



Talk Radio Working For You

# ABOUT CRN

**Since 1983, CRN is:**

- **Compelling Talk Radio On Multiple Platforms**

CRN distributes the best in political, sports, news and entertainment talk radio to cable television, broadcast radio, ROKU, the Internet and various mobile and in-car applications.

- **A Full Service Syndication House**

Let CRN help you create, distribute or grow your own radio show. From creative to production to ad sales to affiliate relations, CRN has the team to maximize the potential of your show.

- **Full Service Agency**

CRN can work with any budget to create a customized marketing plan to help your business create new revenue. From billboards, to print, to radio and TV advertising, to on hold messaging – CRN uses our network of industry contacts to get you the results you want!

# SERVICES

## CRN offers our clients access to the following services:

- Local & National advertising on the CRN Network
- Local & National advertising buys with the top radio personalities on the most profitable stations and networks across the country.
- Celebrity Endorsements
- Live radio interviews
- Talk Show Syndication & Promotion
- Billboards
- Music on Hold / In Store Music
- Newsletter Promotions
- Live Remote Broadcasts
- Product Placement
- Long Form Ad's – Sponsored Segments
- HD Video & Streaming
- Audio and Video Spot Production
- Print Materials
- Features in CRN Digital Magazine
- CRN Food & Wine Awards

# CLIENTS

CRN works with these companies and more!



# THE CRN NETWORK

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**CRN distributes eight channels of talk radio programming to 11 million homes nationally on cable television, broadcast radio, the Internet, ROKU, and on mobile and in-car applications.**

CRN syndicates 110+ shows per week, including your favorite talk show hosts like Larry Elder, Michael Medved, Thom Hartmann, Dennis Prager and original programming from Robert Conrad, Larry Manetti, Fred Dryer, food, wine, travel and more!

# THE CRN NETWORK PROGRAMMING

CRN features over 110 radio shows to choose from each week. From politics, to sports, to Spanish, to travel, we have something for everyone!



## Radio U

A university of talk radio, all majors represented!

- The Larry Elder Show
- Kilmeade And Friends
- The Barry Farber Show
- The Robert Conrad Show
- What's Cookin' on Wine



MIKE HORN • ROBERT CONRAD • FRED DRYER



## Bulls & Bears

From college football to golf, something for all sports enthusiast!

- Sports Byline USA
- Real Golf Radio
- Sports Lounge w/ Fred Dryer
- Ring Talk
- World Soccer Radio



SPORTS BYLINE  
—★USA★—  
AMERICA'S SPORTS TALK NETWORK



Real  
Golf  
Radio



## Reagan Radio

The "right" choice in talk radio!

- The Dennis Prager Show
- Michael Medved Radio
- On the Air with Mike Gallagher
- Bill Bennett in the Morning
- The Hugh Hewitt Show







## The Edge

Modern, cutting edge talk radio. Progressive, hot talk and more!

- The Stephanie Miller Show
- Battle Line w/Alan Nathan
- The Thom Hartmann Show



## Life 101

Live your best life with informative talk radio tuned into the biggest pop culture trends!

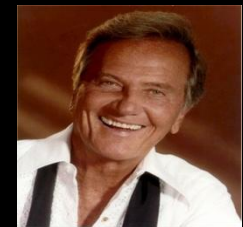
- Doug Stephan
- The Dana Show
- Red Eye Radio



## CRN John 316

Find inspiration and nourish your soul!

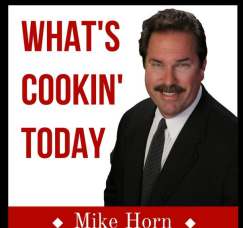
- The Pat Boone Show
- The Eric Metaxas Show
- Family Life Radio
- The Janet Mefferd Show



## Pod +

Podcasting at it's best on all the topics you crave!

- What's Cookin' Today
- The Twilight Zone
- PM Show w/ Larry Manetti



## Radio Mujer

Spanish talk radio developed exclusively for women!

- Club de Mamas
- Mundo Mujer
- Dentro de Ti



# THE CRN NETWORK COVERAGE

CRN distributes eight channels of talk radio programming to multiple platforms, providing our listeners access to their favorite shows on their schedule wherever they want to listen!

- Home Theater / Cable Television
- Online / Mobile Applications
- Video Streaming
- Broadcast Radio
- In Car Entertainment Applications
- Satellite Radio



THE CRN NETWORK

# COVERAGE – HOME THEATER

CRN is available in all 50 states in High Definition audio on these great providers and more. Listeners use their DVR to record your favorite shows on your schedule!



