



All Inclusive Radio, LLC

# MEDIA KIT





All Inclusive Radio, LLC



# Why Advertise On Digital/Online Radio?

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In today's rapidly evolving digital landscape, businesses are constantly seeking innovative ways to reach their target audience effectively. One such avenue that has emerged as a powerful medium is digital radio advertising. Digital radio stations offer a multitude of advantages for advertisers, making them an increasingly popular choice for brands looking to enhance their marketing strategies.

Firstly, digital radio provides a broad and diverse audience reach. With the proliferation of internet access and the increasing use of smartphones and smart speakers, digital radio is accessible to a wide range of listeners across various demographics. This expansive reach enables advertisers to target specific audiences with tailored content, ensuring their message resonates with the right people at the right time.

Moreover, digital radio offers precise targeting capabilities. Unlike traditional radio, digital platforms allow advertisers to segment audiences based on geographic location, listening habits, and even personal preferences. This precision ensures that advertising campaigns are more relevant and effective, maximizing return on investment. By leveraging data analytics, advertisers can refine their strategies and adapt their messaging to better engage their audience.

Another significant advantage of advertising on digital radio stations is the cost-effectiveness. Compared to other forms of media advertising, such as television or print, digital radio offers a more affordable option without compromising on reach or impact. This cost efficiency allows businesses of all sizes to access a powerful advertising platform, enabling smaller companies to compete with larger brands on a more level playing field.

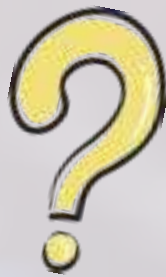
Furthermore, digital radio advertising offers flexibility and creativity. Advertisers can choose from a variety of ad formats, including audio spots, host-read endorsements, and dynamic ads that adjust in real-time based on listener behavior. This flexibility allows brands to experiment with different approaches and find the most effective way to communicate their message. Additionally, the interactive nature of digital radio enables listeners to engage directly with ads, enhancing brand interaction and recall.

The growth of digital radio also provides ample opportunities for integration with other digital marketing efforts. Advertisers can seamlessly incorporate their digital radio campaigns with social media, online video, and content marketing strategies, creating a cohesive and comprehensive marketing approach. This integration amplifies brand visibility and reinforces messaging across multiple channels, increasing overall campaign effectiveness. Lastly, the rise of digital radio aligns with changing consumer behaviors. As more people transition from traditional to digital media consumption, advertisers who embrace digital radio can stay ahead of the curve and connect with audiences who are increasingly receptive to digital content. This alignment not only ensures that brands remain relevant but also positions them as forward-thinking and adaptable in a fast-paced market.

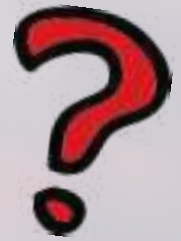
In conclusion, advertising on digital radio stations presents a multitude of advantages for businesses looking to expand their reach and enhance their marketing efforts. From broad audience access and precise targeting to cost-effectiveness and creative flexibility, digital radio is a versatile and powerful tool in the modern advertiser's toolkit. As the digital landscape continues to evolve, embracing digital radio advertising can provide a competitive edge and drive successful marketing outcomes.



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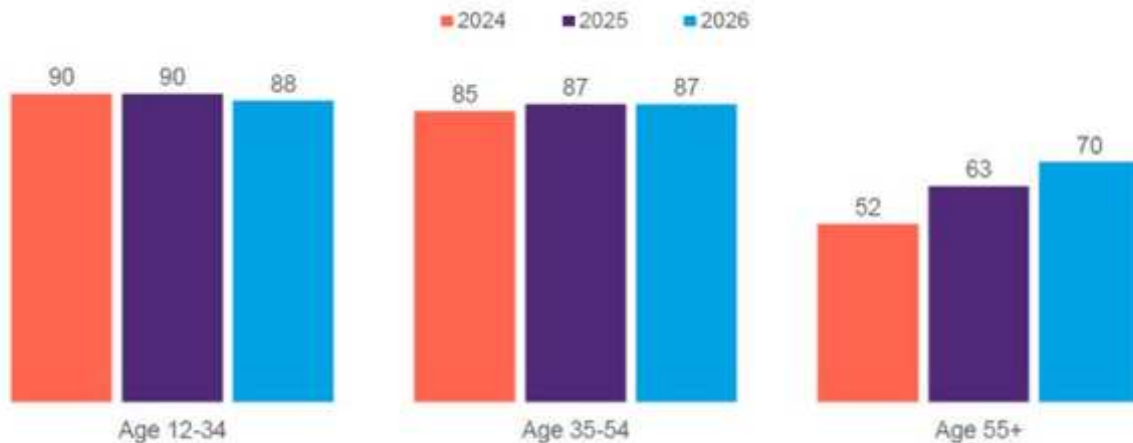


## Monthly Online Audio Listening

TOTAL U.S. POPULATION 12+

% LISTENED TO ONLINE AUDIO IN PAST MONTH

ONLINE AUDIO = LISTENING TO AIR/PA RADIO STATIONS ONLINE AND/OR LISTENING TO STREAMED AUDIO CONTENT AVAILABLE ONLY ON THE INTERNET



edison  
SSRS

SiriusXM  
Media

THE INFINITE DIAL 2026

## Local Digital Ad Spending Surpasses Traditional

For the first time, BIA forecasts that local digital ad spending will surpass traditional.

