



Powered by



Bryan Thompson-Owner/Operator 4.15.24

Marketing Plan

Target Audience: Women 34-64+. Men 34-64+

Target Median Household Income: \$85,000-\$225,000

Median Geographic: (Although heard globally) North Texas, Central Texas, Southeast Texas and adjoining regions.

Cultural/Societal: Mainstream; Based entirely on cumulative target listener earning/buying power, entertainment choices and not on any cultural or political views of Echo Hill Media.

Capture Audience: These are considered the e-commerce "trend-setters" within the demographic. Within the target range, are those who have developed and adapted mostly to digital new media and the current trend maximums of the largest spending segment in the U.S. As of 2008, that was the 28-36 group. Adding 14 years of advanced digital technology, mobility and carrying these trends forward not only has solidified a growth pattern but has also allowed an over-lapping back-trend of the new generation which are now 34-54.

The music trends of the initial age group have diversified greatly. Particularly over the past 25-40+ years of the digital era. The music format reflected on GUS.FM is a combination of detailed sweeps in varying genres that recaptures the popularity drive of the original hit era. 100% of the cumulative demographic group identifies with programming content by 91.3%. This is also the group that is more capable of sharing social media content that back-links to the station website.

Format: The Classic Hit Combo

Rock: 30% (of the past 45-50+ years. Cutoff late date; 2005)

Blues: 20% (open to varying dates, due to influential artists ie; John Lee Hooker, Elmore James, Howlin' Wolf, etc.)

Country: 30% (of the past 30 years. Cutoff late date: 2010.

Christian: 10% (of the past 20 years. Cutoff late date: 2014.

Legacy: 10% (over the past 50+ years. Cutoff late date: 1965. There are exceptions to certain mega-hits ie; Elvis, The Beatles, Buddy Holly, Chuck Berry, etc.) These are identified as "Legends" and are recognized as the major influencers of all the classic hit artists.

1. Website/App Products are trended to these demographic groups as well, particularly for second to third time buyers of certain products and services.

"Bryan and GUS.FM were able to help me grow my business and expand my name in the regions I needed via radio advertisement. Highly recommend Bryan and GUS.FM for any job you need!"-Payton S., Power Pressure Washing

1. Internet Radio Insertion: This works much like traditional radio spots on terrestrial radio that you're more accustomed to. The only difference is that [GUS.FM](https://www.gusfm.com) has a continuous flow of music and special local announcement, news, sports and weather placements without a clock. Your ad break will appear after every 14th song. Songs have a variety of total airtime, but it's been averaged that the full rotation of the format resets approximately every hour which means your ad will play in the range of 23-24 times in a 24 hour period. That will average up to 720 run times a month.

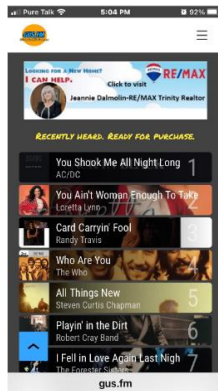


Unlike terrestrial radio, the boundaries and regulation of signal is non-existent, including to restricted countries ie; China and Russia. However, the loyal programming and marketing of [GUS.FM](https://www.gusfm.com) serves completely and always will, for the local North Texas and Texas Region. Because of monthly performance analytics that are required by Federal Law to be reported for music licensing agencies, it is possible to see how many listeners are tuned in, how long they are tuned in and from whatever global position they are located in.* This works in your favor because your ad is run with meta-data like the music and will register with a grand total of sessions at the end of the month. This will be shared with you as proof of performance statement after that time.

*Accuracy of receiving IP addresses can be affected by VPN.

"Phenomenal! Wow, I would hire me! ☺ Great job."-Marlen D., AIMDFW.com

2. Website Ad Placement: You will find your banner ad placed on the homepage and strategically located around the activity area of the player and recently played list. The interactive radio ad directs the listener to the website and encourages a click your ad which is linked to your website.



This can also apply if you choose to have a pre-produced embedded YouTube, Vimeo or Rumble Video with your logo and link to your website.



