

RADIO GETS RESULTS!

KOMFORT HEATING AND COOLING

Since 1976, Komfort Heating & Cooling has been dedicated to efficiency and trust. They offer a variety of services from preventative annual maintenance, to diagnosing and repairing failed components.

Komfort

Heating & Cooling, Inc.

Radio advertising was new for me so it was a learning experience but the staff here at WCLO/WJVL made the process very easy. They put their creative process behind it to make a memorable effect for customers. Radio is improving our business, especially in Beloit and Janesville, by making our ads more memorable. I love the WCLO/WJVL staff and their approach to the process. I love how everyone here is working so hard to make it their job to write these ads and make an impression for our customers. WCLO/WJVL make it so easy.

-Jameson Myers, Komfort Heating & Cooling



To build a successful campaign for your business contact the WCLO/WJVL Marketing Team at 608-752-7895.



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ROCKTON OLD SETTLERS DAYS

The largest music festival in the Stateline area and fundraiser for the Rockton Lions Club charities. All staff are volunteers and all profits go to community and sight and hearing projects.



GOALS:

- Create a buzz for the Old Settlers Days festival
- Bring listeners to the festival kickoff party on April 13
- Drive online festival ticket sales
- Announce lineup of festival performers

STRATEGY:

- Radio commercial schedule on WJVL 99.9 FM prior to kickoff event to create excitement for event
- Ticket giveaways at event
- Live promotional mentions
- Web banner with link to Old Settlers Days website

RESULTS:

"During and after the event we heard lots of positive feedback. WJVL did a great job with the promotion and brought in a new group of people, which is just what we wanted. We are very thankful to WJVL for helping with the success of the festival, the station and staff are terrific!"

-Donna Hayes, *Hayes Marketing Services*



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“Customers are driving by and hearing the radio ads and stopping to say ‘Hi’ and check out our operation.”

“Radio is the best thing we’ve ever seen dollar for dollar.”

“We get the best return on investment with radio, and we gage that closely.”

*- DJ Rhode
Owner All Tech Auto Service
Clinton, WI*

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