



The Chattanooga Traffic Network

Marketing Opportunity



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Brewer Media Difference

- ▶ **Locally Owned & Managed - 20 years in the market**
 - ▶ Recently nominated Chattanooga Area Chamber of Commerce Small Business of the Year
- ▶ **Broad Base of Media Assets**
 - ▶ We provide the ability to deliver a comprehensive media campaign
- ▶ **Each Property Delivers a Niche Audience**
 - ▶ We provide the ability to effectively target key demographics
- ▶ **Active in the Community**
 - ▶ In 2008 alone, we provided more than half a million dollars in support to local charitable organizations through in-kind sponsorship
- ▶ **Creative and Committed Staff**
 - ▶ Unrivaled creative synergy between media properties
 - ▶ Ongoing training in new media technologies
- ▶ **Subscribe to Ratings and Qualitative Tools**
 - ▶ Arbitron
 - ▶ Scarborough Research
- ▶ **Industry Members**
 - ▶ TAB (Tennessee Association of Broadcasters)
 - ▶ RAB (Radio Advertising Bureau)
 - ▶ AAN (Association of Alternative Newsweeklies)



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About Chattanooga Traffic Network

- ▶ Chattanooga Traffic is Chattanooga's most powerful advertising platform, reaching 80% of the market every week thanks to morning and afternoon traffic reports.
- ▶ Over 1,600 reports each week, featuring sponsorship messages at the end of each report, are aired on 17 radio stations and 3 television stations, hitting over half a million people each week. In other words, the Chattanooga Traffic Network provides enormous reach and frequency!
- ▶ The Chattanooga Traffic Network airs, naturally, during prime drive-time periods of the day: when people are in their cars and actively listening! You literally have a captive audience.
- ▶ Thanks to these factors, listeners tend to pay more attention to Traffic Reports, and coincidentally—their sponsors due to a scientific concept known as “Active Listening.”
- ▶ Chattanooga Traffic Network's target audience is 18+.



Why Consider a Traffic Report Sponsorship?

- ❑ 70% of Americans claim there is more traffic than a year ago
- ❑ 39% of Americans spend more time in their cars than just one year ago
- ❑ Americans average 27 hours stuck in traffic each year
- ❑ The average commute time has increased 13.8% from just ten years ago
- ❑ Americans spend 11 hours in their cars every Monday through Friday
- ❑ Listeners tend to pay more attention to Traffic Reports and, coincidentally, their sponsors
- ❑ Sponsorship messages effectively amplify the Reach and Frequency of a modest marketing budget



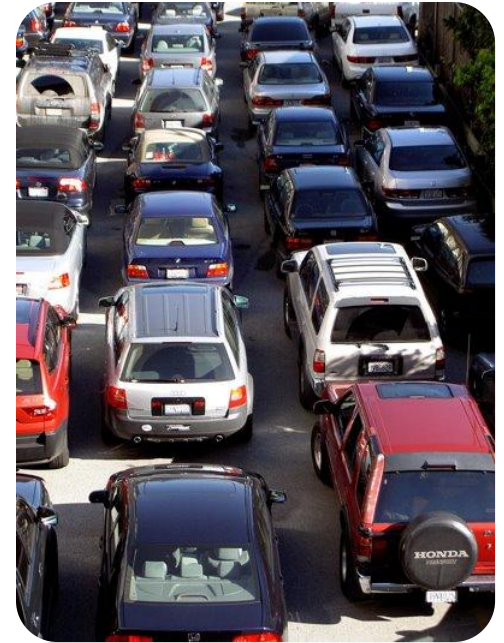
**SOURCE: Department for Transport, 2008*

Traffic: Different from Radio

- ▶ Reach and Frequency builder
- ▶ One Call, One Contact
- ▶ No production or talent fees
- ▶ Traffic reports air, naturally, in drive-time

Example Sponsor messages - copy can be changed weekly if requested

- *“It’s a great time to consolidate your home loan and home equity line into one at FSGBank. See Kay Holley -the legend - at the Gunbarrel Branch. Local people making local decisions in a snap (snapping sound). Visit us online at FSGBank.com.”*
- *“Take a look at the upper left corner of your windshield right now...when was the last time you had your oil changed...Express Oil Change is quick and convenient...plus they have a great Tuesday Oil Change Special...Express Oil Change & Service Center.”*
- *“Jody Millard Pest Control is the #1 LOCAL pest control service, serving the Chattanooga area for over 25 years. On time, excellent service, and a name you can trust...Jody Millard Pest Control. Call 877-0111.”*



