

What's the **best** way to get your message to the most people in Talladega, Coosa, and Shelby Counties?

Compare the media options.

Paid local newspaper circulation: 4,225 - 8,145¹

Billboard impressions: between 119 and 6,861 daily per board²

Population within 30 miles of Sylacauga: 224,220³

Average daily radio listeners ages 12+: 196,357⁴

Every hour of every day, our **three**
local and regional radio brands and **five** signals
hit parts of more than 20 Alabama counties.

Think **bigger**. Make our numbers work for you.
Reach your potential. We do.



¹ Source: Mondo Code LLC, April 2014. Local newspapers published only six days per week.

² Source: Outdoor agency presentations, March 2014.

³ Source: U.S. Census bureau, 2010

⁴ Source: Nielsen, April 2014. 92% of the 12+ population listens to the radio each day.