

November 26, 2018



Salem Media Group Launches Nationwide Multimedia Advertising Agency

CAMARILLO, Calif.--(BUSINESS WIRE)-- [Salem Media Group, Inc.](#) (NASDAQ:SALM) announced today the launch of Salem Surround, a nationwide multimedia ad agency with locations in 35 markets across the country. In addition to selling audio and digital advertising on its 116 radio stations and websites, Salem Surround offers a comprehensive suite of digital marketing services to develop and execute audience-based marketing strategies for clients on both the local and national levels.

Salem's CEO Edward Atsinger commented, "From our beginning as just a few local radio stations to the nationwide multi-platform media company we are today, Salem has worked hard to stay in tune with our listeners, readers, clients, and partners to meet their growing needs. Salem Surround is yet another way for us to serve with excellence nationwide, and I couldn't be more thrilled."

"With consumers spending more and more time on smart phones and tablets, the media landscape has become significantly more complicated for business owners and marketers to navigate," said Salem's VP of Digital Marketing, Jamie Cohen. "The one-size-fits-all marketing approach of just a decade ago has quickly become outdated. Combining the power of Salem Radio with a full-service digital advertising strategy will allow us to go above and beyond in meeting the needs of advertisers around the country."

Salem's President of Broadcast Media David Santrella added, "Every member of our sales team is now a Media Strategist able to provide integrated marketing strategies to advertisers across the country. This is an exciting time for Salem to bring our clients next-level service. Our team's decades of experience in the marketing and broadcast industries married with the latest tactics in digital marketing has resulted in a best-of-all-worlds approach to reaching and connecting with consumers."

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ABOUT SALEM MEDIA GROUP:

Salem Media Group is America's leading multimedia company specializing in Christian and conservative content, with media properties comprising radio, digital media and book and newsletter publishing. Each day Salem serves a loyal and dedicated audience of listeners and readers numbering in the millions nationally. With its unique programming focus, Salem provides compelling content, fresh commentary and relevant information from some of the most respected figures across the Christian and conservative media landscape.

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Source: Salem Media Group