NUVU



# THE CRN NETWORK

## COVERAGE – ONLINE/MOBILE

Live Streaming/Program Archives:  
[www.CRNTalk.com](http://www.CRNTalk.com)

### Podcasts:



### Mobile Applications



Simple Radio

**Streema**

# THE CRN NETWORK

## COVERAGE – BROADCAST RADIO

### Maximize Your Exposure!

-CRN has four lists of radio networks to best suit your product or service. Featuring, a full sports network list, a women friendly lifestyle list and more!

-Reach 200 + radio stations

- Spot time available on the Salem Radio Network, Radio America, TRN & many others!

- |         |               |   |
|---------|---------------|---|
| List 1: | 400+ Stations | A variety of the best talk and lifestyle stations   |
| List 2: | 113+ Stations | Includes NY, LA, Chicago, San Francisco<br>and other major market news/talk stations        |
| List 3: | 162+ Stations | Our lifestyle list targets women in LA, Chicago,<br>San Francisco, Dallas and Washington DC |
| List 4: | 189+ Stations | Reach men on the best sports stations around<br>the country                                 |

# THE CRN NETWORK

## COVERAGE –Video / In Car

CRN streams HD video, so listeners can watch their favorite shows in action!



### In Car:



Powered by:



# THE CRN NETWORK RATINGS

A private study was conducted by



CRN received a 0.1 share, Monday through Sunday from 6:00 AM – 6:00 AM.

Other networks receiving a 0.1 share during the same time period, include:





# THE CRN NETWORK

## DEMOGRAPHICS

- **Audience Composition**
  - 41% women
  - 59% men
- **45%** of the audience **graduated college**
- **40%** of the audience earns **\$75,000** annually
- **55%** of the audience fall between the ages of **35-54**
- **51%** of those surveyed considered or **purchased a product advertised** during their favorite personality's show
- **75%** of responders **found CRN** because they knew their favorite personality was on the air.
- **71%** **talk to their friends** about what they hear on CRN.

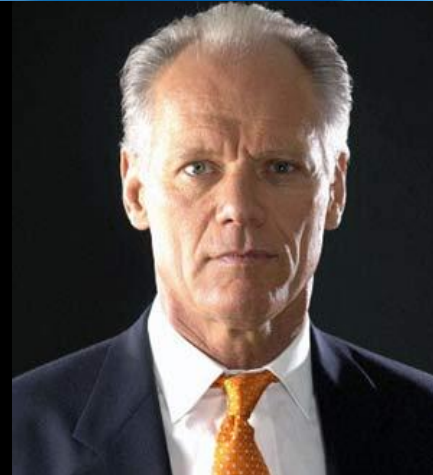
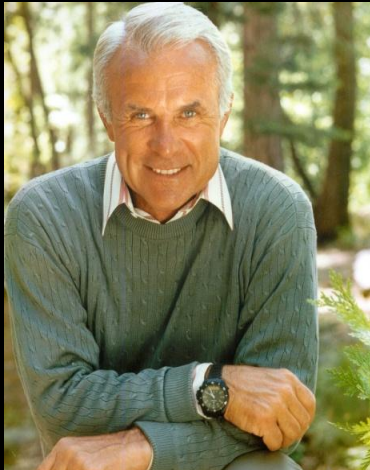
# NATIONAL NETWORK

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CRN leverages our industry partnerships to bring you the most value for your marketing budget. Promote your product on the country's most powerful networks.

- Salem Radio Network
  - Radio America Radio Network
  - Sports Byline
  - The Doug Stephan Radio Network
  - The Thom Hartmann Radio Network
  - Talk Radio Network
  - Radio Mujer
  - Cumulus
  - Compass Media
- And more!

# CELEBRITY ENDORSEMENTS



Maximize your advertising budget with a personal endorsement from your favorite CRN celebrity. Connect in a meaningful way with your customers, using a spokesperson they know, respect and trust.

Choose from Robert Conrad, Larry Manetti, Larry Elder, Fred Dryer, Bodie Stroud and many others, CRN has the perfect talent for you!

# CRN SYNDICATION

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Align your program with the biggest names in talk radio on a network that actually works for you!

- Air your show on the CRN Network, reaching 11 million homes via cable TV, ROKU, broadcast radio, the Internet, In Car, Mobile Applications and more!
- Syndicate your show to broadcast radio.
- Help you create a web presence with podcasting, streaming, social media, newsletter promotions and more!
- Develop your show with our programming team to get you syndication ready!
- Help your ad sales efforts.

# PUT CRN TO WORK FOR YOU

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## CRN Digital Talk Radio

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