



Gen Media Partners and The Tacher Company Form “GMPT Media” -- a Strategic Ad Sales Alliance for Independent Broadcasters

Cherry Creek Media is First Radio Group to Sign-On for GMPT Representation

New York, NY –Monday, October 30, 2017 -- Gen Media Partners and The Tacher Company are proud to announce the formation of **GMPT Media**, a joint venture that brings together the sales and management resources of both companies. **Cherry Creek Media**, a 53-station group, is the first radio partner to sign on for the collaborative ad sales representation.

Jonathan Brewster, Chief Executive Officer of Cherry Creek Media, states, “Gen Media Partners and The Tacher Company have delivered national revenue for Cherry Creek for more than ten years. With GMPT, we get the best of both companies and exponentially increase opportunities for hitting our revenues goals.”

“I have often said that Independent broadcasters need a new voice in representation and an ad sales partner that drives revenue by focusing on their localism and assets,” says **Kevin Garrity**, Chief Executive Officer of Gen Media Partners. “**Greg Tacher** and his team share that vision, and we are excited to partner with them and welcome Cherry Creek as the first radio group represented by GMPT.”

Joe Costello, of The Tacher Company, comments, “We are very excited about extending our relationship with Cherry Creek Media and the new opportunity our expanded company creates for independent broadcasters. We know radio builds unmatched relationships with their listeners and presents huge retail growth for our advertisers. This is as true as ever with Cherry Creek Media in their 12 markets and 53 stations.”

GMPT Media expects to announce additional national sales representation partnerships in the coming months. Radio groups and stations interested in learning more about GMPT, may contact the following:

Kevin Garrity 212-400-7430 kevin.garrity@gmptmedia.com
Joe Costello, 503-682-9402 joe.costello@gmptmedia.com
Greg Tacher 425-885-3755 greg.tacher@gmptmedia.com



About GMPT Media: www.gmptmedia.com

GMPT Media is a joint venture of Gen Media Partners and The Tacher Company. It brings together the sales and management of both companies and provides market-exclusive representation for independent broadcasters across the country.

About Gen Media Partners: www.genmediapartners.com

Gen Media Partners is the largest independently owned radio rep firm in the U.S. and one of the largest multi-platform organizations in radio. It is built on heritage firms McGavren Guild Media and Local Focus Radio, and grew through strategic acquisitions that include HRN Media Network, alignment with MG Malls, the mall media arm of the company, and alliance with The Tacher Company. Gen Media Partners specializes in representing Independent, General Market and Hispanic broadcasters and operates 15 offices across the country, including in New York and Los Angeles.

About The Tacher Company: www.tacher.com

Founded in 1968 in the Pacific Northwest, The Tacher Company has been privileged to be a part of both the advertising and broadcast communities. After 49 years in the business, we continue to provide the highest level of service with the most experienced team in the industry. We have maintained our status as a privately owned company while working with some of the nation's largest advertisers and agencies.

About Cherry Creek Media: <http://www.cherrycreekmedia.com>

Cherry Creek Media is the country's premier small market radio, events, and digital marketing company. Our 53 radio stations serve their local markets in the Rocky Mountain Region, Upper Midwest, Northwest and Southwest. Each year we promote incredible events that allow attendees to connect directly with businesses. Cherry Creek Media websites and digital teams provide cutting edge, targeted, turn-key digital programs for our advertising partners. Above all, we're focused on serving the needs of our markets' listeners, advertisers and team members.

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