



March 24, 2020

## News Release

### For Immediate Release

*Open for Business Initiative*

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(Henry County, IL) Regional Media, RegionalDailyNews.com, 100.1 and 1450 WKEI, and its sister stations, announced today that it has launched a major online and on-air open for business initiative using the power of digital and radio advertising.

Now more than ever businesses need our help. With this new development, local businesses can submit their listing directly to the areas leading media website. These opening and closing notices will be featured on the areas own **RegionalDailyNews.com**

Additional notices for on-air have been severely discounted to allow for each local business the needed airtime to effectively communicate to the community the changes for their particular business.

Because radio reaches 92% of adults with the intention to buy, radio continues to be the dominant force in local media. With Regional Media radio stations and websites intensely focused on local communities, we are consistently delivering close to a 60% lift in search activity, double that of the national average of 30%.

These numbers are crucial in our current business environment as businesses need to continue to keep their name in the marketplace while media consumption is at an all-time high. Businesses are encouraged to visit the **notices** tab on RegionalDailyNews.com

Businesses are encouraged to contact Eric Hutchins, (309) 251-0182.



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Regional Media is a locally owned and managed media company in Iowa, Illinois, and Hawaii which has 22 radio signals, over two dozen multimedia community websites. For more information on Regional Media visit [www.RegionalMedia.info](http://www.RegionalMedia.info)