

THE BLUE PAGE

**** EXCLUSIVE NEW FEATURE ****
INSIDE RADIO

Introducing - *The Blue Page*, a new and unique way to “cut through the clutter”, target new customers, and support your total ad program. *The Blue Page* is a full page promo for your product or service. And since it's part of *INSIDE RADIO*, you know it's reaching the most readers and decision makers in the industry.

Strategy:

Advertisers have been searching for a way to connect with radio - a way to share their success stories. And now they have it with *The Blue Page*.

Details:

Published Monday in *Inside Radio*, *The Blue Page* starts the week with your unique and persuasive story - designed to get attention and sales! Spotlight your company, your product and your service. Click this image for a [sample Blue Page](#). ➔

The Blue Page:

- ✓ Appears in *Inside Radio* every Monday - a new story each week!
- ✓ Supported by *Inside Radio* with weekly ads online and on the *InsideRadio.com* website.
- ✓ We've added frequency to the program: *The Blue Page* will also be delivered to over 40,000 radio professionals as an email that readers can't miss!
- ✓ Use *The Blue Page* as collateral. It's your success story in print!
- ✓ Sign up by July 1 and we'll send *The Blue Page* to 500 of your top radio station prospects by mail at no extra charge.



Tell your story on The BLUE PAGE.
Call 800-640-8852