



# Audience Targeting Check list

- Audio Steaming Ad
- Display Banner
- Video Commercial

- Radius:**
- Local (Up to 20 miles)
  - City \_\_\_\_\_
  - State \_\_\_\_\_
  - Zip Code \_\_\_\_\_
  - National

- Gender:**
- Male
  - Female
  - Youth
  - All

- Age Range** (Check all that apply):
- Under 18
  - 18-24
  - 21-24
  - 25-34
  - 35-44
  - 45-54
  - +55
  - No Preference (18+)

**Rush Service** (48hrs Required) \*

**Age Regulated Industries** (Over-21) \*

Business Category: \_\_\_\_\_

**Age Regulated Industries\*** Including (but not limited to) Smoke/Vape Shops, Cannabis Products, Adult Entertainment, Outdoor/Hunting Products, Medical & Drug Supplies, and Alcoholic Beverages.

*\* Surcharge will apply*

**Run Schedule:**      **Start Date** \_\_\_\_\_

**End Date** \_\_\_\_\_

- Monthly
- Weekly (Specify) \_\_\_\_\_
- Weekdays Only
- Weekends Only
- Does Not Matter

- Time Schedule:**
- 6am-10am
  - 10am-3pm
  - 3pm-7pm
  - 7pm-Midnight
  - Midnight-6am
  - All Day
  - Custom (Based on availability)

**Target by:** Consumer or Business Category

- Net Worth \_\_\_\_\_
- Homeowner
- Home Value Range \_\_\_\_\_
- Renter
- Motor Vehicle Owner \_\_\_\_\_
- Motor Vehicle Type \_\_\_\_\_
- Education \_\_\_\_\_
- Pet Owner \_\_\_\_\_
- Traveler
- Hobbies \_\_\_\_\_
- Business Type** \_\_\_\_\_
- Business Owners or CEO** \_\_\_\_\_

**Additional Targeting Options Available**  
(Please contact RAI Media directly for assistance)

**Network Category**

- Custom Network Options**
- Steaming Audio Services Only
- Radio Networks Only
- Sports Network Package
- News Network Package
- Entertainment Network Package
- Mobile Device Games & Apps
- Spanish Speaking** (or other) Networks

**Additional Targeting Options Available**  
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