

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 - **NEW**
- 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:

- RAB's [Media Facts](#) offer an overview of various media categories that can assist you to understand the current media landscape.
- Use the [2023-2024 Political Advertising Handbook](#) to guide you through every stage of the political advertising sales process.
- Check out the [Instant Backgrounds](#) section that can help with prospecting – Physical Therapy now available.

Additional thought starters:

- Register for the upcoming live presentation [“Radio Makes Digital More Effective”](#) on March 27th at 12 p.m. CT.
- Look through the [Co-op](#) section that can assist with increasing brand awareness for an advertiser and help with funding advertising expenses.
- [The Pitch](#) offers insightful information on various industry trends and ideas to drive business.

RAB INSTANT BACKGROUND REPORTS: March 11th, 2024 – March 17th, 2024

Category	Rank by # Views	RAB Observations
Moms Market	1	Targeting mothers and soon to be mothers
Mother's Day	2	Getting ready for mother's day shopping
Dentists	3	Insights on the dental industry
Auto Service and Repair	4	Prospecting auto repair shops
Furniture and Floor Covering Stores	5	Upgrading furniture and floor design

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

RAB THE PITCH: March 11th, 2024 – March 17th, 2024

Advertiser Category	Rank by # Views	RAB Observations
Chiropractors	1	Targeting chiropractors and services
Auto Dealers	2	Prospecting local auto dealerships
Personal Injury Attorneys	3	Growth in injury legal services
Lawn & Garden	4	Targeting lawn and garden retail shops
Moving and Storage	5	Understanding the moving and storage industry

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

RAB CO-OP CATEGORIES: March 11th, 2024 – March 17th, 2024

Advertiser Category	% Searched	RAB Observations
Paint & Wallcoverings	5	Upgrading interior design
Building Materials & Construction	4	Construction tools and materials for building
Automobiles & Trucks	2	Automobile & truck sales
Farming Equipment & Supplies	2	Supplies and equipment for farming
Heating, Air Conditioning & Plumbing	2	Upgrading central air for the spring

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

RAB TOP SEARCHED CO-OP PLANS: March 11th, 2024 – March 17^h, 2024

Advertiser Category	# of searches	Description
Ace Hardware - Ace Brand & Paint	4	Paint and Private label products
Owens Corning	4	Insulation and Roofing
Kioti Tractor Division	2	Kioti Tractors
Benjamin Moore & Company	1	Paint & Premium Products
The Trane Company	1	HVAC Units - Residential & Light Commercial

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: **March 11th, 2024 – March 17th, 2024**

Radio	TV	Cable
Account	Account	Account
Progressive	DUPIXENT	Progressive
ZipRecruiter	Nissan	TurboTax
Verizon Wireless	Morgan & Morgan	Domino's
Lowe's	Progressive	Consumer Cellular
Discover	CDC Centers For Disease Control & Prevention	NCAA Basketball
Ridiculous History Podcast	TurboTax	XFINITY Wireless
Cricket	Wendy's	Verizon Wireless
Babble	FanDuel	Spectrum Wireless
Upside	Macy's	Liberty Mutual Insurance
ULTA Beauty	Planet Fitness	Burger King

RAB Top line observations

- Progressive and Liberty Mutual are promoting their insurance services.
- Lowe's, ULTA Beauty and Macy's are promoting their various products.
- Domino's, Burger King, and Wendy's are promoting their quick meal options.
- Verizon Wireless, Cricket, Spectrum Wireless, Consumer Cellular, and XFINITY Wireless are promoting their phone plans and internet services.
- NCAA Basketball is promoting their upcoming March Madness tournament.
- Morgan & Morgan is promoting its legal services.

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).

APRIL

<u>Business Category</u>	<u>% of Annual Business in Month</u>
Men's Wear Stores	9.3%
Used Merchandise Stores	9.3%
Limited Service Eating Places	8.5%
Motor Vehicle and Parts Dealers	8.5%

MAY

<u>Business Category</u>	<u>% of Annual Business in Month</u>
Building Supply Stores	9.9%
Paint & Wallpaper Stores	9.8%
Hardware Stores	9.8%
Auto Dealers (Used)	9.2%

JUNE

<u>Business Category</u>	<u>% of Annual Business in Month</u>
Paint & Wallpaper Stores	9.6%
Hardware Stores	9.5%
Building Supply Stores	9.2%
Sporting Goods Stores	9.0%

Source: RAB Top Business Trends 2023 – 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](#).

APRIL <ul style="list-style-type: none"> • National Pickleball Month • National Library Week (4/7/24 - 4/13/24) • National Library Workers Day (4/9/24) • National Pet Day (4/11/24) • World Art Day (4/15/24) • Eggs Benedict Day (4/16/24) • National English Muffin Day (4/23/24) • Independent Book Store Day (4/27/24) 	MAY <ul style="list-style-type: none"> • National Hamburger Month • National Salad Month • Cinco de Mayo (5/5/24) • National Coconut Cream Pie Day (5/8/24) • Mother's Day (5/12/24) • National Apple Pie Day (5/13/24) • National Wine Day (5/25/24) • Blueberry Cheesecake Day (5/26/24)
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Source: Chase's 2024 Calendar of Events (Monthly)

RAB Observations on Promo Opportunities:

One of the hottest and rising sports, Pickleball, is celebrated and recognized in April. Sporting goods retailers, pickleball courts and recreation centers should be targeted for National Pickleball Month, which can be a "double hit" to drive both traffic and sales revenue for local pickleball advertisers. Similar to March, reading and books continue as a focus. With National Library Week, Independent Book Store Day and National Library Workers Day, creating community-focused events around libraries and celebrating local independent bookstores can drive interest and participation from various businesses. Reading feeds the mind but in April, there are also events that can help satisfy your hunger, such as National English Muffin Day and Eggs Benedict Day. Restaurants, diners and supermarkets should be at the top of your prospecting list. Arts and craft stores, specialty and home décor retailers should be targeted while celebrating World Art Day on April 15th. Lastly, National Pet Day is a day that we celebrate our furry friends; pet stores, animal shelters, pet daycare and boarding facilities, as well as veterinarians should be top targets for this occasion.

"Lettuce" continue to provide you with more holidays and events that can assist you with growing local business revenue. Two juicy and food-related holidays occur during May as National Hamburger Month and National Salad Month. Restaurants, grocery stores and diners should be on everyone's prospecting list. There are also some adult favorites - Cinco de Mayo and National Wine Day. Liquor stores, beer distributors, restaurants, grocers and party supply retailers as the perfect businesses to prospect. Dessert fanatics should be very happy as there are multiple dessert related holidays that would "sweeten" their entire month, such as National Coconut Cream Pie Day, Blueberry Cheesecake Day and National Apple Pie Day. Restaurants, grocery stores and bakeries should be on your prospecting menu. No matter the age, every child should be getting their mother something special for Mother's Day. Retailers, jewelry stores, flower shops, gift and card shops, as well as restaurants, are perfect business and sales opportunities.



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