

RAB PROSPECTING REPORT

RAB[®]

Designed to help identify advertising categories for new business prospecting by monitoring and summarizing advertising and prospecting activity from various sources including:

- RAB Instant Background Report Requests
- RAB The Pitch Queries
- RAB Co-op Category and Plan Queries
- Media Monitors Top 10 National Radio, Cable Networks and TV
- Highest Monthly Sales Categories from RAB Top Business Trends
- Promotional Calendar

This weekly report can help you understand the category advertising activity occurring on both national and local levels. Use this report to help you plan, target advertisers in similar ad categories as well as inform local advertisers of co-op fund availabilities. Additionally, the promotional opportunity observations included within this report are created to seed ideas for local prospects.

The information from each source is the most current available to RAB at the time of the publication of this report and is updated on a weekly or monthly basis as indicated in the source line for each data set.

What to do:

- Review [Instant Backgrounds](#) to help you with getting up to speed on radio advertising categories and consumer groups –Apartments and Rental Real Estate have been updated.
- Tap into the [One Voice for Radio](#) section which contains RAB created resources, to understand the impact of the 3-Minute Listening Qualifier.
- Use [The Pitch](#) to help with your prospecting – Childcare Services, Clothing Stores, and Health & Nutrition Stores are now available.

Additional thought starters:

- Register for the upcoming live presentation [“Radio Mercury Awards Creative Webinar Series – Takeaways from the 2025 Radio Mercury Awards”](#) on July 9th at 12 p.m. CT.
- The [THIS! is Radio](#) site contains one-sheets and presentations that highlights how radio connects, commands listener attention and delivers outcomes for advertisers.
- Use the [2025 Promotional Calendar](#) to create exciting and fun promotional events for your clients for the remainder of the year.

RAB INSTANT BACKGROUND REPORTS: June 23rd, 2025 – June 29th, 2025

Category	Rank by # Views	RAB Observations
Home Improvement/Hardware Stores	1	Targeting home improvement and hardware stores
Auto Service and Repair	2	Prospecting auto repair shops
Generation Z	3	Understanding Generation Z
Generation Y Market	4	Targeting Gen Y
Baby Boomers	5	Insights on the Baby Boomer generation

Source: RAB.com, Instant Backgrounds, Top 5 Page Views (Weekly)

RAB THE PITCH: June 23rd, 2025 – June 29th, 2025

Advertiser Category	Rank by # Views	RAB Observations
Cause Marketing	1	Increase in nonprofits and organization funding
Landscaping	2	Prospecting landscaping businesses
Nonprofits and Cause Marketing	3	Understanding nonprofit and cause marketing organizations
Pools & Spas	4	Targeting pool retail stores and spas
Real Estate Sales & Brokerage	5	Insights into the real estate and brokerage industry

Source: RAB.com, The Pitch, Top 5 Page Views (Weekly)

RAB CO-OP CATEGORIES: June 23rd, 2025 – June 29th, 2025

Advertiser Category	% Searched	RAB Observations
Flooring, Carpets & Ceilings	2	Installing new carpeting
Automotive Acc.	1	New tire sales for vehicles
Automobiles & Trucks	1	Summer sales on new and used vehicles
Hardware	1	New tools for construction purposes
Paint & Wallcoverings	1	Upgrading interior design

Source: RAB.com, Co-op, Page Views (Weekly)

RAB TOP SEARCHED CO-OP PLANS: June 23rd, 2025 – June 29th, 2025

Advertiser Category	# of searches	Description
Ace Hardware - Ace Brand & Paint	1	Paint and Private label products
State Farm Insurance	1	Insurance
Mohawk Industries - SmartStrand/Wear-Dated Fiber	1	TecWood Plus, SolidTech Plus, PureTech Plus
Michelin Tire - BFGoodrich	1	Michelin & BFGoodrich passenger and light truck tires
Generac - Clean Energy Installer	1	Portable Generators, Automatic Stand-by Generators

Source: RAB.com, Co-op, Plan Views (Weekly)



MEDIA MONITORS – SPOT 10 NATIONAL ADVERTISERS

Media Monitors reports the most-played commercials for national advertisers on the top-rated Radio stations in major markets: **June 23rd, 2025 – June 29th, 2025**

Radio	TV	Cable
Account	Account	Account
The Home Depot	Morgan & Morgan	The Home Depot
Progressive	Dove	Liberty Mutual Insurance
Verizon Wireless	Progressive	Domino's
Pfizer	Macy's	Burger King
Morgan & Morgan	DUPIXENT	Progressive
Discover	McDonald's	Tempur-Pedic
Upside	Skyrizi	Advil
Mattress Firm	Febreze	Wendy's
ZipRecruiter	Lowe's	USAA Insurance
Indeed	RINVOQ	Dove

RAB Top line observations

- Progressive, USAA Insurance, and Liberty Mutual Insurance are promoting their insurance services.
- Tempur-Pedic and Mattress Firm are promoting their mattresses.
- The Home Depot, Lowes and Grainger are promoting their tools.
- TREMFYA, DUPIXENT, Advil, and Pfizer are promoting their medications.
- Burger King, McDonald's, Wendy's, and Domino's are promoting their quick meal and drink options.

