

1. Unlike most media, radio is an intensely emotional and personal relationship between listeners and the stations and/or announcers.
2. Radio is theatre of the mind allowing the listeners to be engaged by the sung or spoken words of your copy.
3. Radio is a daily essential. Regardless of format, radio reaches you in the car, or while you're on-line, or cramming for finals or on the patio with a cold one.
4. Radio fosters friendship, trust and confidence. Your best friend wouldn't let you down would he?
5. Because of it's flexibility, you can tailor your message to hit your audience at a specific time-like drive 3- 7pm-when you want them to pick up fast food on the way home.
6. Because most listeners are very station loyal, you can count on reaching the right demographic that fits the lifestyle of your product.
7. Either as a stand-alone or addition to a marketing mix, radio is a powerful ally to every advertiser.
8. Radio's efficiency makes it a compelling addition to any other media to increase reach, increase brand recall and improve efficiencies.
9. Radio hits home. Even if home is on the road.

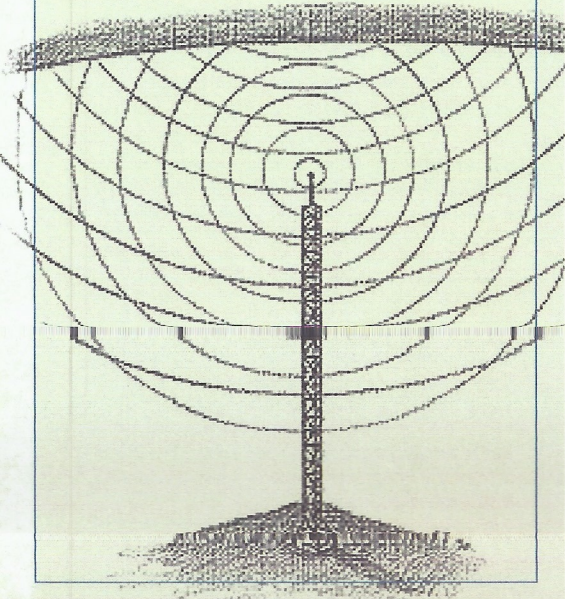
WHEN YOU'RE READY TO ADD RADIO TO YOUR MARKETING MIX, HERE ARE A FEW TIPS TO HELP YOU GET THE MOST OUT OF YOUR INVESTMENT.

