

*Advertising with Y106.3
will get you RESULTS!*



Here is how:

- ✓ **Service:** We want to develop a mutual understanding of the goals and expectations of your marketing campaign! Similarly, we hope to execute the campaign so that you get the results you need. At Y106.3 it is our goal to provide you with the best possible service and our entire staff will be at your disposal to assure your satisfaction.
- ✓ **Develop a positive image:** Consumers are a strange bunch. “Brand Loyal” consumers can quickly forget their loyalties when a competitor extends an invitation. It will be important to us that your campaign with Y106.3 enhances your overall image among consumers while giving them the enticement they need to remain faithful. It will also be important during the campaign to invite consumers to become loyal to you rather than your competitors.
- ✓ **Frequency!** According to The Neilson Report, the average American consumer comes in contact with over 1,600 advertising impressions daily. Other sources have the number of impressions well above 3,000. With Y106.3, our inventory is limited to less than 10 minutes per hour. In addition, unlike many stations these days, we still protect your message from airing back to back with a competitor. Your message will “Cut Through the Clutter!”
- ✓ **Increase Market Share:** Every Day, consumers make choices that affect their regular shopping routing. Y106.3 will keep your message in the forefront! Our goal at Mountain Communications is to help you maximize your market share and keep you a step above your competitors.
- ✓ **Strengthen “Top of Mind Awareness:”** With so many different buying opportunities for consumers along with an abundance of different choices, consumers must remember and be familiar with your message in order that when the time comes, your message on Y106.3 will be one of the first things that pops into a consumer’s mind during their decision making process.
- ✓ **Preserve “Good will” among consumers and employees:** A well thought out and creatively positioned marketing campaign should leave consumers and employees feeling good about their experiences. With Y106.3 consumers will be constantly reminded about your strengths less they forget your message altogether.
- ✓ **Repetition!** In order that a consumer become familiar with you and comfortable with your message and the image you want to represent, an ad campaign must talk to them regularly. A consistent radio campaign with Y106.3 will reach consumers when they are most likely to be closest to the buying opportunity.
- ✓ **Targeting your customers!** Y106.3 will help you target 18-49 year old customers. Radio, unlike any other medium, is capable of bringing relevance to your message by talking to the audience you want to reach. We’ll speak directly to consumers one on one. The most effective advertising campaigns will target the audience which will be most likely to take action!
- ✓ **Reach:** When a consumer is ready to go, there’s no better time to speak to them with a positive message. Invite them in and make them comfortable. Y106.3 enjoys a large share of the listening audience. With our continuing coverage in New York State from Old Forge to Plattsburgh, and now with expanded coverage to listeners in Vermont, we’ll reach your current & perspective customers.