

## How to Advertise with Federated Media and What to Expect (In 3 easy steps)

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For 70 years, Federated Media has helped businesses grow by advertising on their radio stations and through digital marketing. Proudly operating 12 stations in northern Indiana, we bring our customers the latest, innovative technology to reach their customers and grow their sales

Advertising with Federated Media is as simple as reaching out. Once you speak with one of our representatives, we'll help you find the solutions you need.



After our representatives reach out, they ask questions to help understand your business, your industry, and your business needs. We want to have the best understanding of where you're coming from to know what issues you need to address.



With an understanding of your issues, we can determine what will best alleviate your pain points and offer customized solutions.

We can help you develop brand awareness through radio campaigns, establish your face in the community through event sponsorship, and develop a multimedia approach that includes traditional, content, and digital marketing efforts. Campaign costs vary by offering.

Once we know what solutions you need, we can begin the process of implementing them to start growing your sales.



With a solution in mind, we'll develop a strategy and plan to launch your campaign. We can develop campaigns quickly and in many cases begin launch within two weeks, depending on how many solutions you need.

Our dedicated team of professionals will draft your materials, launch them, and help monitor your ongoing success. We have the capabilities to handle your marketing in-house, which provides you with consistent and cohesive quality and design.

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### Partner with the Federated Media Advantage

Federated Media has decades' worth of experience helping businesses grow in Northern Indiana. We have a broad reach and an advantage over traditional media companies, giving us access to consumer data that isn't easily accessible otherwise.

Partnering with us lets us bring that experience to you to help your business become a thriving local institution