

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:

- Tap into the [One Voice for Radio](#) section which contains RAB created resources, to understand the impact of the 3-Minute Listening Qualifier.
- The [THIS! is Radio](#) site contains one-sheets and presentations that highlights how radio connects, commands listener attention and delivers outcomes for advertisers.
- Review [Instant Backgrounds](#) to help you with getting up to speed on radio advertising categories and consumer groups – Auto Aftermarket has been updated.

Additional thought starters:

- Register for the upcoming live presentation [“Impact to Action”](#) on May 1st at 12 p.m. CT.
- Use the [2025 Promotional Calendar](#) to create exciting and fun promotional events for your clients for the remainder of the year.
- Read through the [Radio Matters Blog](#) that contains current news, information and insights about the growth of broadcast.

RAB INSTANT BACKGROUND REPORTS: April 21st, 2025 – April 27th, 2025

Category	Rank by # Views	RAB Observations
Auto Dealers	1	Targeting auto dealerships
4th of July/Independence Day	2	Preparing for the 4 th of July holiday
Home Improvement/Hardware Stores	3	Upgrading interior design
Appliance Stores	4	Targeting appliance stores
Auto Service and Repair	5	Prospecting auto repair shops

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

RAB THE PITCH: April 21st, 2025 – April 27th, 2025

Advertiser Category	Rank by # Views	RAB Observations
Legal Services	1	Targeting attorneys
RVs	2	Sales on recreational vehicles
Motorcycles	3	Prospecting motorcycle dealerships
Real Estate Sales & Brokerage	4	Understanding the real estate & brokerage industry
Roofing Contractors	5	Increase in home building and renovations

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

RAB CO-OP CATEGORIES: April 21st, 2025 – April 27th, 2025

Advertiser Category	% Searched	RAB Observations
Insurance, Investments & Real Estate	2	Insurance for new property
Farming Equipment & Supplies	2	Tools and equipment for farming
Automobiles & Trucks	1	Sales on new automobiles
Automotive Acc.	1	Accessories for new vehicles
Building Materials & Construction	1	New tools for construction purposes

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

RAB TOP SEARCHED CO-OP PLANS: April 21st, 2025 – April 27th, 2025

Advertiser Category	# of searches	Description
Auto-Owners Insurance Company	2	Property insurance
Goodyear	1	Consumer brand auto & light truck tires
AGI - GrainMaxx	1	Agricultural equipment
Toyota Motor - New Vehicles	1	New Vehicles
Trex Company, LLC.	1	Trex decking & railings

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 21st, 2025 – April 27th, 2025**

Radio	TV	Cable
Account	Account	Account
Progressive	Morgan & Morgan	The Home Depot
Upside	Progressive	Liberty Mutual Insurance
Morgan & Morgan	Macy's	Progressive
T-Mobile	SKECHERS	PayPal
ZipRecruiter	Febreze	NBA National Basketball Association
The Home Depot	Liberty Mutual Insurance	Sherwin-Williams
Zealhy	The Home Depot	Burger King
Wendy's	Sensodyne	XFINITY Wireless
Verizon Wireless	TREMFYA	Sensodyne
Macy's	McDonald's	Domino's

RAB Top line observations

- Progressive and Liberty Mutual Insurance are promoting their insurance services.
- Febreze and Sensodyne are promoting their cleaning products.
- Sherwin-Williams and The Home Depot are promoting their tools and interior design products.
- XFINITY Wireless, T-Mobile and Verizon Wireless are promoting their wireless services.
- 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).

MAY

<u>Business Category</u>	<u>% of Annual Business in Month</u>
Building Supply Stores	9.8%
Hardware Stores	9.7%
Paint & Wallpaper Stores	9.5%
Women's Wear Stores	9.2%

JUNE

<u>Business Category</u>	<u>% of Annual Business in Month</u>
Gift, Novelty & Souvenir Stores	9.9%
Hardware Stores	9.3%
Paint & Wallpaper Stores	9.2%
Sporting Goods Stores	8.9%

JULY

<u>Business Category</u>	<u>% of Annual Business in Month</u>
Paint & Wallpaper Stores	9.4%
Building Supply Stores	9.2%
Gift, Novelty & Souvenir Stores	9.1%
Appliance Stores	9.0%

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>MAY</p> <ul style="list-style-type: none"> • National Barbecue Month • Motorcycle Safety Month • National Fitness Day (5/3/25) • Cinco de Mayo (5/5/25) • National Teacher Day (5/6/25) • Mother's Day (5/11/25) • National Bike to Work Day (5/16/25) • Pick Strawberries Day (5/20/25) 	<p>JUNE</p> <ul style="list-style-type: none"> • Student Safety Month • National Candy Month • Global Running Day (6/4/25) • Chocolate Ice Cream Day (6/7/25) • Father's Day (6/15/25) • National Martini Day (6/19/25) • World Music Day (6/21/25) • Runner's Selfie Day (6/23/25)
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Source: Chase’s 2025 Calendar of Events (Monthly),
www.holidaycalendar.io

RAB Observations on Promo Opportunities:

May is filled with many opportunities for local businesses to fill their plates with sales. With foodie occasions like National Barbecue Month, Pick Your Strawberries Day and Cinco de Mayo happening, supermarkets, restaurants, party supply retailers and even liquor stores should be on your prospecting list. Every child will 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 targets for sales opportunities. As we continue to cruise through the year, we celebrate both Motorcycle Safety Month and National Bike to Work Day. Reach out to motorcycle dealerships, insurance companies, bicycle and sporting goods retailers for these occasions. This is also the perfect time to get chalk up some good will on National Teacher Day. Schools, tutoring centers, and other education-focused businesses are good targets. As warm weather arrives, staying fit will be on the top of everyone’s mind. Gyms, fitness centers and exercise equipment retailers should be included on your lists with National Fitness Day on May 3rd.

Run up your sales in June and reach out to sporting goods stores, wireless carriers, gyms and local runners clubs for Global Running Day and Runner’s Selfie Day this month. Feel like singing a tune? Many people love to hear music while running and no better way to marry the two with World Music Day on June 21st. Be sure to add music retailers and record stores to your prospecting list. Grads and dad celebrations are big in June. Clothing, sporting and gift card retailers will be busy with Father’s Day. And don’t forget to reach out to lawn and garden shops for mowers and grills. For those with a sweet tooth, National Candy Month and Chocolate Ice Cream Day will have them yearning for a treat, Dessert shops, supermarkets, candy stores, and restaurants are great targets. Schools, tutoring centers, and other education-focused businesses are good targets for Student Safety Month. Lastly, local bars, liquor stores, restaurants, and supermarkets are businesses that want to spike up sales for National Martini Day.