



10 Good Reasons to Advertise on the Radio...

If you're going to advertise (and you should), it makes sense to spend your advertising money where you get the most results... Radio! Here are ten reasons why radio is your best choice (courtesy of the Radio Advertising Bureau).

- 1) **Radio sells with immediacy.** Research proves that radio regularly reaches consumers within two hours of their largest purchase of the day. Can there be a better time to reach customers than on their car radio while they are driving to do today's shopping?
- 2) **Radio sells everywhere.** Radio is the only true mobile medium. In the car, at work, and at play, radio is there...the companion and the advertising force your customers take with them wherever they go.
- 3) **Radio sells with intimacy.** In your personal life, when you have something very important to communicate to someone, which would you prefer - to show them a picture, to write to them, or to talk with the intimacy and emotion of the human voice? Radio sells with intimacy.
- 4) **Radio stars in the theatre of the mind.** Want a 100-piece symphony orchestra in your ad, an elephant, a chorus, a laughing child, a love song? With word pictures and emotion-evoking sounds, radio's theatre of the mind stimulates the most emotion-filled pictures the mind can comprehend.
- 5) **Radio escapes advertising's clutter.** Today's newspapers average 2/3 ad copy to 1/3 editorial copy. TV spends about 1/3 of its time on advertising. Today's radio, at about 10 minutes of advertising per hour, devotes less than 1/5 of its time to ads. Radio is the uncluttered medium.
- 6) **Radio is the cost effective medium.** Newspaper rates are up (even though circulation is down). TV ad rates are up (even though viewership is down). Radio advertising costs grew less than any other major form of advertising.
- 7) **Reach is nice, but frequency sells.** Newspaper and TV are reach media - they reach varying numbers of people. Psychologists tell us that consumers need to be exposed to an advertising message at least three times before it begins to penetrate. Most local businesses cannot afford the necessary three-times-plus frequency that effective advertising demands - except on radio. Radio is the reach and frequency medium you can afford.
- 8) **Radio's targeted advertising sells.** Radio's variety of formats allows you to pinpoint your advertising on the station or stations that best match your customer's interests. You cannot pinpoint advertising in the broad-reach, scatter-shot newspaper and TV media forms. Radio's unique targeting ability saves you money.
- 9) **You're always on the front page with radio.** With radio advertising you are front and center in the listener's attention span when your ad is on the air. You're never buried on page 42 and you're never surrounded by your competitor's ads. With radio, you are always on the front page.
- 10) **Radio is an active medium in an active society.** Passive forms of advertising simply list merchandise or tell you where a product is available. Radio is an active medium capable of stirring emotion, creating demand, and selling your product or service. Today's hotly competitive marketplace demands an active medium. That's radio!

All information is provided by a third-party source, for more information go to <http://www.radioadvertisingfacts.com>



Radio Advertising Tips

Here are some concepts to keep in mind as you plan your radio advertising:

- 1) Feature one item, or a limited number, per commercial to ensure listener remembrance. You can't sell ten items in thirty seconds.
- 2) If you must use price, use one or a few only. This way you won't confuse the listener.
- 3) Is a phone number necessary? If it can't get an order or sell a customer, and if you can't make it the centerpiece of the ad, don't use it.
- 4) Spend a reasonable amount of money. Don't expect good results unless you invest appropriately.
- 5) Use saturation for hard-hitting impact. You can't get the job done with one spot. Repetition - frequency - is one of radio's biggest persuaders.
- 6) Distinction is an effective tool for attracting people. That sound effect, theme music or "sound signature" will help your ads make an impression.
- 7) Don't select radio programs or formats for your own personal likes or dislikes, but rather for the audience you want to reach.
- 8) The best use of radio advertising is day in, day out, seven days a week, 52 weeks a year. The results from radio advertising build over time, and they are lasting results.
- 9) Don't try to reach too many people all at once. It is better to reach 10% of your prospects 100% of the way than to reach 100% of your prospects only 10% of the way.

Radio Advertising Facts & Figures

By Mike Stern

Even though competitors like to portray radio as an aging technology, the reality is radio advertising remains an effective tool for reaching consumers in today's fragmented media landscape. Extensive research by the Radio Advertising Bureau reveals a robust weekly audience of radio listeners.

Who's Listening? Over 92 percent of Americans age 12 and up listen to radio each week, creating an audience of over 235 million listeners. Among 12- to 17-year-olds, who are perceived as not listening to the radio, nearly 90 percent listen weekly.

Where Do They Listen? The majority of radio listening occurs in cars, with 73 percent of adults age 18 and up listening while driving on a typical weekday. The second most popular location for listening is at home. The number of people listening to commercial radio online now includes nearly 20 percent of the people who listen each week.