Chattanooga Traffic Stations

Call Letters	Station Name	Frequency	Location	Format
WALV FM	ESPN Radio	105.1	Chattanooga	Sports Radio
WBDX FM	J103	102.7	Chattanooga	Religious
WDEF AM *	Fox Sports	1370	Chattanooga	Sports Radio
WDEF FM *	Sunny 92.3	92.3	Chattanooga	Adult Contemporary
WDOD AM *	Ruby 1310	1310	Chattanooga	Sports
WDOD FM *	The Mountain	96.5	Chattanooga	Rock
WDYN FM	WDYN Radio	89.7	Chattanooga	Religious
WGOW AM *	News/Talk	1150	Chattanooga	Talk
WGOW FM *	Talk Radio	102.3	Chattanooga	Talk
WPLZ FM	News/Talk	95.3	Chattanooga	News/Talk
WJTT FM	Power 94	94.3	Chattanooga	Urban Contemporary
WLLJ FM	J103	103.1	Cleveland	Religious
WMBW FM	Moody	88.9	Chattanooga	Religious
WMPZ FM	Groove 93	93.7 / 93.3	Chattanooga	Urban AC
WNOO AM	Glory 1260	1260	Chattanooga	Religious
WOGT FM *	The Duke	107.9	Chattanooga	Country
WSKZ FM *	KZ 106	106.5	Chattanooga	Classic Rock

In addition to overwhelming reach with Radio, ChattanoogaTraffic.net also provides reports to these Television stations:




FACT: ChattanoogaTraffic.net
Radio reports reach a total of 501,200 radio listeners each week during morning and afternoon drive!* *Arbitron Spring 2009

*Some restrictions apply.



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ChattanoogaTraffic.net Performance



Demo	AQH Share	Cume Rating	Cume Persons
Adults 25-54	63.6	72.0	153,300
Women 25-54	68.2	73.6	79,500
Adults 18-49	63.3	71.1	159,200
Women 18-49	68.0	76.1	85,800

*Source: Summer 2009 Arbitron, Chattanooga MSA, Mon-Fri, 6a-10a/3p-7p

Chattanooga Traffic Testimonials

“The decision to buy Chattanooga Traffic was one of the easiest marketing decisions I made last year. I have worked in the radio industry, and knew that advertising during the traffic report is an extremely effective way to reach a tremendous audience. I was right...the response for us has been overwhelming!”

Trevor Goulding
Director of Sales and Marketing
Sheraton Read House Hotel Chattanooga

SRC Technology Solutions offers a wide range of products and services (from fixing computer networks to developing software). While communicating our full range of services is seemingly impossible in 10 seconds, we worked with Chattanooga Traffic because we wanted strong name recognition. When you have \$100,000 proposals on the table locally, having the decision makers hear your name every day helps. We also received 5 leads from the campaign - 2 sales on average would pay for the campaign.

If your company needs immediate name recognition and would like to be “everywhere” - then this is a great bet. You’ll be surprised at the number of people who hear your message.

Tom Wengler, Director of Business Development, SRC Technology Solutions, Chattanooga, TN

“When I started using Chattanooga Traffic to advertise my business, I was skeptical. It’s been truly phenomenal how many people have heard the ads, and the amount of business it has brought Hixson Transmission. It’s the best response I’ve ever gotten from ANY advertising I’ve ever done.”

Chuck Miller
Owner
Hixson Transmission and Total Car Care



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Chattanooga Traffic Testimonials

“Advertising on Chattanooga Traffic greatly increased awareness for our recycling event with AT&T. Participation more than DOUBLED over the previous year. The simple message spread over all the stations during the traffic reports was very effective.”

Cindy Todd
Director of Marketing
Tennessee Aquarium

“After just one week, I could not believe the different people who told me they heard my ads-my friend heard it on a country station, another on television, a customer heard it on Luther, and several people at my wife’s office heard it at their workplace. I think all the different coverage is what makes Chattanooga Traffic so unique, and it has definitely brought us a lot of new business!”

Charles Shaw
Owner
Aunt Sue’s K-9 Bakery and Pet Supplies

“Last month, the director of our Project Ready for School initiative mentioned that they’d been extraordinarily busy signing up children for our program, and she asked what I thought would account for that. Immediately, I knew. Chattanooga Traffic! We had run a daily schedule of announcements that month. Reach and Frequency-Chattanooga Traffic Network gives us the best of both worlds.”

Wayne Collins
Vice President, Marketing/Communications
United Way of Greater Chattanooga



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Chattanooga Traffic Testimonials

“I have been pleasantly surprised with the results from my President’s Club package on Chattanooga Traffic. I can’t tell you how many of my patients have mentioned they’ve heard my ads on the radio. My office manager recommended that we try something new, and I’m so happy we did!”

Dr. Woody Kennedy
The Plastic Surgery Group, P.C.

“As one of your first clients on Chattanooga Traffic, I wanted to tell you how pleased I’ve been. Over the past six months, so many of our customers have told us that they’ve heard our ads on the traffic reports. Thank you for helping us really get our name out there!”

Neel Elliott
Owner, Express Oil

“I have been so impressed with Chattanooga Traffic! After running information on our event, we received an incredible response. I had no idea how many different markets would be hit. It seemed as if we were all over the radio. Everyone I talked to had "heard it on the radio". Our experience with Chattanooga Traffic could not have been any better!”

Cissi Moore
Bethlehem Center



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