



**A TENNESSEE INSTITUTION**



**DELIVERING RESULTS  
FOR 45 YEARS**

# WHY PETE MICHAEL'S TRAFFIC?

Imagine having your commercial message showcased inside a feature that **customers depend on everyday**. Radio listeners pay close attention to traffic reports **with your message attached to it**.

## 8 SOLID REASONS

### Huge Reach

You will dominate the market.

### A Captive Audience

Each sponsorship includes a 25 word live message attached to our traffic reports.

### Listeners Stay Tuned In

You are sponsoring information that is very important to listeners. This adds credibility and clout to your commercial and your business, while avoiding "listener tune-out" during commercial breaks.

### Only the Best Times

Your commercial airs during drive times 6-9 am and 3-6 pm Monday-Friday.

### Easy To Use

Advertise on **all** the top stations in the Knoxville Market **with just one phone call**. Our team will help tailor your message to produce the greatest impact.

### Maximum Flexibility

You can change the content of your commercial in just minutes with **no production or talent fees**.

### Trusted Endorsements

Your message is delivered **live** by broadcast personalities who are well known and trusted.

### It Works!

Over 90% of our first time advertisers renew their sponsorship. **Why? Because we deliver results!**

# TENNESSEE'S EXCLUSIVE REAL-TIME AIRBORNE TRAFFIC REPORTS

**CALL PETE DIRECT  
TODAY AT  
865-531-4070**



# AMERICANS SPEND MORE TIME IN THEIR CARS THAN EVER BEFORE

We reach all demographics from Gen-Xers to Boomers to Seniors!

## DOES RADIO ADVERTISING WORK?

Radio can be a major player in your advertising mix if you know how to use it. Here are the secrets that I've learned over my 50 years in broadcasting.

- 1) **Your spot MUST BE showcased.** It has to motivate the listener to pay attention to your message: so let's make it part of Pete Michaels Traffic Report and not just another commercial that listeners try to avoid. With a normal radio commercial, you're on the air, but are the listeners paying attention?
- 2) Pete Michaels Traffic Report is the most effective ear-grabbing tool on the air **PERIOD.**
- 3) **The BIG secret?** Repetition, Repetition, Repetition. Staying on the air consistently creates and keeps the momentum you need. Consider the long-view as you prepare your budget. We will work with you to make it happen.
- 4) Unless you stay in the ears of prospective customers on a regular basis, they will forget who you are and what you're offering. **A Pete Michaels Traffic sponsorship solves that problem.**



**PRIME  
TIME  
DRIVE  
ONLY!**  
**6-9AM, 3-6PM,  
MON.-FRI.**



## THESE BUSINESSES TRUST PETE MICHAELS. YOU CAN TOO!

“Shoney’s has advertised with Pete Michaels for decades. By using Pete, we reach listeners while they are making their dining decisions. We’ll stick with Pete for years to come.”

– *Roy Leslie, President & CEO,  
Shoney’s of Knoxville*

“A huge impact, positive feedback, name awareness and measurable results!”

– *Mary Phillips Marketing Director,  
Ripleys Gatlinburg*

“Pete Michaels has been an integral part of our marketing strategy for more than 25 years and an invaluable asset to our business.”

– *Lee Sloan, President,  
Courtsouth/ National Fitness*

“Sponsorship of Pete Michaels Traffic has been the key to our success for almost 35 years.”

– *Paul Meyer, Owner,  
Altruda’s Restaurants*

“Every time we run spots with Pete Michaels, we see an immediate increase in phone calls and walk-in traffic.”

– *Will Kegley, President,  
Master Battery*

“Pete Michaels started with us as PILOT’s PILOT in the mid 80’s and has been producing great results for Pilot/Flying J ever since!”

– *Dan Fleming,  
Pilot FoodMarts*

“The phone rings and I write policies when I’m advertising with Pete Michaels.”

– *Josh Allen Insurance*

“We have sponsored Pete Michaels Traffic for over thirty years. Pete produces results and we’re excited about the future!”

– *R&M Climate Control*

## REACHING MORE AUDIENCE THAN ANYONE EVER IN KNOXVILLE’S RADIO HISTORY



**CALL TODAY! Pete Michaels  
will help design an effective  
marketing plan to fit  
your budget.**

**865-531-4070**

**PETEMICHAELSTRAFFIC.COM**

**PETE@AIRTRAFFIC.COM**