



# The Chattanooga Traffic Network

Marketing Opportunity



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# Brewer Media Difference

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- ▶ **Locally Owned & Managed - 23 years in the market**
  - ▶ Twice 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 2009 alone, we provided more than 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 34.1% of the market every week thanks to morning and afternoon traffic reports.
- ▶ Over 1,480 reports each week, featuring sponsorship messages at the end of each report, are aired on 14 radio stations and 3 television stations, hitting almost 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.
- ▶ Chattanooga Traffic Network's target audience is 18+.
- ▶ Traffic Report Listeners are more likely than the average to:
  - ❑ Have a household income in excess of \$100,000+
  - ❑ Have college degrees
  - ❑ Be employed in professional/managerial occupations
  - ❑ Have children living at home



# 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

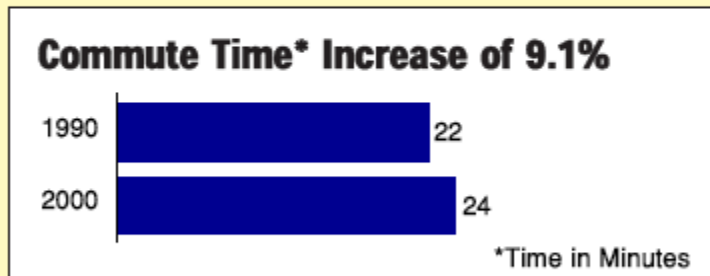


*\*SOURCE: Department for Transport, 2008*

# Chattanooga Traffic Stats

According to a 2003 Arbitron Survey, in conjunction with the 1999 & 2000 U.S. Censuses:

## Chattanooga Average Commute Time Increase of 9.1%



Comparison of 1990 and 2000 average one-way commute time for Chattanooga

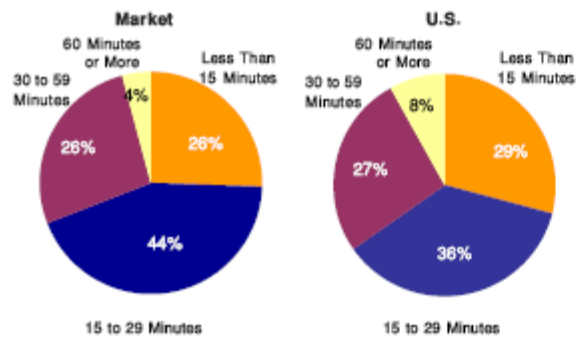
### Average Commute Time to Work

|        | 1990       | 2000       | % Increase |
|--------|------------|------------|------------|
| Market | 22 minutes | 24 minutes | 9.1        |
| U.S.   | 22 minutes | 26 minutes | 18.2       |

Commuters are spending more time traveling to work. That increase means more opportunities for outdoor/out-of-home and radio to reach their advertising targets.

# Chattanooga Traffic Stats

## One-Way Commute Time to Work



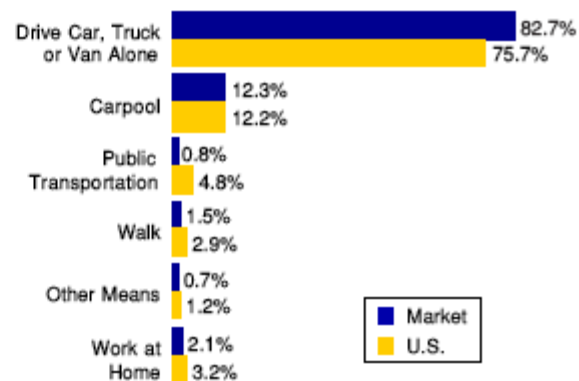
## When Commuters Leave for Work

| Time Period        | Market | U.S. |
|--------------------|--------|------|
| 12:00AM to 5:59AM  | 10%    | 11%  |
| 6:00AM to 6:59AM   | 20%    | 19%  |
| 7:00AM to 7:59AM   | 33%    | 31%  |
| 8:00AM to 8:59AM   | 14%    | 16%  |
| 9:00AM to 9:59AM   | 5%     | 6%   |
| 10:00AM to 11:59PM | 19%    | 17%  |

## Market Information

|                     |         |
|---------------------|---------|
| Persons 16+         | 375,911 |
| Workers 16+         | 259,452 |
| % Full-Time Workers | 81%     |
| % Part-Time Workers | 19%     |

## How Commuters Get to Work



# 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 FM *    | Hits 96               | 96.5        | Chattanooga | Rock                |
| WPLZ HD2     | Hippie Radio<br>106.9 | 106.9       | Chattanooga | Oldies/Classic Hits |
| 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           |
| WUUQ FM*     | Classic Country       | 97.3 & 99.3 | Chattanooga | Classic Country     |
| WDYN AM      | WDYN Radio            | 980         | Chattanooga | Southern Gospel     |

\*Some restrictions apply.

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



**FACT:** [The Chattanooga Traffic Network](#) reaches a total of **335,900 Adults 18+** each week during morning and afternoon drive!

\*Arbitron Fall 2010, TSA



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# The Chattanooga Traffic Network Performance



| Demo         | Reach% | Frequency | Reach% | Frequency |
|--------------|--------|-----------|--------|-----------|
| Adults 25-54 | 26.2%  | 2.1x      | 64.6%  | 43.9x     |
| Women 25-54  | 28.9%  | 2.2x      | 67.7%  | 48.3x     |
| Men 25-54    | 22.8%  | 2.0x      | 61.4%  | 38.9x     |

Source: Fall '10, Chattanooga Metro

The Chattanooga Traffic Network reaches over 335,000 Adults 18+ every week.

Source: Fall '10, Adults 18+, TSA  
Based on 100 spot per week schedule.

# Chattanooga Traffic Testimonials

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**“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

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**“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

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**“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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