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Source: Ronning Lipset Radio

Ronning Lipset Radio Expands comScore Arbitron-Rated Network of Independent Online Radio Broadcasters

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Based Upon Success of Current "RL Select" Roster, Largest Third-Party Advertising Rep Signs Four Additional Stations

NEW YORK, Oct. 10 /PRNewswire/ -- Ronning Lipset Radio today announced that it has signed four more notable stations to its RL Select network of independent online radio broadcasters, measured by comScore Arbitron. By continuing to aggregate independent broadcasters under one umbrella and allowing them to be tracked by the standard in radio measurement, Ronning Lipset Radio is giving traditional, national advertisers an opportunity to easily reach a broader base of online radio listeners.

In addition to the RL Select network, Ronning Lipset Radio, the leading third party advertising rep to the nation's largest online radio broadcasters, also represents AOL Radio, Yahoo!'s LAUNCHcast and Live 365.

The four newest additions to the RL Select network are 1Club.FM (www.1club.fm), King.org (www.king.org), 202.FM (www.202.fm) and WQXR.com (www.wqxr.com). They join the original RL Select broadcasters: GotRadio (www.gotradio.com), Big R Radio (www.bigrradio.com) and 181.FM (www.181.fm). While each is an independent online broadcaster, these best of breed stations deliver quality programming and a dedicated base of listeners reminiscent of large broadcasting corporations.

Co-managing partners Andy Lipset and Eric Ronning have experienced early success with RL Select since rolling it out in March. Fortune 200 companies that were already doing business with Ronning Lipset's overall network of broadcasters recently expanded to reach the RL Select network as well.

"Ronning Lipset is helping us turn a fun but fledgling business into a serious operation," said Rick White, CEO of Big R Radio. "Since joining the RL Select network this spring, we have seen a tremendous increase in advertising revenue, which is allowing us to focus on running our business and programming our music. We are very impressed with the results generated by Ronning Lipset so far."

"As independent business owners ourselves, Andy and I have enormous respect for all independent online radio broadcasters who put their blood, sweat and tears into their business. We've found this work ethic to be shared by all of the RLR affiliates, large or small," said Ronning Lipset Radio's Eric Ronning. "The early response to the RL Select network from advertisers has been very strong, and by expanding the package to seven comScore Arbitron- measured stations, we expect that even more advertisers will take advantage of this smart buying opportunity."

About Ronning Lipset Radio

New York-based Ronning Lipset Radio (www.rlradio.com) is the leading online radio representation firm, serving national advertisers who purchase traditional radio. The company represents the nation's largest online broadcasters, including AOL Radio, Live 365, and Yahoo! Music's LAUNCHcast, as well as the RL Select network of independent stations. Ronning Lipset Radio's unique approach of aggregating these networks under one umbrella creates a powerful buying opportunity, reaching up to five million online radio listeners weekly.

Source: Ronning Lipset Radio