TOP BUSINESS TRENDS

Among radio’s top advertiser categories, the following businesses post high percentages of sales in these specific months. Ranking based on highest percentage of sales (top four only) in month (versus other categories).

AUGUST

<u>Business Category</u>	<u>% of Annual Business in Month</u>
Book Stores	10.7%
Shoe Stores	10.5%
Office Supply Stores	10.4%
Gift, Novelty & Souvenir Stores	9.7%

SEPTEMBER

<u>Business Category</u>	<u>% of Annual Business in Month</u>
Office Supply Stores	9.6%
Gasoline Stations	9.0%
Furniture Stores	9.0%
Book Stores	8.9%

OCTOBER

<u>Business Category</u>	<u>% of Annual Business in Month</u>
Gift, Novelty & Souvenir Stores	11.7%
Gasoline Stations	9.0%
Drug Stores	8.9%
Used Merchandise Stores	8.9%

Source: RAB Top Business Trends 2024 – Monthly percentage of category’s yearly business in applicable month.

PROMOTIONAL OPPORTUNITIES

These promotional events listed in Chase’s Calendar of Events can be used to attract promotional or nonspot dollars -- monies that are not traditionally allocated to a broadcast schedule -- to your station. Look for additional promotional opportunities [here](#).

<p>AUGUST</p> <ul style="list-style-type: none"> • Read-A-Romance Month • Children's Vision And Learning Month • Vinyl Record Day (8/12/25) • National Creamsicle Day (8/14/25) • National Soft Ice Cream Day (8/19/25) • National Whiskey Sour Day (8/25/25) • Red Wine Day (8/28/25) 	<p>SEPTEMBER</p> <ul style="list-style-type: none"> • Red Wine Day (8/28/25) • National Beer Lovers Day (9/7/25) • Chocolate Milkshake Day (9/12/25) • National Cheeseburger Day (9/18/25) • National Pepperoni Pizza Day (9/20/25) • National White Chocolate Day (9/22/25) • Hunting and Fishing Day (9/27/25) • National Drink A Beer Day (9/28/25)
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Source: Chase’s 2025 Calendar of Events (Monthly), www.holidaycalendar.io

RAB Observations on Promo Opportunities:

You should have your eyes on more prospects during with Children's Vision and Learning Month in August. Eye doctors and optical retailers should be your top targets. As you continue to enjoy the nice warm weather during the summer, soft ice cream and popsicles can serve as the cherry on top on National Soft Ice Cream Day and National Creamsicle Day this month. Ice cream shops, restaurants, and supermarkets are some “sweet” businesses to have on your prospecting list. Vinyl Record Day is a day that music and vinyl enthusiasts would enjoy as it is celebrated on the 12th. Consider having music stores and vinyl record retailers as options to spin successful sales for business. Liquor Stores, local bars, restaurants, wine retailers and supermarkets are businesses that would want to sales served up for both National Whiskey Sour Day and Red Wine Day. Add extra pages to your prospecting list with book-related sales and promotional opportunities during Read-A-Romance Month and connect with book retailers and libraries.

Entering the month of September, we want to ensure you have a book-marked list of prospects. September celebrates Library Card Sign-Up Month, so it is the perfect opportunity to create community events with local businesses supporting libraries and encouraging children to get a library card and encourage reading with the back-to-school season fast approaching. Liquor Stores, local bars, restaurants, and supermarkets are businesses that would want to drink up sales for both National Beer Lovers Day and National Drink A Beer Day. Pizzerias, burger joints, supermarkets, and restaurants are also great additions to your prospecting lists with National Pepperoni Pizza Day and National Cheeseburger Day. Fishing and hunting retailers as well as parks would be great catches with Hunting and Fishing Day on the 27th. Lastly, with Chocolate Milkshake Day and National White Chocolate Day occurring in September, candy stores, supermarkets, restaurants, ice cream shops and bakeries sweet opportunities for the month.