

RAB PROSPECTING REPORT

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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:

- Tap into [Instant Backgrounds](#) to assist with your prospecting – Auto Rental/Vehicle Sharing and Beverages are now available.
- Use the [2024 Promotional Calendar](#) to create fun ideas and for promotional opportunities that can help your clients to drive business.
- The [WhyRadio](#) section has radio facts, information, latest research, studies, and more to use for talking points or include in presentations.

Additional thought starters:

- Register for the upcoming live presentation [“Radio Works for Automotive”](#) on April 17th at 12 p.m. CT.
- Browse through the [Case Studies](#) page that provides different studies on why radio matters to different business and industries.
- Use the [Top Business Trends](#) to assist with determining the “hot” months during the year for when your clients should advertise.

RAB INSTANT BACKGROUND REPORTS: April 1st, 2024 – April 7th, 2024

Category	Rank by # Views	RAB Observations
Home Improvement/Hardware Stores	1	Targeting home improvement stores
HVAC (Heating/Air Conditioning)	2	Upgrading central air for the spring
Auto Dealers	3	New and used car sales
Mother's Day	4	Planning for Mother's Day gift shopping
Plumbing	5	Prospecting local plumbers

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

RAB THE PITCH: April 1st, 2024 – April 7th, 2024

Advertiser Category	Rank by # Views	RAB Observations
Banks & Credit Unions	1	Targeting regional banks
Political	2	Preparing for the upcoming election
Private & Charter Schools	3	Insights on the private school industry
Auto Insurance	4	Understanding the auto insurance industry
Lawn & Garden	5	Prospecting lawn & garden retail stores for the spring season

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

RAB CO-OP CATEGORIES: April 1st, 2024 – April 7th, 2024

Advertiser Category	% Searched	RAB Observations
Automobiles & Trucks	6	Sales on automobiles and trucks
Heating, Air Conditioning & Plumbing	2	Upgrading central air for the spring season
Hunting & Fishing	2	Hunting and fishing equipment sales
Shoes	2	New footwear
Lighting	2	Sales of new lighting fixtures

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

RAB TOP SEARCHED CO-OP PLANS: April 1st, 2024 – April 7th, 2024

Advertiser Category	# of searches	Description
Stellantis - Chrysler	3	New (Type 1, Type L, Type B, & Type E) Vehicle Sales
Winchester Repeating Arms	2	Firearms
Mitsubishi - Electric HVAC	2	Electric Heating and Cooling Units
Ariat International	2	Western & English riding boots
Progress Lighting	1	Showroom fixtures

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: **April 1st, 2024 – April 7th, 2024**

Radio	TV	Cable
Account Progressive	Account TurboTax	Account TurboTax
Upside	CDC Centers For Disease Control & Prevention	NCAA Basketball
ZipRecruiter	DUPIXENT	Progressive
Wendy's	Skyrizi	Burger King
NHTSA National Highway Traffic Safety Admin	Macy's	The Home Depot
Babbel	Planet Fitness	DQ Dairy Queen
Jackson Hewitt	Progressive	XFINITY Wireless
Febreze	Morgan & Morgan	SKECHERS
Lowe's	Allstate	Domino's
Grainger	SKECHERS	L'Oréal

RAB Top line observations

- ZipRecruiter is reaching job posters as well as job seekers.
- Lowe's and The Home Depot are promoting their home improvement products.
- Domino's, DQ Dairy Queen, Burger King, and Wendy's are promoting their quick meal options. XFINITY Wireless is promoting their phone plans and internet services.
- L'Oréal and Febreze promoting their personal care and cleaning products.
- Planet Fitness is promoting their fitness clubs and equipment.
- Jackson Hewitt and TurboTax are promoting their tax filing 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).

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%

JULY

<u>Business Category</u>	<u>% of Annual Business in Month</u>
Men’s Wear Stores	10.2%
Jewelry Stores	9.5%
Limited Service Eating Places	9.0%
Sporting Goods Stores	8.9%

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](#).

MAY	JUNE
<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)	<ul style="list-style-type: none">• National Iced Tea Month• National Rose Month• National Donut Day (6/7/24)• Cupcake Lover's Day (6/13/24)• Lobster Day (6/15/24)• Father's Day (6/16/24)• Apple Strudel Day (6/17/24)• World Music Day (6/21/24)

Source: Chase's 2024 Calendar of Events (Monthly)

RAB Observations on Promo Opportunities:

"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.

June is unofficially considered the start of summer and the start of drinking cold beverages like iced tea. June is National Iced Tea Month, so restaurants, supermarkets, and retail stores are excellent prospects. June is also National Rose Month so reach out to nurseries, landscapers, and garden stores and help their business bloom. There are also a lot of 'sweet' holidays to celebrate, such as Cupcake Lover's Day, National Donut Day, and Apple Strudel Day. Bakeries, supermarkets, and restaurants are the primary targets to look at for those three exciting holidays. Now that Mother's Day has passed, Father's Day is on the horizon for celebration in June. Retailers of clothing and sporting goods, jewelry stores, gift card shops, and restaurants are the main places to prospect for Father's Day. Lobster Day 'claws' its way into the month as it is celebrated on the 15th. Seafood shops, restaurants, and supermarkets should be top targets for this occasion. Music lovers will be tuning into one of the exciting holidays of the month, World Music Day. Record stores and music accessory and instrument retailers should be 'key' targets on your prospecting list.

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