



Recruitment Advertising

Reach qualified potential employees for your business
from the WRBS listener audience

Use the power of WRBS's 50,000 watt Radio signal to reach potential candidates in an area that covers Southern Pennsylvania to the north and south to Washington, DC, as well as Northern Virginia, and from Western Howard County to the Eastern Shore.

The Christian radio audience is educated. People who listen to Christian radio are 4% more likely to be college graduates and are 3% more likely to be job-classified as professionals

Christian radio reaches home owners. The Christian radio audience ranks #1 among all five media groups for owning single-family homes.

WRBS listeners are loyal. A survey of our audience shows that, among adults aged 25-54, 70% of our audience listens 5 or more days a week and over 75% listen for at least an hour a day

WRBS Radio Recruitment Benefits

- **“Good people aren’t looking for jobs, they’re listening for them.”**
- Radio **reaches** the employed sector (classifieds basically reach unemployed).
- Business **separated** from “clutter” of print (If you’re the only person talking, it’s easier to hear than competing with many others talking at the same volume in the same space...no deafening noise.)
- Less expensive, cost effective.
- Reduces cost per quality lead.
- **Frequency** repeats your message for people to hear and respond (cannot be accomplished through any other media).
- **Reach** (reaches potential employees in 3 Counties...increasing the talent selection pool).
- **Target** (select days, dayparts, programs to reach potential employees).
- Sixty/thirty seconds to sell your company, its benefits, and recruitment bonuses.
- Pre-qualified applicants equals less turnover, and less budget costs in training.
- Help compliance with AWD Act.
- Use Web site for immediate applications and convenience for potential employees.
- Copy/information for jobs can be changed quickly and efficiently.
- Use testimonials of long-time, satisfied employees.
- Radio networks (50% of respondents act thru someone else hearing the ad).
- 61% (RAB) of people listen to Radio at work.
- Average person listens to Radio 4 hours daily.
- Print reading lowest for people ages 18-34 (RAB)
- Radio is “portable” reaching ‘moving’ people’s lifestyle.

WRBS Recruitment Advertising Investment

Reach commuters/employees in morning and afternoon drive with a :15 recruitment ad in the **WRBS Employment** Hotline, Monday to Friday, at 7:20 a.m. and 5:20p.m., briefly listing the employment opportunity and direct prospects to the employment section on wrbs.com for more information about your company where they can link to your website. You may choose to offer an opportunity for candidates to apply on line, as well as, list your specifics about benefits and incentives.

1 :15 commercial in Morning Drive, M-F, 7:20 @ \$65.00

1 :15 commercial in Afternoon Drive, M-F, 5:20 @ 45.00

10 Recruitment commercials weekly = \$500.00

Package includes your business name in sweepers announcing
WRBS Employment Hotline

Your Website listed in the Employment section at wrbs.com



WRBS Radio Coverage Map

