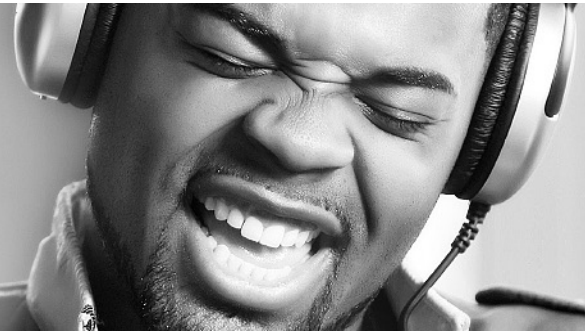


10 reasons to advertise

it's on-air, online and on target



1

Targeting

- Radio's diversity of programming affords advertisers niche channels to zero in on narrow target groups.
- Formats allow advertisers to speak selectively to consumers they want to reach.
- Local/regional structure means brands can focus on key marketing areas.

2

Immediacy

- Radio is on 24/7, reaching 90% of people age 12 and older every week.
- Consumers vary in their stages of the purchase cycle – on-going Radio ads allow your product or brand to be front and center when people are ready to buy, even during off seasons.
- Radio reaches consumers close to the time and location of purchase, whether they're in-store or online shoppers.
- Reach listeners in-car when they're driving to stores, restaurants, etc.

3

Ubiquity

- Radio is a mobile medium, reaching people at home, at work, at play, in cars.
- It's a companion and an advertising force that accompanies advertisers' customers wherever they go.

4

Loyalty

- "Radio continues to be perceived as central to people's lives, especially when contrasted with the precipitous decline by other traditional media" – Arbitron/Edison "Infinite Dial".
- Listeners tend to listen to relatively few radio stations and are extremely loyal to their favorites.
- Research shows that Radio listeners have a low level of ad avoidance, staying tuned in through commercial breaks.
- Because ads can run frequently and listeners tend to stay tuned for long periods of time, a brand that is big in Radio can create a disproportionately large share of mind for itself.

5

Engaging

- Listeners feel an emotional connection with their preferred Radio stations.
- Passive forms of advertising merely list merchandise or tell where a product is available, radio is an active medium capable of stirring emotion, creating demand and selling products and services.
- Radio is a call-to-action medium.

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6

Intimacy

- Approximately 1/3 of TV time is devoted to commercials, about 2/3 of newspapers are comprised of ad copy, and Internet users are now subjected to a barrage of advertising.
- With an average of 10 commercial minutes per hour (about 1/5 of each hour), Radio affords an uncluttered environment for advertisers.
- Radio ads are always forefront for the listener's attention – ads aren't surrounded by competitors' spots or buried in the back pages.

7

Synergy

- Radio has a "multiplier effect" on other media.
- Audio-only medium stimulates a different part of the brain than video, print, online images
- Adding Radio increases recall of TV, newspaper, Internet ads.
- Radio is proven to drive consumers to advertisers' web sites.

8

Frequency

- Consumers need to be exposed to ad messages multiple times before they begin to respond.
- Radio's relatively low cost in relation to other media allows advertisers to use multiple stations to reach their targets and build frequency levels for maximum impact.

9

Creative Flexibility

- Radio stars in the theater of the mind, stimulates emotion-filled images within the listener's own mind – voices, music, sound effects, recall of video images.
- No matter how small or large the advertiser, Radio allows creativity to brand and create a unique identity that consumers will remember.
- Affordable production allows tailoring ads for compatibility to various formats, increasing appeal to listeners.
- Radio advertisers can adapt quickly to changes in their own situations and marketplace to make sure their dollars are effectively utilized.

10

Cost Effectiveness

- Radio production costs less than TV, print.
- Radio is less expensive to buy than most major media, allowing advertisers to afford maximum reach and effective frequency.