



R  
a  
d  
i  
o

**"Advertising with Gradick Communications has given me a cost-effective avenue to grow my practice as well as affording me opportunities to come Face-to-Face with potential patients through on-site marketing events"**

**James Cullison, MD, West Georgia Urology**

***"Working with Gradick Communications has been nothing but a delightful experience. They have truly gone above and beyond to make sure that all our needs are met and have always worked hard to give us the highest quality of service."***

**Jessica Reynolds, Director, Carrollton Main Street Program**

***"Gradick communications B92.1 Country and KISS 102.7 deliver everything they say, and more. The entire staff has been a pleasure to work with. I look forward to what we'll come up with in the upcoming year. I would recommend making sure a portion of your advertising budget is hitting the air waves with Gradick. (except other auto dealers) ;)"***

**Bob Winiarczyk, dealer, Pioneer Ford-Mercury**

***Advertising on Gradick Communications helps my business be able to reach a very diverse population from young to older as well as many backgrounds and beliefs. Advertising on the radio helps to keep my business on the minds of my prospects so that when they need insurance and financial services my name will come to mind. It is definitely money well spent. The fun part of the whole thing is that my personality gets to shine and it can't do that on newsprint.***

**Amy L. Brown, State Farm Agent , Villa Rica, GA**

***"Radio advertising works. We get our message out to tens of thousands of listeners and the listeners love the creativity of the messages. It is a pleasure to work with everyone at Gradick Communications (Radio Stations)."***

**Jacqueline Dost Executive Director Keep Carroll Beautiful**

W  
o  
r  
k  
s  
  
f  
o  
r  
  
M  
e



R  
a  
d  
i  
o

*As a new business, we found that our radio spots were the most easily developed and as well as most effective as customers readily noted that "they heard us on the radio". Radio advertising is easily our best advertising dollar for dollar investment.*

*Eddie Holtz – Owner Bowdon Coffee Roasters*

*Gradick Communications (Radio Stations) help us reach out to the community in a unique and positive way. Thanks to Gradick for always being a part of our marketing team!*

*Kelly H. Meigs, Assistant Director, Marketing and Public Relations  
Tanner Health Systems*

One of the hardest jobs I have as a General Manager is deciding where my ad dollars can give me the best return. Our service advisors tracked the radio station our customer's cars were on when they pulled the car around for service. We tracked this 3 times for sixty days each time and each survey showed the most listened to station as 92.1. These statistics suggest I continue my ad spend with local radio for a much needed, positive return.

**Mark A. Foster, General Manager  
Walker Cadillac Pontiac Buick GMC INC.**

We have found that WKNG has a large listening audience in West Georgia and East Alabama. We believe that the dollars spent for advertising are exceeded by those we have received from advertising. The staff at WKNG is easy to work with and they are very accommodating. They have been very helpful with advertising ideas. We plan to continue advertising with WKNG in the future.

**Allen Parnell, Parnell Insurance Agency**

We have had a host of people tell us that they are here banking with us because they heard our ads on your radio station. I have been impressed by the apparent size and attentiveness of your radio audience. Keep up the good work.

**Elton Brooks, Peoples Bank**

W  
o  
r  
k  
s  
f  
o  
r  
M  
e



**R  
a  
d  
i  
o  
  
W  
o  
r  
k  
s  
  
f  
o  
r  
  
M  
e**

*“(The Gradick Communications Radio Station Group Marketing Team) continuously think outside the box when it comes to advertising. They often include us on promotional events to help generate the buzz our company is looking for to be not only a station to us but a media partner.”*

*Christy Gravitt, Marketing, Jack's Family Restaurants*

*(As) Tourism Director for the City of Villa Rica...I use local radio because unlike a print ad which you only see once, radio puts your message out there over and over again... Radio goes to everyone, not just those that subscribe to a newspaper or magazine. I have used radio for the past three years and have seen our number at events grow, we are able to reach our selected audience because of the various radio stations-match the event to the audience. And reachability! From just outside Atlanta to just outside Birmingham..Great coverage. The way to go Radio!*

*Barbara Daniell, TMP, City of Villa Rica, Downtown Development & Tourism*

*The reason we choose to advertise on WKNG for the Hymn of The Day is to reach people who wouldn't have heard about our Christian Bookstore, The Shepherd's Corner. Many people are traveling to and from work or to other locations in their cars and tune in to this popular AM station and hear about us (for the First time) even though this is our Eighteenth year in Carrollton.*

*Linda Lester, The Shepherd's Corner Christian Book Store*

*We use local radio advertising because it reaches out to my clientele. I have seen increased traffic since increasing my radio presence.*