"Bryan helped our team at Hawk Security develop and deliver a radio message for our business. Bryan brought energy and creativity to his support with production and quickly turned around a final quality product for us. He made it all very easy and I recommend his work!"-Anastasia Bottos, President & COO-Hawk Security Services

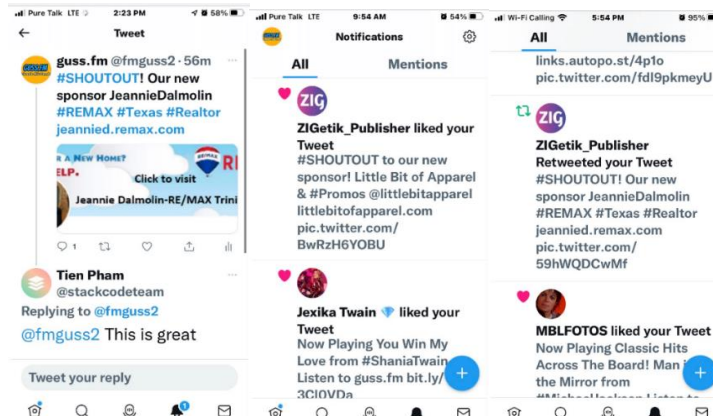
3. Meta-Tag Title: Mobility of Internet Radio has had an explosive growth thanks to greater bandwidth stability and availability. It now accounts for the greater share of audience including platforms that can sync to most vehicles that have been manufactured since 2015. Whenever your ad runs, the meta-tag with title information will display on players that use apps for internet radio. In this example, the *Get Me Radio* app playing on an iPhone is Bluetooth synced to the vehicle entertainment system. This will allow the listener to see the phone number, website or any interchangeable information or message in conjunction to the advertiser.



“WOW!!!!!! This is Awesome.....You are REALLY GREAT at this. THANK YOU, THANK YOU, THANK YOU!”- Jeannie Dalmolin, Remax Trinity Realty

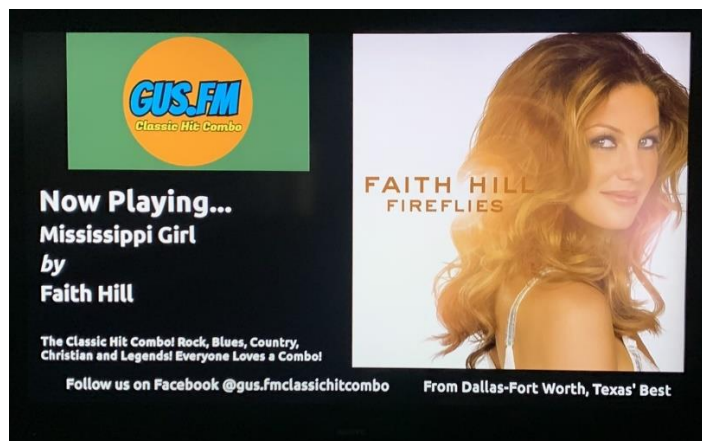
4. **Social Media Auto-posting:** Through our partnership with *TuneIn Radio*, static auto-posting mixed with the now-playing posting will announce your sponsorship with us. Anyone connected on the [GUS.FM Facebook](#) and/or [Twitter pages](#) as well as interactive hashtags, will receive automatic posting of events that occur on the station. Intervals for your posting is once every two hours. These posts are also shareable by the audience and as in these examples, can leave favorable reviews! Another plus for us!

If you haven't done so, please follow and share the [GUS.FM Facebook](#) and [Twitter](#) pages to receive your feeds. Click the links above or find buttons at the bottom of the website.



"I have been working with Bryan and his business for several years and I would highly recommend him to anyone looking to get some exposure and grow their business." -Jim Hutchison; Owner-Lone Star Best Insurance

5. Smart TV and Internet Radio Platforms: [GUS.FM](#) is featured on many online radio station directory platforms and is being added to more, the top being [Get Me Radio](#) and [TuneIn](#). This allows *the station to be heard on many devices besides PC's and smart phones*. The apps are also featured for download on *FireTV, Roku, Samsung TV and Apple TV* to name a few. The latest trends show a huge uptick in Smart TV listening in the past few years. In 2024, *GUS.FM* rolled out an exclusive app on [FireTV](#) and [Roku](#).



6.Branding Appearance: To give a visual touch to your radio ad, your logo will appear when the ad is playing on the app.



"Bryan has collaborated with us on the development of numerous projects, showcasing his remarkable media skills. He consistently exhibits responsiveness, professionalism, and an ease of collaboration. Above all, the quality of his work stands out as exceptional. The projects that Bryan undertakes for our company truly elevate our image and presence." -Richard Ginsburg; CEO-Alert 360



2024 “SIX PACK” AD RATES (Effective 4/15/2024)

Monthly Base Rate = \$280.00

1 Week = \$70.00

2-5 Months -20%* = \$224.00 per month

6-11 Months - 30%* = \$196.00 per month



12 Months – 40%* = \$168.00 per month

30 second ads only. Monthly rate paid upfront or “rolling-retro” invoicing.

A \$50 fee is charged for updating an ad during current scheduled run times.

