

WHY BIG RADIO?



Reach the Best Candidates

It's a fact: the best candidates are already working. Job search sites and newspaper ads target only unemployed or others seeking a job. Why limit the field when Big Radio reaches everyone? Perhaps you have something more to offer those already doing an outstanding job somewhere else.

Easily Target Your Message

Big Radio has ten stations covering northern Illinois and southern Wisconsin. With a wide variety of formats, reaching many different demographics, it's easy to choose the audiences you're looking to recruit from.

Separate From The Pack

Don't get lost in the mix of hundreds and thousands of employers in the usual job search locations. Your company will "own the stage" when your recruitment ad airs.

Brand Growth

Radio advertising will add credibility to your brand and message. Your unique recruitment message will help build brand recognition which will not only help with future recruitment efforts but could also boost sales efforts.

Flexibility

Big Radio provides fast, professional production services making it easier than ever to quickly change your message as your needs change.

Creativity

Radio uses "Theater of the Mind" which triggers the imagination more than other formats. This not only allows more creative freedom in the ad but aids in the retention of the message.

PROVEN RESULTS

"We were very happy with the turnout from our partnership with Big Radio. I believe the onsite broadcast really made a difference for us."

- Dana, Goex Corporation

"We had a great turnout... I want to thank Big Radio for all the work you guys did for us this week. It sure was a difference maker."

- Max, Prent Thermoforming

"The radio ads are having a notable impact in our recruiting. Since we started advertising with Big Radio approximately 8-10% of all our applications have come from the radio ads we are running."

- Greg, Upper Lakes Foods



Big Radio owns and operates 10 local radio stations from it's offices in Beloit (WI), Freeport (IL), Janesville (WI) and Monroe (WI).

IN 2020, THE AVERAGE TIME TO FILL A POSITION WAS 42 DAYS.

PER WEEK, RADIO REACHES 88.7% OF ADULTS WHO SAY THEY ARE "VERY LIKELY" TO CHANGE JOBS DURING THE NEXT YEAR.