

BUS RADIO

ABOUT US

Bus Radio was created by the founders of Cover Concepts Marketing, one of the largest in school marketing companies in the US. By leveraging their experience in marketing to tweens and teens, we have created and launched a new and exciting alternative media outlet.



Bus Radio has developed a network of school buses that we deliver age appropriate music, entertainment and educational programming to each day as students travel to and from school. Our exclusive network provides an efficient and effective way for advertisers to gain exposure to the important Teen and Tween market with unparalleled reach and frequency.

Our programming drives listeners to an interactive Website – **BusRadio.com** - that creates a student community and compliments the radio programming through the use of audio, video and interactive platforms.

This combination of the **Radio Show** and **BusRadio.com** creates an opportunity to run comprehensive and customizable marketing campaigns.

Student Reach

Spring 2007

Fall 2007

Elementary School: (6-11)	50,000	500,000
Middle School: (12-14)	25,000	250,000
High School: (15-18)	<u>25,000</u>	<u>250,000</u>
Total:	100,000	1,000,000



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