a station like no other in Southwest Georgia! Retro FM is the only station playing all the hits of the 1980's and 1990's, a format laser-focused on delivering adults aged 35-55. Research shows this age group has the most discretionary income, as their careers and financial stability are already well established.

### Discretionary Income = Discretionary Spending

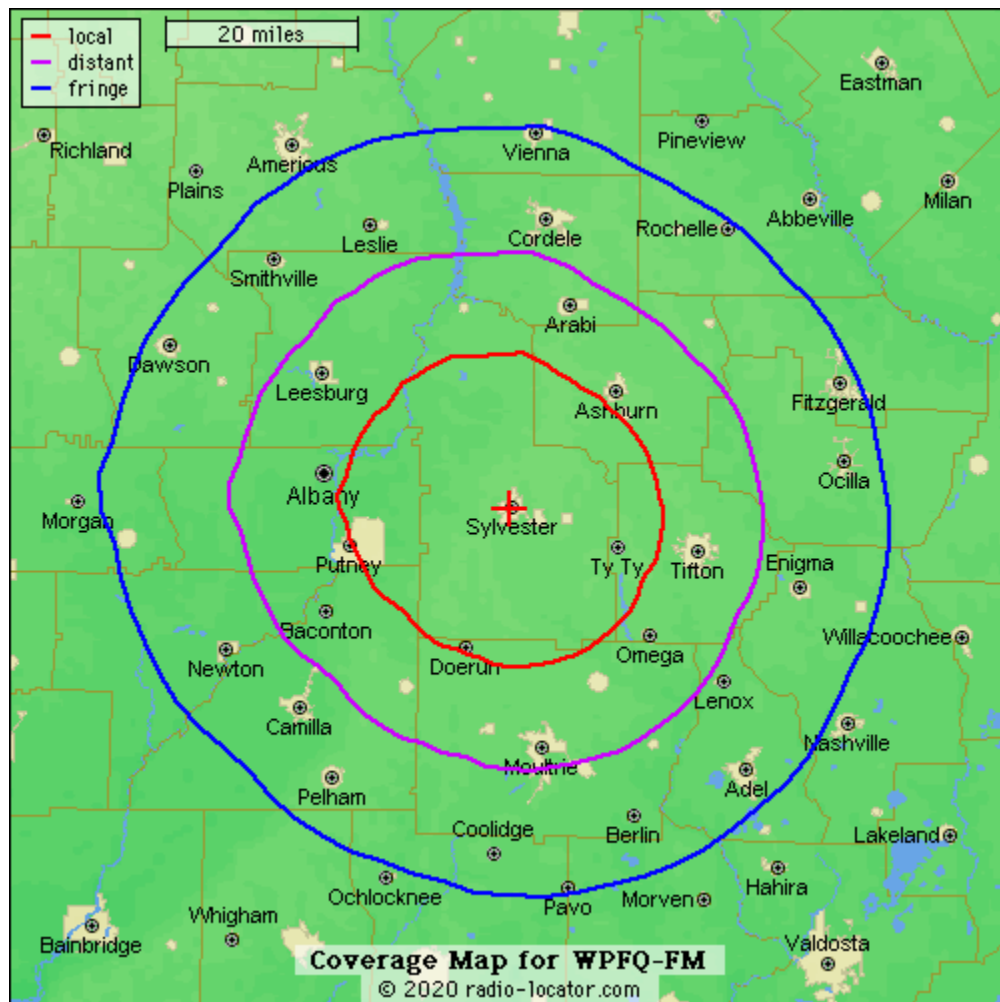
Discretionary spending represents what a household likely spends on discretionary items after accounting for the fixed expenses of life (e.g., rent, utilities, public transportation, personal insurance, etc.). Data-Driven Marketing, a division of Equifax, conducted research revealing that Retro FM's target audience of adults aged 35-55 injects \$600 billion to \$800 billion discretionary dollars into the national economy.

### TOTAL DISCRETIONARY SPENDING BY AGE TIER



## Fantastic In-Car Coverage

Retro FM 102.1 is licensed by the FCC to output 6,000 watts from our transmitter in Sylvester. Before launching Retro FM on July 2, 2021, JetStream Media made thousands of dollars in upgrades to 102.1's audio quality, which makes the signal easier to carry in the car. This gives Retro FM a great coverage along the major routes in SW Georgia, which means your ad would hit the thousands of drivers along US-82, US-19 and I-75 every day. Your radio ad on Retro FM will be heard in Albany, Sylvester, Tifton, Moultrie, Ashburn, Arabi, Camilla, Putney, Leesburg, Cordele and surrounding communities.



## 102.1 Retro FM's Short Breaks

While other radio stations run commercial breaks that are 4, 5 or even 6 minutes long, 102.1 Retro FM's Commercial Breaks max out at just THREE minutes. We also recommend commercials 30 seconds or less in most cases. Our listeners' attention won't drift away by a long, boring commercial and you're not getting buried at the end of a 4 to 6 minutes commercial break. It's a win-win!

## Benefits of Radio vs Social Media

**Radio Adds Different Audiences Of People That Social Media Doesn't Reach:** According to Edison Research's Infinite Dial study, radio reaches 39% more 25-54 year-olds than Facebook. Radio's monthly reach of 96% of Millennials is not just greater than Facebook (74%) but all social platforms including Instagram (53%), Snapchat (44%), Twitter (29%), Pinterest (29%), LinkedIn (20%) and Yelp (13%).

**Radio Ads Get Noticed More Than Social Media Ads:** A study commissioned by the Interactive Advertising Bureau found spoken word content, like news and weather, generates the highest levels of concentration among respondents surveyed. Concentration with news and weather was 1.5-times greater than concentration with social media. Listening to music, a major radio attraction, also saw higher levels of concentration (51%) than for checking social media (44%). So your ad on Retro FM will be noticed more because people concentrate more on radio's engaging content, rather than social media's content.

**Radio Ads Work Better Because They're Exposed More Frequently:** According to Nielsen Media's Total Audience Report, persons 25-54 spend an average of 1 hour and 41 minutes with AM/FM radio daily. That's 1.7 times more time than they spend with social media on a smartphone. That means they're exposed to your radio ad more frequently than ads on Facebook, Twitter, Instagram and the like.

**Let Retro FM take your business to new heights!**

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