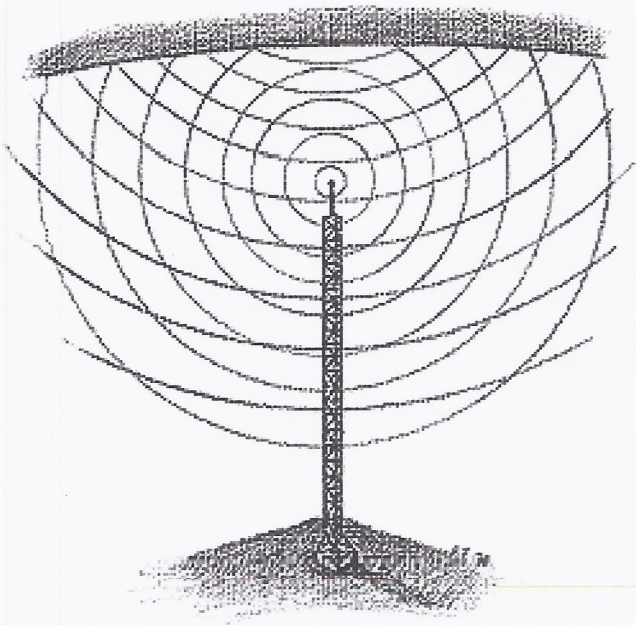
HOW TO BUY A BETTER RADIO CAMPAIGN

- Contact several radio stations in your market(s). Not just your own favourites, but also a few stations with different formats. This will help you gain some leverage in your negotiation that you're not committed or obliged to only one station.
- Select a mixture of formats: Adult Contemporary, Hard Rock, Country, News and Information, Sports, etc., so you get a well-rounded picture of the offerings in each market.
- Ask for a submission from them – this is called 'Avails' for the time period you'd like to advertise in. The more advance notice you can give the station, typically the better the rates. If you call on Thursday hoping to be on air next Monday, it may be a challenge for them to have inventory, and if they do, it will be at their most expensive grid level. You can pay from \$200 to \$450 for the same spot on the same station depending on the demand at the time so an early booking (preferably months in advance) will save you money.
- Most radio airtime is sold as 30's (30 second spots) or 60's (60 seconds), but some exceptions apply depending on the station.
- For comparative purposes, it's helpful to ask the stations to submit on a 'Reach Plan' which give a mixture of all dayparts:
 - Breakfast: 6.00 am -10.00 am
 - Day: 10.00 am -3.00 pm
 - Drive: 3.00 pm -7.00 pm
 - Evening: 7.00 pm – Midnight

This distribution ensures your commercials have the best chance of being heard by the widest audience on that station that day. Then negotiate with the station or stations that deliver you your audience most closely and most efficiently. It may take a couple of formats to do this too.

- Sponsorship: You may choose to become a sponsor of a particular feature for a certain length of time. This gives you an opportunity to tie your product/service in with a relevant feature of the station. You **BECOME SYNONYMOUS WITH THE FEATURE** thus aiding recall.
 - Promotions: Whether it's an on-location broadcast or an on-air contest, Radio can quickly raise your awareness with excitement and panache.
- By the way, if the GRP's and CPR's and CPM's and AQH's are more initials than you care for, we'll be happy to help you decipher.





IF ONLY YOU COULD REACH YOUR CUSTOMERS ON THEIR TIME. TELL THEM HOW YOUR SERVICE WILL RELIEVE THEIR PAIN IF THEY'LL JUST GIVE YOU A CHANCE.

YOU CAN. USE RADIO.

THE ULTIMATE COLD-CALL THAT LISTENERS WARM UP TO EVERY DAY. EVER CONSTANT AND REASSURING, BUT REFRESHINGLY DIFFERENT THROUGH EACH PART OF THE DAY TO KEEP YOU INFORMED, EDUCATED AND INTERESTED.

Radio is a best seller everyday. Radio gives you station formats, timeblocks, sponsorships, remotes, promotions, and flexibility to run your ads as regularly or sporadically as you'd like.

A powerhouse of communication, radio gives you one on one reach with thousands of listeners everyday. It has a hard earned reputation of being among the most trusted media.

While radio is sold as an auditory media, in truth there is tremendous visual power in every radio message. Each listener creates their own visual from your words and plays the commercial in their mind. This unrestrained creativity helps them reach the solution you provide in their own fashion.

If our commercial expounds how Bob is a Pain Killer, then each listener paints their own sense of relief. Bob will fix my sore neck! Maybe he can relieve these pounding headaches. Bob must be a genius if he can find a way to stop my back from aching every time I work in the garden.

We haven't mentioned yet what Bob does to be a Pain Killer, but each listener has created their own version of relief. That's the visualization power of radio.

ON TARGET

Not only does Radio deliver powerful imagery, it delivers it to precisely the right people who need to hear it. Your customers.

Did you know you can segment the audiences into over 30 different age brackets to help zero in on precisely who you want to reach. This will help you determine if your chosen age segment is large enough to be a factor for you.

In addition to age breaks, this can be segmented by Adults or by Males or Females as required.

12+	18+	25+	35+	45+	50+	55+	65+
12-17							
12-24	18-24						
12-34	18-34	25-34					
12-44	18-44	25-44	35-44				
12-49	18-49	25-49	35-49	45-49			
12-54	18-54	25-54	35-54	45-54	50-54		
12-64	18-64	25-64	35-64	45-64	50-64	55-64	65+

You can also target within this by household income levels, education, nature of occupation, and a host of additional elements to truly refine your audience.

A word of caution however, don't put too many parameters on your audience or the numbers will be too small to be reliable.