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Steven Bell
Associate Publisher

The Inside Scoop: Optimize your exposure at the Radio Show with bonus opportunities in *Radio* magazine's September issue

ADVERTISER UPDATE: SEPTEMBER 2010

The September issue is our Radio Show Preview Issue. In addition to reaching our loyal subscribers, it will also be distributed at this year's conference in Washington, D.C. It's a terrific issue and "must read" for our subscribers. Plus, take advantage of our **Free Polybag** offer when you advertise in this issue. When you book your ad, you also have the option to provide us, at no extra charge, with 500 pieces of pre-printed literature that we will polybag with the extra copies of the September issue that we distribute at the event. When an event attendee picks up a copy of *Radio* magazine, they also get your pre-printed literature! Whether you're exhibiting at the show or not, this is a great opportunity to increase your visibility at the show. It's a win-win situation. If you're not exhibiting, this is a chance to get exposure, if you are exhibiting, this helps optimize your exposure during the show, by driving traffic to your booth, or post-event as a great take away for those attendees who carry the September issue home with them.

Also, don't miss the chance to promote your products/services to attendees before the show in our Radio Show Update E-newsletter, which blasts to 8,500 opt-in subscribers every Tuesday for four consecutive weeks prior to the event. See additional advertising opportunities below for more information.

Contact me today to discuss these and other advertising options.

A handwritten signature in black ink that reads "Steven Bell". The signature is fluid and cursive, with the first and last names being the most prominent.

Steven Bell
Associate Publisher

SEPTEMBER 2010 EDITORIAL HIGHLIGHTS

Ad Close: August 13
Materials Due: August 20
Bonus Distribution: Radio Show
[Download our 2010 Media Kit here](#)



Chriss Scherer
Editor

Radio Show Preview

The new Radio Show is coming. We'll include previews of sessions and products to be shown at the convention, and include a map of the new Marketplace.

Trends in Technology

Streaming is another way to reach an audience for some and the future of radio for others. Regardless, it's another channel for advertising. Doug Irwin discusses ad insertion technology for audio streaming.

Facility Showcase

WKSU at Kent State University, Kent, OH, the flagship station of the program "Folk Alley," began a project to make the program more visible in the community. To do this, the station outfitted an RV with a studio and has used the vehicle for appearances in Rhode Island, Texas and Pennsylvania. Ron Bartlebaugh shares the project details.

RF Engineering

The Smith Chart is essential for RF design, and Jeremy Ruck discusses the basic usage in broadcast systems.

Field Reports

The Allen and Heath XB-14 and the Arrakis ARC-8 find the right mix.

Also:

Viewpoint
FCC Update
New Products
Tech Tips
Sign Off

REASONS TO ADVERTISE WITH **RADIO** MAGAZINE*

- 98% of subscribers are involved in the purchasing process for their organization
- 97% of readers expect to purchase services and equipment within the next 12 months
- Subscribers selected *Radio* magazine as the publication that:
 - they most regularly read;
 - has the most valuable editorial information;
 - they would choose if they could only receive ONE publication;
 - is most useful to them in their daily work;
 - is the most cutting-edge;
 - is the most helpful publication in their buying process.

*2009 Paramount Research

ADDITIONAL ADVERTISING OPPORTUNITIES

Radio magazine's Radio Show Update E-newsletter

Covering the products, technologies and news from the show, this weekly E-newsletter runs for four weeks leading up to the convention. Generate excitement and drive traffic to your booth with an ad promoting the products/services you'll be exhibiting. Blasts every Tuesday from September 7 - September 28.

Radio Show Map

Radio magazine's September issue includes a map of the new Marketplace (show floor). Stand out to attendees with your logo around the map for just \$200.

Back by popular reader demand—Radio magazine 2011 Industry Calendar

Be part of this special supplement that readers are asking for and will refer to again and again in 2011. This industry calendar includes dates for radio conventions, significant events in radio history and other important reminders throughout the year. According to research, the vast majority of respondents plan on using their calendar (81%, Paramount Research on the 2009 calendar). Be the exclusive sponsor in the month(s) of your choice and keep your company's brand in front of key radio professionals.

Sponsorship includes:

- A full-page ad above the calendar portion of your month
- 100 copies of the calendar.

Contact your sales manager today!

Got a product in this month's Facility Showcase? This month: WKSU at Kent State University

Radio magazine features real-life applications of broadcast hardware and software in the Facility Focus feature. If your company has a product used in this month's feature, take advantage of the opportunity to explain its benefits! The adjacent page will include your quarter-page advertorial with a color photo of the product, up to 125 words of description, your phone number and Web address. We'll handle the layout for you.

Radio magazine Podcasts—Innovative Branding

Radio magazine reports on the latest news in broadcasting in a weekly podcast. By sponsoring the podcasts, you can build strong brand recognition, position your company as leading-edge, and connect with a truly engaged audience that chooses to access/download the podcast. [Click here](#) for more information.

THE BRIEFING ROOM

A VIRTUAL PRESS CONFERENCE FROM **Radio**

Keep our subscribers and your customers informed! Post your latest press releases and other relevant industry information on *Radio* magazine's [Briefing Room](#). For additional information, or to apply for press access to post your releases (not edited or previewed by the *Radio* magazine editorial team), [contact us](#).

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