



Why Email Marketing?

Adding email to your radio campaign provides an additional layer of targeted messaging, ensuring your message is communicated through multiple touchpoints.

EMAIL MARKETING IS:

- Immediate - With just a click, recipients can click on any text in the email and visit your website.
- Targeted - Choose region and occupation of those you want to reach.
- Measurable & Trackable - You will receive data on who opens your email and who takes action.
- Re-drop Capability - Send follow up email blast to recipients who opened/acted on your message (no minimum required).
- Cost Efficient - Reach 28,000 email addresses for only \$700 (plus creative fees)
- Interactive - Links on each part of the ad direct readers to the information they need.

Our Email Differentiators

- We use **deliverable** email addresses.
- We **clean the data** internally as well as use secondary partners.
- Real-time scanning technology constantly monitors and removes invalid and/or dormant email addresses
- 100% **CAN-Spam** and DMA **compliant**, ensuring delivery to quality email recipients
- No Bots Guarantee!

(see additional email example and counts attached)