

Case IH – Radio Network

- Starting at \$35 per month (before eligible co-op).
- Background music creates a unique shopping experience while reinforcing the corporate and dealer brands.
- Provides the opportunity to promote corporate programs and include dealer messages and branding that support specific sales items or push extra inventory.
- In-store messages play every 10 minutes at the end of a song, allowing customers to hear all vital announcements without overly interrupting the music flow.
- Variety of music genres to choose from, each appealing to different tastes.

They include:

- **Today's Country** – superstars Billy Currington, Lady Antebellum, Kenny Chesney and more bring the sound of the heartland.
- **Adult Pop** – Contemporary hits from contemporary hitmakers. These are the best songs from Ed Sheeran, Adele and Maroon 5.
- **Classic Rock** – the killer tunes from the 60's, 70's and 80's that we grew up with. Time-tested rock from the Beatles, Fleetwood Mac, Cream and the Police.
- **Top 40** – Pop music right off the charts. Demi Lovato, Shawn Mendes and Imagine Dragons all live here.
- **Classic Country** – paying respect to the pioneers like Hank Williams, Patsy Cline and Johnny Cash.
- **Soft Rock** – for a more laid-back environment, a mix of hits from yesterday and today from artists like the Eagles, America and Amy Grant.
- Plug-and-play solution can run on the same internet-connected infrastructure as the Messaging-on-Hold and In-Store Television system, so the initial investment is insignificant.
- Designed to connect to the pre-existing sound system.*
- For dealers that subscribe to the In-Store Television network this could be an additional option for areas of the dealership that don't have video screens, such as the service bays, client waiting areas or employee-only areas.
- For dealers that choose not to subscribe to the In-Store Television network, this audio option can bring the corporate culture of Case IH to the selling floors by offering customized messaging.
- Music service is delivered with all rights necessary for in-store play.
- Programming is updated automatically during nighttime hours so it's always current.
- Short-form branded content and messaging can be developed by the dealers, or MediaPlace can provide audio production services for dealer content if requested (specially priced for the Case IH dealer group).

* for dealers not currently wired, MediaPlace can provide cost-effective set up solutions

[Click here for Case IH Dealership Media Program demo](#)