



**KEYSTONE
BROADCASTING
SYSTEM, INC.**

(Founded 1941)

*If it can be done with Radio
Keystone can do it*

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The Keystone Broadcasting System, Inc.

Radio can play a pivotal role in your success, whether you're an advocacy group aiming to influence public opinion; a corporation seeking to acquire new customers, or a political candidate trying to get out the vote.

A targeted Radio campaign can get your message out just in time, to just the right audience, with just the right impact.

Keystone Broadcasting can deliver that impact.

With more than six decades of experience, Keystone offers a unique value: Access to the widest range of radio stations in the United States – over 3,450 in just the last several years – which can be customized into a network by state, region, interest or product to suit your specific advertising or promotional or public relations needs.

No other radio company offers this scope of service.

Plus, radio advertising is affordable – in fact, much more affordable than print or television.

An advertiser can choose to spend \$1,000 - \$5,000 or more in a specific market, \$5,000 - 25,000+ in a region, or \$25,000 and up nationally.

Radio is effective in terms of reach and frequency. Radio reaches out to everybody with over 95% of all Americans listening to radio each week.

And radio is focused. You can choose the station or stations for the interest group you need to reach. Whether by demography or geography there are radio stations to deliver the audience you need.

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Here are just a few of the ways
Keystone creates client networks:

Congressional Districts
Key Precincts
State Capitols
Retirement Areas
Non-Newspaper Cities
Factory Cities
Farm Communities:
By Crop
By Size of Farm
By Harvest Date
By Watershed

County Size

Keystone clients range from
Agricultural Chemical Products,
Communication Companies, and Computers to
Television, Toys, Transportation and Utilities.

Over the past several years, Keystone has provided political advertising support in 48 of the 50 states, in local elections, Congressional, Senatorial and Presidential campaigns.

Keystone's diverse clientele is a testimony to the effectiveness and versatility of a well-executed radio campaign. Over the past few years Keystone has successfully worked with over 200 clients including Fortune 500 companies, major trade associations, public relations and lobbying firms and political candidates.

Why Keystone?
One Source,
One Order,
One Bill,
One Check.

Radio: One of the most powerful
communications tools in the world.

Keystone Radio
Simple to use,
Efficient, Effective