

INSIDE RADIO

THE BLUE PAGE

Full Color Coverage Maps At An Affordable Price.

Remember when every radio station used a coverage map? Many had them on the wall of the reception area, or in the studio of every station. Radio Illuminated is helping coverage maps make a comeback with quality maps at great prices.

“Not just a black and white picture with a circle in the middle!”

Radio Illuminated provides highly accurate full color AM and FM radio coverage maps to aid sales, engineering, owners, brokers, or anyone else in the broadcast business. The parameters to draw these maps come directly from the FCC database so accuracy is assured.

Radio Illuminated owner Debbie Webber knows what the customer wants. “I’ve been in the radio business all my adult life in one capacity or another. My qualifying experience comes from working with the software for the last ten years and from being mentored by a life-long broadcast engineer who saw that I had the capacity for the work.”

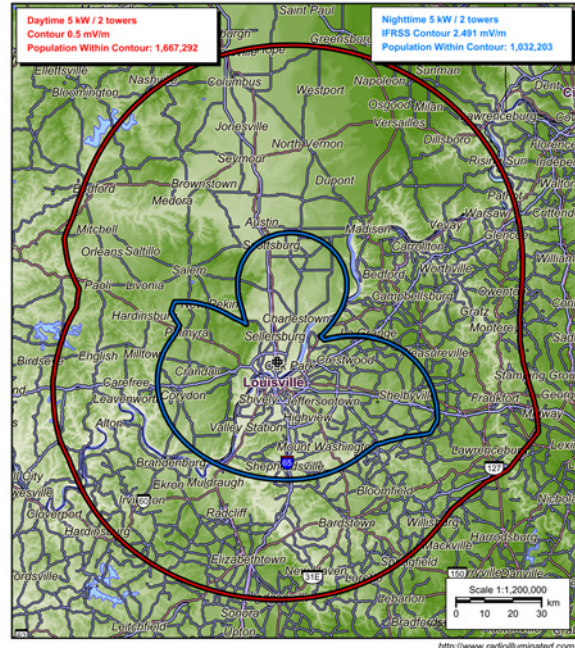


“Everyone needs the diverse information these maps offer, and no one else offers these types of maps on an as-needed basis. A basic map offers a beautiful color topographic background with population count, with the capability to add as much information as desired depending on the use of the map.” And prices are very reasonable.

“You can order a basic map starting at just \$135. Most stations don’t have a research person who can find the information we supply and most mapping companies don’t offer the level of quality we do at the low price we offer,” according to Debbie. “These maps look great in an office, in the lobby, or in the studio and you can use the map on rate cards, on the station website, on engineering reports, or anywhere else you need accurate information regarding coverage.”

“Media brokers are our biggest customers, followed by GMs/GSMs at the station. Accuracy is our specialty along with the ability to customize any map.”

Click below to open a sample full color, contour and population map.



In addition to basic maps, options include:

- ✓ FM Longley Rice Signal Mapping with population data at varied signal strengths
- ✓ AM Nighttime IFRSS Calculated Contours
- ✓ Ethnic population counts
- ✓ Studio to Transmitter Path Analysis
- ✓ Contour Overlap population analysis
- ✓ Zip Code Listings
- ✓ Simulcast Compliance Studies
- ✓ Comparison Studies - Chart two or more radio stations on one map to compare population



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