



FOR MORE INFORMATION PLEASE  
CALL 865-531-4070  
OR VISIT US AT  
[AIRTRAFFIC.COM](http://AIRTRAFFIC.COM)  
[Pete@AirTraffic.com](mailto:Pete@AirTraffic.com)



**Over 30 Years  
of Experience**



**3 Decades of Client Satisfaction**



***"No one covers more area, reaches more prospective customers, produces more results, than the Pete Michaels SkyWatch Team"***

## **Why should you advertise with the SkyWatch Team?**

The **SkyWatch** Team is offering Tennessee's businesses Pete Michaels Traffic sponsorships.

**More than 20 of the areas top radio stations will carry your message within our traffic reports.**

**The advertiser's weekly schedule flight can be in blocks of 40, 60, 80, or 100 spots per week.**

**More spots and a larger commitment mean more savings for you.**

Your message will be part of the traffic reports that listeners are looking for, depending on, and trusting... not part of a sponsor block packed with commercials that listeners are trying to avoid!

Traffic reports are heard during peak drive time only; Monday through Friday, 5:55-8:55 a.m. and 3:25-6:05 p.m. This is the FOCUS of AM and PM rush hour when most listeners are tuned in, attentive, and looking for traffic information morning and afternoons.

### **Proven Experience Gives You More Results For Your Investment**

**– Pete Michaels has over 30 years and 25,000 hours of flight time and more than 40 years of broadcast experience.**

#### **Did You Know?...**

**Three Out of Five Consumers Make the Decision to Shop at the Last Minute.**

**In-Car Commercials Will Deliver Immediate Results for Your Business.**

**SkyWatch Reaches Your Customer at the Ideal Times Everyday.**

"Shoney's has advertised with Pete Michaels for over 12 years to promote our locally owned Shoney's Restaurants. I love the way Pete Michaels sometimes "ad-libs", adding in his own personality. We trust him to promote our restaurants and believe that he is a reputable spokesperson for our family restaurant. We will continue to use his services for years to come."

– Bill Baugh, President & CEO of 21 Shoney's Restaurants

"We get impressive results when we advertise with Pete Michaels SkyWatch"

– Andy Caldwell, Jewelry Television

***"The Only Real-Time Airborne Traffic Reports"***



"I get tremendous product exposure and name recognition through Pete Michaels Traffic."

– Jerry Hatmaker, Allied Toyotalift

"Skywatch Traffic is a cost effective and easy method of grabbing the radio listeners' attention with information they actually want to hear."

– John Pirkle, Dutchtown Media

"Sponsorship of Pete Michaels Traffic has been the key to our success over the last 20 years."

– Paul Meyer, Owner Altruda's Restaurants

"Pete Michaels started with us in the mid 80's and is still producing great results for us everyday!"

– Dan Fleming, Pilot FoodMarts

"Metro Skywatch helped us reach our target customers. We exceeded our goals and now lead the state in customer growth. Thank you Metro Skywatch!"

– Pat Hullenback, Charter Cable

"Pete Michaels has been an integral part of our marketing strategy for more than 25 years and an invaluable asset to our business"

– Lee Sloan, President Courtsouth/National Fitness

## **FACT: "Americans Are Spending More Time In-Car"**

**We reach all demographics; from Gen-Xers to Boomers to Seniors!**

Over 450,000 people weekly with just one media buy. Advertisers can now target 35-55% of the East Tennessee market. ***No one reaches more listeners than Pete Michaels Traffic!***

Your message will be delivered within the context of our traffic reports when most of your customers are tuned in, attentive, and looking for traffic information. By default, your traffic report commercials will be heard in prime drive time only. Just a few of the advertisers who look to us for results are: The Tennessee Lottery, Pilot Food Marts, CourtSouth, National Fitness, The Glenstone Lodge, Shoney's, Jewellery Television, Transmission World, Hosenfeld Chiropractic, Y-12 Federal Credit Union, McDonald's, WVLT TV, Food City, Wal-Mart, Charter Cable, BankEast, Simonize and Altrudas Italian Restaurant.

**Reaching More Audience Than Anyone Ever In Knoxville's Radio History**



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