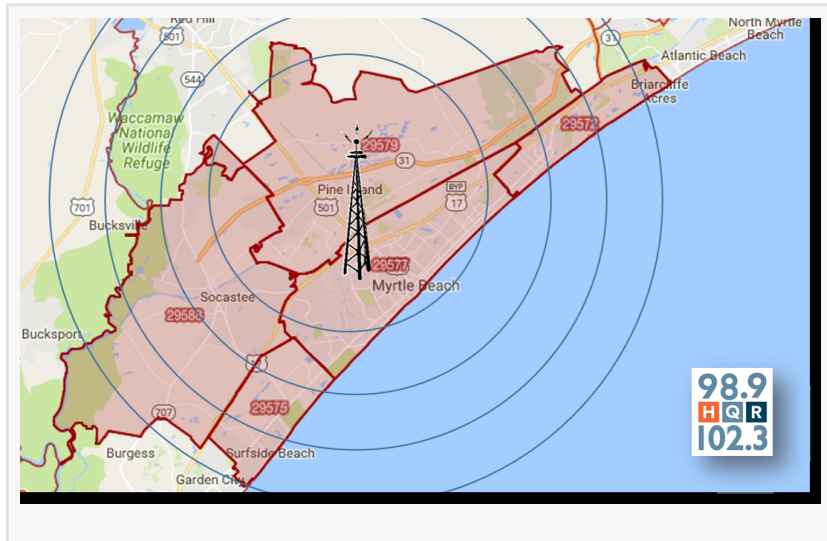


# The Ad Buyer Wins NPR Radio Station RFP

*Boutique ad agency, The Ad Buyer chosen to build a digital/traditional marketing campaign for local NPR radio station, WHQR for Myrtle Beach expansion project.*

WILMINGTON, NORTH CAROLINA, USA, August 21, 2017

/EINPresswire.com/ -- A request for proposal (RFP) to area advertising agencies resulted in a unique proposal from new Wilmington advertising agency, The Ad Buyer. The agency was selected over all other proposals based on its unique tactical and creative elements.



“We are thrilled to have been selected,” said Director of Agency Services, Paul Evans. “Truly, for us this will be a labor of love as we are all avid WHQR listeners and are looking forward to helping the station increase its footprint into South Carolina.”

“

We chose The Ad Buyer to help us with this initiative based on a sound proposal that incorporated both traditional and digital media, and some very unique ideas that they brought to the table”

*Cleve Callison, WHQR Station Manager*

WHQR has been the staple [public radio voice](#) in the Cape Fear region in North Carolina since first signing on the FM dial at 91.3 back in 1984. The station has become a beacon of public discourse, with a reputation for airing unique performances, solid programming and fostering a community spirit that covers southeastern North Carolina. The initiative to spread the programming message of news and music that WHQR has to offer into neighboring South Carolina became a reality several years ago when a signal repeater was installed on the Time Warner building in Myrtle Beach.

“We feel very strongly about our listening neighbors in South Carolina,” says Cleve Callison, WHQR Station Manager. “We have decided to implement a campaign to not only reach more of the year-round residents of Myrtle Beach, but to inform the many tourists that their favorite public radio programming can be found at 98.9 and classical music at 102.3 on their radio dial.”

Mr. Callison explained that the WHQR Executive Board formed a committee to investigate the best way to reach the Myrtle Beach market effectively, and an RFP was issued to area advertising agencies to elicit proposals on the most productive means to target the area.

“We chose The Ad Buyer to help us with this initiative based on a sound proposal that incorporated both traditional and digital media, and some very unique ideas that they brought to the table,” said Callison. “We are looking forward to a successful campaign and an increased footprint for WHQR, he added.”

About The Ad Buyer: An advertising agency that offers brand strategy, custom creative, media buying, marketing and analytics for clients in the Cape Fear and beyond. Always a no-charge one-hour marketing analysis of your business before you decide. We put our clients in front of more of the right people more times, for less money than they currently spend. Call for details ... find out how having a professional advertising agency can make a huge difference in how successful your business can be. 910-202-576 or [www.theadbuyer.com](http://www.theadbuyer.com)

About WHQR: HQR News can be heard in: Wilmington at 91.3 FM and 91.3/HD1. In Myrtle Beach at 98.9 FM, and in Lumberton at 94.1 FM. The Classical music HQR is heard in Wilmington at 92.7 FM and 91.3/HD2 , and in Myrtle Beach at 102.3 FM. Both streams can be accessed online at [www.WHQR.org](http://www.WHQR.org), and on the WHQR smartphone app. For more information, contact the station at 910-343-1640 or visit the website at WHQR.org

If you would like more information about this topic, please contact Paul Evans at 910-202-5786 or email at [pevans@theadbuyer.com](mailto:pevans@theadbuyer.com).

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**WIN AN HQR SWAG BAG**

**Text "HQR" to 24587**

**A New Winner Each Month!!**

**You Could Win ...**

- An iPad Mini
- Two Beach Chairs
- Two Beach Towels
- Two Drink Coolers

**98.9 HQR 102.3**

**npr**



**98.9 HQR 102.3**

**SWAG BAG CONTEST**

Win Cool Swag: Every month through December, WHQR 98.9 will be giving away a Swag Bag containing (among other things) an iPad, two beach chairs, two beach towels and two beach blankets and two insulated beach mugs! The two of you can lounge at the beach, while you stream WHQR on your new iPad!

Tune in to WHQR 98.9 and Classical 102.3 FM or stream us live at home or work!

Email Required

By clicking the button below, I agree to the [Terms of Service](#), [Privacy Policy](#), and [Rules](#)

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**98.9 HQR 102.3**

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