Website landing page ad, Meta-Tag ID and Facebook /Twitter Auto-posting and app player displaying client logo when aired included.

Rates apply to either Echo Hill Media produced, client voiced or pre-produced agency spots.

Echo Hill Media produced spots are license-free to use at other stations but must be provided with written permission on a case-by-case basis.

*Pertains to runs on either GUS.FM or GUS+ channels. Dual station ad runs revert to the Monthly Base Rate at no discount.

FROM RADIO TO DIGITAL AUDIO - AN EVOLUTION RATHER THAN A REVOLUTION

New ways of listening to audio / Figures and analysis

Radio is dead! Long live radio! These two cries are deliberately provocative, but there is probably no simpler way of describing the period of change that the world of Radio is going through today.

Traditional linear AM/FM broadcasting is now only one of many listening modes. Digital technology has reshuffled the deck, offering listeners multiple possibilities for listening to audio, whether live or on-demand.

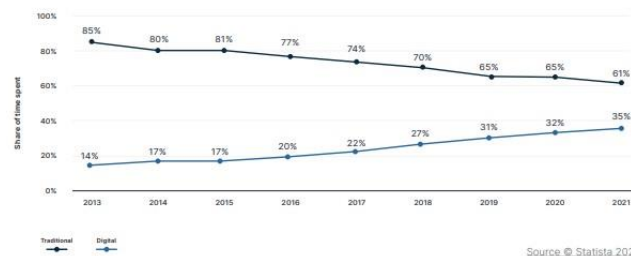
Radio has always been an associative medium, accompanying its fans throughout the day; digital has further accentuated this benefit. In two decades, digital radio broadcasting has

gone from being experimental to common usage, so much so that the consumption curves between 'traditional' and digital listening are each following opposing paths that will soon cross.

In 2013, digital radio listening accounted for

only 14% of total consumption in the United States and Canada, compared to 85% who were still listening to AM/FM, according to Statista. Today, eight years later, the latter mode of listening accounts for just 61% of total consumption, compared with 35% for digital.

Distribution of time spent with traditional and digital radio
United States and Canada, 2013-2021

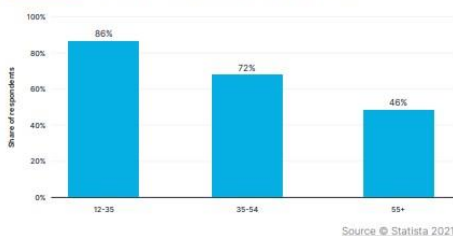


FROM RADIO TO DIGITAL AUDIO - AN EVOLUTION RATHER THAN A REVOLUTION

New ways of listening to audio / Figures and analysis

The trend becomes more pronounced when looking at age categories. By 2021, 86% of 12-35-year-olds had listened to radio online in the US. This is also true of 72% of 35-54-year-olds and 46% of those over 55, according to Edison Research.

Monthly online radio reach
United States, in 2021 by age group

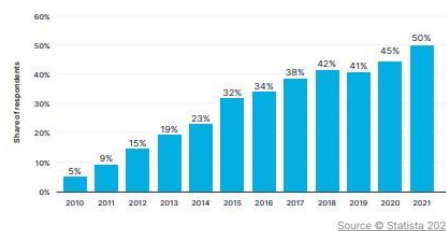


The arrival of 4G a few years ago, and then of 5G, has allowed the smartphone to replace the radio over the years. It is largely thanks to

the smartphone that digital radio listening, previously limited to the computer, has become so popular.

People even listen to the radio on their smartphone in the car, thanks to Bluetooth, Apple CarPlay, Android Auto, etc. In the United States, according to an Edison Research/Triton Digital study, the penetration rate of online radio listening in the car via a mobile phone was set to reach 50% in 2021, i.e. ten times more than in 2010!

Listening to the radio with a mobile phone in the car
Penetration rate in the United States, 2010-2021



TUNEIN BY THE NUMBERS

630M

OF LISTENING
HOURS PER MONTH

75M

GLOBAL LISTENERS
PER MONTH
*24MM US ONLY

100K+

LOCAL RADIO
STATIONS ACROSS
ALL GENRES

200K

COUNTRIES AND
TERRITORIES

250+

CONNECTED
DEVICES

**TUNEIN STREAMS YOUR CONTENT TO OVER 250
DEVICES MADE BY THE BIGGEST BRANDS IN AUDIO**



alexa

BOSE

SONOS



Cortana

Roku





GUS.FM can showcase your special event for hire by these combined simulcasting platforms.

- Live on-location radio broadcasts.
- Facebook Live
- Facebook, Instagram and X posting via the GUS.FM pages and groups.