Digital Media  
Revenue  
**\$89B**

Digital Media includes:

1. OTT/CTV
2. TV Digital
3. Radio Digital
4. PC or Laptop
5. Mobile (smartphone, tablet)
6. Email
7. Newspaper Digital
8. Magazines Digital
9. Directories Digital



Traditional  
Media Revenue  
**\$82B**

Traditional Media

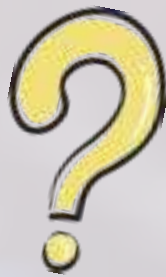
1. Cable
2. TV OTA
3. Radio OTA
4. Direct Mail
5. Newspaper Print
6. Magazines Print
7. Directories Print
8. Out of Home (OOH)

Note: Numbers are rounded.

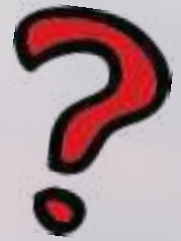
Source: BIA U.S. Local Advertising Forecast 2025, issued August 2024



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## Monthly Online Audio Listening

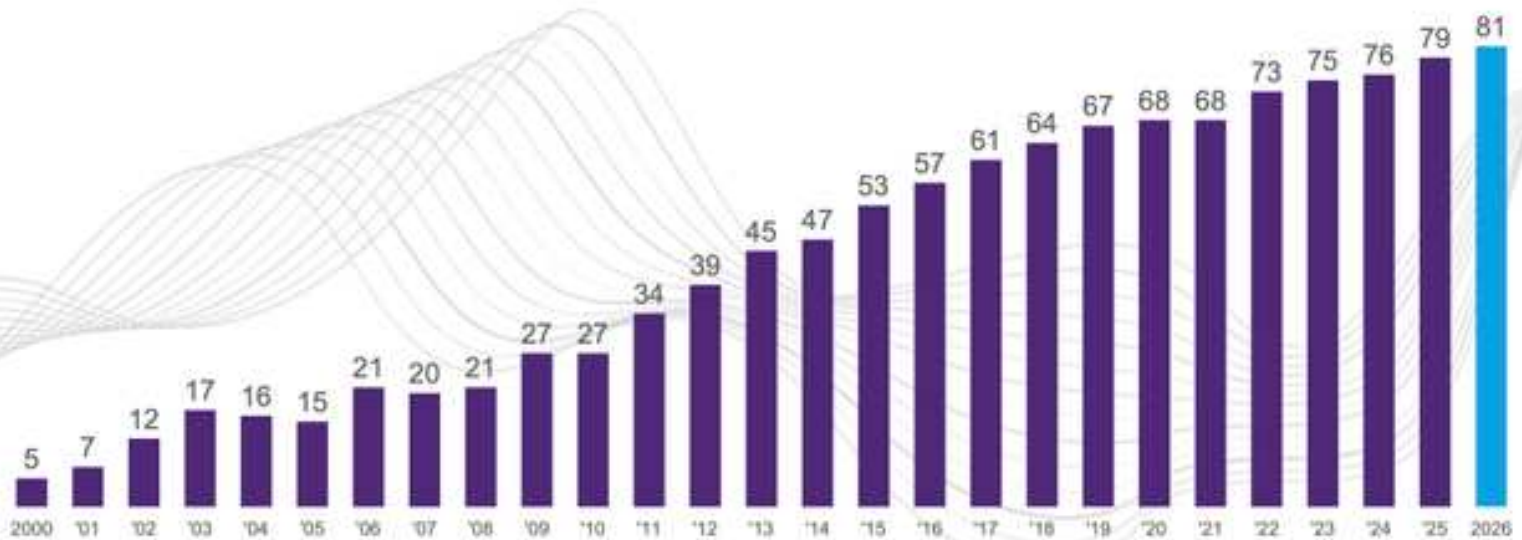
(Edison Research at SRSS)

TOTAL U.S. POPULATION 12+

% LISTENED TO ONLINE AUDIO IN LAST MONTH

ONLINE AUDIO = LISTENING TO AM/FM RADIO STATIONS ONLINE AND/OR  
LISTENING TO STREAMED AUDIO CONTENT AVAILABLE ONLY ON THE INTERNET

Estimated  
233 Million



**Increasing  
Every Year  
Since 2006!**



Dirt Road Radio is a digital radio station as part of the All Inclusive Radio family of stations. Branded as 96.9, we are known for playing the "biggest hits of country, your favorite flashbacks and some of tomorrow's hits". We have been invited as a media partner to cover the Country Music Awards Fan Fest for the last 3 years. The station launched in May of 2024, we have seen increased listenership as word spreads about what we are doing at Dirt Road Radio.

105 The Track is a digital radio station as part of the All Inclusive Radio family of stations. Based in Arizona, and streaming globally, we play the super hits of the 70's, some deep cuts and songs that will bring back those 70's memories. We have REAL on-air talent who bring that extra something than other stations that just play music. Launched in April of 2025, we offer great sponsorship packages for this amazing station.



