

Why Advertise?

It's a proven fact -- when it comes to increasing community exposure and capturing your share of the profits -- advertising works. By actively promoting your product or service through advertising, you can generate the sales you need to make your business a success.

When you use effective advertising, you can:

INVEST IN SUCCESS

Research has shown that advertising offers long-term advantages. A study of more than 3,000 companies revealed that businesses that did not advertise grew at half the rate of those businesses that advertised regularly, while those who maintained or expanded their advertising experienced a sales increase of up to 100 percent within 5 years.

CREATE STORE TRAFFIC

Getting customers through the door is the first step to making a sale. By advertising your products or services you can increase your customer base and make the sales you need to succeed.

ATTRACT NEW CUSTOMERS

As most communities experience a growth in transient populations, the increasing number of potential buyers that move into your area offer your business new market opportunities that promise greater revenues.

ENCOURAGE NEW CUSTOMERS

Although prices and service influence customers, advertising will enable you to outstride the competition and keep your business in the public eye.

GENERATE CONTINUOUS BUSINESS

Only advertising can provide you with the opportunity to reach thousands of customers at a time. This opens your door to more sales each and every day.

BUILD A BETTER IMAGE FOR YOUR BUSINESS

With advertising, your business becomes a vital presence in the community. The image you create through advertising increases your visibility and brings you respect among your peers and your customers.

Why Radio?

More than any other advertising medium, radio can reach qualified potential candidates in more places, more frequently, and with more creativity and imagination.

When you use radio to advertise you will:

REACH POTENTIAL CANDIDATES AT HOME, IN THE CAR, AT THE OFFICE, AND ONLINE

Studies have shown that on-the-go Americans spend an average of three hours a day tuned in to the only medium that has become their constant travel and leisure companion -- radio. Qualified candidates become a captive audience for your message.

SEND A ONE-ON-ONE MESSAGE

Radio advertising creates a more intimate relationship between your business and the listening audience. By using an effective combination of sound effects, music, voices and words, you can personalize your radio advertising to continually attract a growing share of the market.

CREATE A COST-EFFECTIVE ADVERTISING MEDIUM FOR YOUR BUSINESS

Because minimum time and expense is spent in producing a commercial, a radio recruitment program easily fits well within your marketing budget.

DELIVER A MORE CREATIVE AND PERSUASIVE MESSAGE

With the simple yet attention-getting elements of radio advertising, you can create interest, command attention, and compel qualified candidates to head directly to the front door of your business.

GET RESULTS!!!

Radio doesn't reach everyone - just 95.5% of the twelve + population in America Monday through Sunday. No other media can make that claim.

Why Delta Radio Network?

Delta Radio Network is all about you. It's about your family, friends and neighbors. It's about the communities we all call home.

Here are just some of the reasons local businesses have consistently chosen to advertise on Delta Radio Network stations:

WE HAVE A PROVEN RECORD OF SUCCESS!

For more than twenty years, hundreds of businesses have experienced great success in their radio advertising campaigns working with our excellent team of writers, producers, and sales professionals.

WE HAVE LISTENER LOYALTY

Listeners who are loyal to us are also loyal to our advertisers. We have clearly established ourselves as the driving force in local news and information in our broadcast areas.

DELTA RADIO NETWORK IS PERSONAL

Our stations are all about localism... news about local towns, local schools, local sports, local commentary and local events. We offer the variety area listeners rely on for interesting, informative and entertaining programs. We also carry this same degree of localism to our website properties.

WE PRODUCE EFFECTIVE COMMERCIALS

We are very proud to be winners of national, state and regional awards for our commercials. However, it far more important to us is that our commercials are effective. They're designed to promote and sell your products and services. They are designed to get results.

WE ARE INVOLVED IN THE COMMUNITY

We've been told that community involvement is our middle name (OK, two middle names). From our participation in on-going projects to crisis response, we've helped raise millions of dollars for local individuals, families and charities.

Our Programming

Delta Radio Network defines the term “Full Service Radio”, with multiple formats designed to reach all demographics in our listening area.

LOCAL NEWS

The Delta Radio Network stations are the only radio stations in the Delta with a local news department as well as a full-service news website – deltadailynews.com. In addition, our stations are affiliated with ABC, CBS and FOX Radio networks.

MORNING DRIVE

Delta Radio Network’s morning teams have become area institutions. They are the first voices our listeners wake up to every weekday.

WEATHER

Up-to-date local weather from meteorologist Tom Churchill, another exclusive feature on the Delta Radio Network stations.

SPORTS

Delta Radio Network provides daily sports updates on several of our stations, as well as sports information on our website.

TALK

WNIX-AM/FM is the Delta’s exclusive station for Rush Limbaugh and other popular talk shows. Our talk programming is informative, entertaining and thought-provoking.

MUSIC

Our music stations are as diverse as the area demographic. Everyone in our coverage area will be able to find something they love to listen to.

PLUS...

Contests, unique promotions and events, live on-location broadcasts, special weekend programming, involvement with area services and activities and much, much more.

Client Results

At Delta Radio Network, we specialize in getting results for our advertisers. Unlike some stations that just sell “spots”, we go the extra mile to produce creative campaigns with sufficient frequency to achieve results. Here are a few of our satisfied customers:

“Delta Radio Network has been a great partner in helping us keep our brand on the top of our customer’s minds.”

Marcus Johnson
Marketing Director
James Ceranti Motors / James Ceranti Nissan

“With the help of Delta Radio, we’ve begun to realize the benefits and affordability of radio advertisement across the Delta region.”

Joshua Dennis
Dennis Shoe Repair, Greenville

“When we first started advertising on Q102, we immediately saw results that helped our business grow. I highly recommend advertising with Q102 and Delta Radio Network to anyone who wants to see their business grow.”

Racheal Guest
Owner/Stamson’s Restaurant

“Q102 has been a tremendous helping us achieve our goals. It is very satisfying when a customer walks in our business and says they heard your ad on the radio or saw it on the radio station’s Facebook page.”

Renee VanNamen
Co-owner/Suzi Paige

“The management and staff at the Delta Radio Network has bent over backwards to make sure our advertising was successful. We are so appreciative of this group of professionals.”

Michael and Frankie Street
Owners of The Vapor Shak
Greenville & Cleveland

“Thank you for all the hard work Delta Radio has done and continues to do for MetroPCS. When MetroPCS launched in the Mississippi Delta, the response was phenomenal and Delta radio’s contribution to that success has not gone unnoticed.”

Michelle Boyd
Marketing Specialist
MetroPCS