

Grow Your Business With Radio



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Understanding Your Audience & Goals

Drive Awareness & In Store Traffic

Target Active Customers With High Disposable Income



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Here's What Radio Can Do For You

- Get top of mind awareness with thousands of customers each week.
- Increase traffic with a campaign designed to increase sales.
- Targets consumers with high disposable income and grow sales.
- Build your business's image with potential new customers quickly.
- Reinforce your brand's name and image with current customers.
- Make your product or service distinctive from the competition.
- Position yourself as an expert in your product category.
- Drive new traffic to your business seven days a week.
- Trigger instant recognition with customers and prospects.
- Generate more new business, even on your slowest days.
- Get a better return on investment and more brand awareness.
- Increase recall with consumers during the important buying cycle.
- Priced right making it a very affordable investment.

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Radio Fast Facts

- Over 248 million Americans 12+ and listen to RADIO each week.
- Radio is the #1 reach medium, reaching 92% of America each week. This is higher than TV (87%), PC use (54%), smartphone use (81%), and tablet use (46%).
- Radio is immediate and is often close to the point of purchase when consumers make purchasing decisions. 62% of shoppers are listening to the radio an average of 14 minutes prior to shopping.
- 84% of adults use radio in their vehicles as their main source for music and news. Radio easily dominates the car as compared to other media.
- Radio's audience is consistent throughout the day for adults 18+. Listening tops 40 percent at 7 AM and remains consistent through 6 pm.



- Radio listening is seeing its greatest growth in smart speakers and mobile devices. 67% of people listen to radio stations online.
- Radio has the best ROI of any other media. Your dollars work harder with radio.
- Radio delivers results. Radio delivers a \$10 to \$1 as an investment.

Radio has the most reach, the best ROI and is #1 at home, at work and in the car.

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15 Reasons To Grow Your Business With Radio

1. Radio Reaches A Huge Audience. Radio is the #1 reach media beating newspaper, tv, and all other media.

2. Radio Is Targeted. Unlike other media that forces you to buy demographics that you may not want, radio can target a specific age groups or gender.

3. Cost Effectiveness. Radio has the best ROI of any media. Get maximum reach and frequency. Unlike television there are no production costs. Your savings go right into your media budget.

4. Radio Is The Anywhere, Anytime Medium. From your car, to the backyard of your home, to your smartphone, radio targets customers in places that other media have difficulty reaching.



5. Reach More Customers, For Less Dollars. People spend the most time with radio throughout the day. Surveys shows that radio listeners are far less likely to "tune out" when ads come on the radio, as compared to television.

Get your message out to thousands of potential new customers each week with radio.

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6. Radio Offers Promotional Opportunities. Promotions are hard to do with social media, print, or television. Radio delivers involvement and live broadcasts at an affordable price.

7. Radio is Influential. Studies show that radio content influences people because they feel they are hearing it from a friend.

8. The ability to offer more frequent ads. The fact is that frequency sells. The more ads the greater the impact. Radio allows advertisers an inexpensive way to get their message heard.

9. Radio Is Flexible And Immediate. Radio commercials can be created quickly. A radio advertising campaign can be up and running within a few days.



10. Radio Provides a Strong Call-To-Action. Radio is the medium to build top-of-mind awareness. Radio commercials can be selectively scheduled by day-part and weekday, enabling messages to be delivered close to the time of your event. Also radio advertising is more cost-effective than other media.

Radio has wide demographic appeal with consumers who have purchasing power!

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11. Radio Dominates The Car. Drivers don't read newspapers, watch TV or surf the net while driving. Radio is the #1 media to get your message to affluent active consumers.

12. The Ability To Stand Out. Radio is uncluttered. Radio offers a clean slate for your business. Unlike newspapers that can devote two-thirds of their space to ads; TV one-third of its airtime; radio offers only about 10 minutes per hour to ads. Your message stands out.

13. The Ability To Stir Emotions And Create Demand. Radio creates immediacy, driving shoppers to your business to take a specific action. Radio advertisements are able to engage with audiences in a personal and unique way.

Radio allows you to reach a large consumer group that can't be reached with any other media.



14. More Memorable: Compared to written advertisement, sound is more effectively stored in memory, making your message more memorable.

15. Measurable results: Results for radio ads can be analyzed on a daily basis, and if the message is not working, a new radio spot can replace it efficiently at no additional costs to you.

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Thank You!