Rockcast Radio is a digital radio station as part of the All Inclusive Radio family of stations. Branded as 99.9, we are known for playing the best of hard rock and metal. We are Your Global Metal Station, playing the rock terrestrial stations run away from. We are raw and uncensored. Since it's inception back in 2017, Rockcast Radio has shown a steady increase in listeners with nearly 500,000 play clicks in 2025.

Big Hits 100 is a digital radio station as part of the All Inclusive Radio family of stations. We are known for playing all of the biggest hits from all of the big genres. We cover Top 40, Rock, Country, 80s, Urban, Pop, Metal, 70s and more! We blend all of the hits for those who enjoy a variety of different styles of music. We have great a great program lineup and great advertising or sponsorship packages too!



The Shark is a digital radio station as part of the All Inclusive Radio family of stations. Branded as 103.5, we are known for playing the best of 80s & 90s hair metal along with the same style rock labeled as "Melodic Rock" from all over the world. In 2026, The Shark continues to be one our top stations with listeners.

Our newest station added in February, 2026. This station is branded Beats 93. This digital station plays your old school hip hop classics from the 1980s through the early 2000's. And occasionally, we play something newer to give props to today's hip hop scene.



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Right out of the nightclub... comes our EDM (Electronic Dance Music) station, Club DC. Named after the owner of All Inclusive Radio, it features dance music and great music programs from some of the biggest names in EDM. Afrojack, Don Diablo, Fedde Le Grand, Illenium, R3hab, Sam Feldt, Blasterjaxx and more!

This station is unhosted. We play classical music from the likes of Bach and Beethoven along with symphonic orchestra music. Perfect for a dinner party, a calm drive home, or just relaxing with pure, amazing music. Our goal would be to make this station commercial free through sponsorships... but we need you for that.



For more dance music fun, we also offer a bonus 9th station playing DJ mixes from our owner, DC. You can hear his mini-mixcast or the regular mixcast 24 hours a day for those needing that club and/or hit-mix vibe at any time of the day or the night.

We offer a recently updated, state of the art website and web-based app that people can instal right from their smartphone, table or PC browser. It offers our streams, of course, music news, information about the shows and hosts, station pages and a whole lot more!



**AllInclusiveRadio.net**

# THE AIR STAFF

We have an amazing bunch of on-air talent from all over the United States who have given their time for the passion of radio. They give us the sound that you simply will not find on regular digital/online radio. They will do your business proud on air, as they do for All Inclusive Radio.



BILL



LEEZA



DC



2SCOOPS



JOSHUA



MOOSE



MIKE



MEKA



CHUCK



CHRISTIAN



RICK



BOB



ERIC



KEVIN



AL



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# The Numbers

## 75%

About 75% of Americans aged 12 and older have listened to online audio in the past month, with 70% tuning in weekly, marking an all-time high. This includes both terrestrial (AM/FM) radio stations streaming online and digital-only audio content, showing that a substantial segment of listeners is engaging regularly with online radio platforms.

## 20.5

The average online audio listener spends close to 20.5 hours weekly on radio, surpassing engagement with other media types. This sustained engagement makes online radio a particularly strong platform for building a loyal listener base and for advertisers looking for extended exposure to their audience.

## 35%

Around 35% of North American radio listening time is now spent on digital channels, a number that's steadily increased over the years. This shift towards digital shows a long-term trend in listening habits, driven by convenience and the popularity of mobile devices and smart speakers.

## 46%

Approximately 46% of listeners are influenced by radio ads, showing interest in products they hear about on-air. This trend reflects listeners' receptiveness to advertising, especially as radio provides free content supported by ads, which many feel is a fair trade-off. Moreover, workplaces are popular spots for radio, with 11% of listeners tuning in at work, helping expand ad reach in shared spaces.



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# More Numbers

**59%**

*of Americans aged 12 and over listen to online radio*

**44%**

*of adults in the U.S. listen to online radio weekly*

**80%**

*of internet users in the U.S. listen to online radio*

**61%**

*of Americans aged 12 and over listen to online radio in the last month*

**68%**

*of Americans listen to online radio stations more than once a week*

**69%**

*of millennials listen to online radio*

**13.2%**

*is the share in the U.S. for country music stations*

**48%**

*of small business owners in the U.S. think that radio ads provide the biggest return on investment*

**48%**

*of Americans believe that radio personalities are the most trusted voices in the industry*

## Interpretation

*The statistics paint a vivid picture of the changing landscape of radio consumption in the U.S., where the online airwaves are clearly the new battleground for listeners' attention. With a steady rise in online radio and podcast consumption, it's evident that traditional radio is facing stiff competition from the digital realm.*

*From millennials to internet users and beyond, the appeal of on-demand audio content is undeniable, with a significant portion of Americans tuning in regularly.*

*As podcast listening continues to surge and podcast ad engagement proves impactful, it's clear that the way we consume audio content is swiftly evolving. In this ever-shifting sonic landscape, it's adapt or tune out.*



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