*D. Scott Broome, President, The Barnes Store, Carrollton, GA*



**R  
a  
d  
i  
o  
  
W  
o  
r  
k  
s  
  
f  
o  
r  
  
M  
e**

**" As an Events Promoter I look for the most efficient means to advertise while gaining the greatest exposure possible within the parameters of my budget. Every event I have promoted with the use of Radio has maximized the greatest returns for my investment. How do I register this return? Its simple, I hear more feedback from spectators that "We just heard it on the Radio" than any other source of advertisement. The combined resources of Gradick Communications make their company my number one choice for promoting events in the (West Metro Atlanta), West Georgia and East Alabama Region."**

**Clint M. Chance, General Manager, CC Rodeo Productions/  
B & C Equipment Sales / CC Livestock Sales Barn**

**From the beginning I realized that Gradick Communications wasn't just interested in getting us to advertise with them. They were interested in building a flexible partnership, looking for ways to make every dollar we spend more effective.**

**Lee Thibodeau, Sales Manager, Hardy Superstore, Dallas, GA**

**"Working with everyone over the past year and a half has been one of the most pleasurable experiences of my professional career. We both operate our business' the same way, from the heart. You can always count on professionalism, sincerity, and a true willingness to help. They truly offer an exiting partnership with anyone they work with. Our increase in traffic has been priceless. Our business has benefited ten fold from being associated with all the (Gradick Communications Radio) Stations and we consider them friends first and partners second."**

**Mike Benefield, Managing Partner, Carrabba's Italian Grill, Douglasville, GA**

**"Being a new medical business in Villa Rica, we needed to find an advertising media that really reached a lot of people in a short amount of time. We tried several different advertising paths but found that B-92 and Kiss 102.7 are the most effective advertising tools that we've found. With the professional ad spots, van stops, and opportunity to sponsor various sporting events, B-92 and Kiss 102.7 have proven to bring more patients to our facility."**

**Rhonda Kerns, M.D. Minor Emergency & Family Medicine**



**R**  
**a**  
**d**  
**i**  
**O**  
**W**  
**O**  
**r**  
**k**  
**s**  
**f**  
**O**  
**r**  
**M**  
**e**

**“At” Shane's Rib Shack in Carrollton, we use local radio for our primary advertising because the dollar for dollar value is much better than print ads. If budgeted properly, we can get a full month of radio ads for what two days of print ads cost. Also, the staff at Gradick Communications are great to work with. Couldn't ask for a better group of people.**

**John McDonald, Co-Owner, Shane's Rib Shack, Carrollton, GA**

**The Bluegrass festival in Villa Rica this weekend was a great boost for our business....being on location with Gradick Communications turned out great plus we have had great response from our radio coverage. We use local radio for our advertising campaigns and always have really good response from the listeners.**

**Jon Denny/General Sales Manager-Georgia Farm Power, Carrollton, Ga.**

**I just wanted to share how pleased we were with your support of our "Grand Opening" event at our newest location in Bremen. The interaction that you and your team displayed throughout the programming was a great success to all. I was impressed with your knowledge of our business as it appeared you did a lot of research about Aarons and our products. The Bremen team was excited that you made them feel part of the show during your interviews and it was a constant upbeat of music and I felt it was all about Aarons. I was impressed with "Red" and how he really went into our business and spoke about how excited that we were part of this community. For all of those listeners, I am sure they thought Red and you worked for our company based on the programming and discussion.**

**Not only was I pleased with your support with our "Grand Opening" you also picked up another loyal listener with WKNG radio. Good Luck and thanks from the Aarons in Bremen.**

**Mike Kessler, Regional Manager, Aaron Rents**



R  
a  
d  
i  
o  
  
W  
o  
r  
k  
s  
  
f  
o  
r  
  
M  
e

**“Radio has been my ‘economic stimulus package’.  
It serves as the best medium for my advertising message and  
gives my message life and connects best with the audience I  
want to reach!”**

***Bob Camp, (formally of) Douglas County Bank Mortgage***

**The remote was awesome!!! Very professional, efficient, and a lot  
of fun! Would love to do it every week. It was well worth the  
investment. Thanks B92 you're the Bom!!**

**Taffy Rhyne D.V.M.**

**Thanks for all you both did to help make our Rib Giveaway &  
2nd Anniversary a big success, even with the crappy  
weather...Oh yeah, our 1st customer was in line at 5:30am,  
waiting for his t-shirt & \$13.00 worth of food!!!!**

**JohnnyMac, Shanes Rib Shack, Carrollton**