

## ABSTRACT

*As the radio industry business in Semarang is getting more competitive, every Radio station trying to increase it's revenue through advertising revenue sector. This study aimed to analyze the effect of variable rates of advertising, number of listener, tax advertising, and total company to advertise had a effect on the acceptance of advertising revenue on Semarang Prambors Radio.*

*In this research used secondary data in the weekly period 2011-2013 (time series), by using multiple linear regression analysis method (OLS).*

*The result of this study showed that variable advertising rates and significant positive effect on the acceptance of advertising revenue. Number of listener variable had a negative effect and no significant on the acceptance of advertising revenue. Advertising tax variable had a positive and significant effect on advertising revenue. And number of Companies variable had a positive significant effect on the acceptance of advertising revenue on Semarang Prambors Radio.*

*Keywords: radio, advertising rates, number of listener, advertising tax, number of companies to advertise, advertise revenue.*