What Are They Listening To? There are over 10,000 commercial radio stations in the United States. There are more country music stations in America than any other type with over 2,000 outlets. News/talk is second with 1,375 stations.

Who's Advertising? Major brands such as Verizon, Home Depot, Walt Disney and Burger King are among the top 20 largest radio advertisers. The largest advertising categories for radio include retail, automotive, insurance, restaurants and financial institutions.

How Much Do They Spend? Radio advertising revenue exceeded \$19 million in 2008, and over \$13 million came from local businesses.



Advertising FAQs

Very few small business owners have any formal training in advertising and marketing. Many open a new business and then just "wing it." More often than not, the results are disappointing. At our Radio station, we're in business to help you do more business. We don't just sell advertising. We produce marketing campaigns designed to help you grow your business. With that in mind, listed below are answers to several Frequently Asked Questions about advertising.

Q: How long should I advertise?

A: The answer depends on how long you plan to be in business. Marketing experts say "never start an advertising campaign with the intention of ever stopping." Successful advertising campaigns are consistent and ongoing.

Q: What's wrong with advertising only when I'm having a sale?

A: The unintended consequence of advertising only when having a sale is that it trains shoppers to shop with you only when a sale is in progress. And because a sale means you're selling merchandise at a lower markup, you're making less money on each sale. You should be encouraging customers to shop with you all the time, not just when having a sale.

Q: How much should I spend on advertising?

A: It varies by industry, but the general rule of thumb is to spend 2-5% of your gross. If you're grossing \$400k and want to gross \$ 700k, you must spend like you're already grossing \$700k. A formula for determining your ad budget can be found at www.adbudgetcalculator.com.

Q: What type of advertising is best for me?

A: This too varies by industry, but we're somewhat partial to Radio advertising. Radio uses the power of the human voice to motivate and persuade potential customers to do business with you. And Radio can spread the word faster, more effectively and more economically than any other media.

Q: How do I create an effective ad?

A: Whether advertising on Radio or in other media, effective ads all have the same thing in common - a good offer and a call to action. However, too many ads are poorly written and poorly implemented. Ask us for information on how to make your advertising more effective.

Q: Which Radio station gets the best results?

A: For maximum effectiveness, advertise on a station that matches the target demographic of your product or service. For example, if you're selling farm equipment, a country station is a better choice than the local hip-hop station. If selling women's clothing, a station with lots of women listeners is a better choice than an all-sports station.

More questions? Contact us via e-mail at info@radioadvertisingfacts.com.

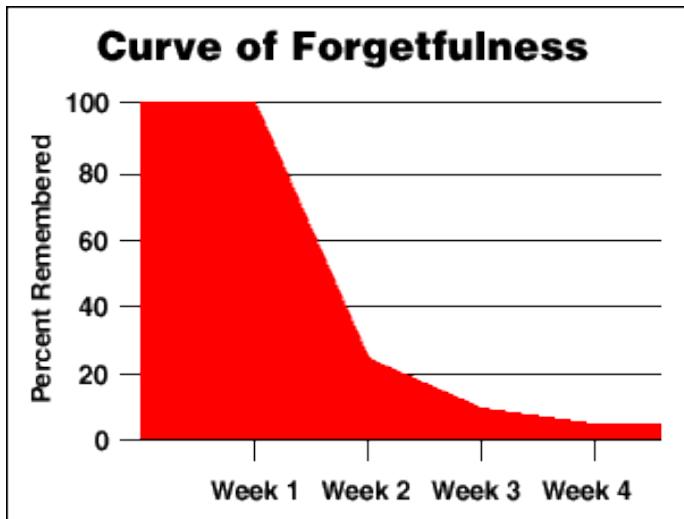
We're in business to help you do more business!

All information is provided by a third-party source, for more information go to <http://www.radioadvertisingfacts.com>



Consistency

Keep in mind that as surely as consistency works in advertising, inconsistency breeds failure. Too many changes in your advertising message can confuse your brand's identity. You will win if you find a way to "own" a segment. Concentrate your strengths by utilizing the things you do well.



In 1885, researcher Thomas Ebbinghaus did a study on people's ability to retain information. He called the results the "Curve of Forgetfulness."

Ebbinghaus found that a person forgets 75% of what he or she has learned in the previous week. After three weeks, he/she forgets 90%. After four weeks, he/she forgets 95%.

The Ebbinghaus study is an illustration of retentiveness; the brain retains information it considers important to the individual and "forgets" information not deemed relevant.

In terms of advertising, it is crucial for the advertiser to make the message important enough for the individual to want to retain it and act on it.

—The Arbitron Company, *Beyond The Ratings*

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3 MONTH PACKAGE

100+ COMMERCIALS

30 Second Max.

3 to 4 Sentences about your company,
Commercial read during live broadcast,
4 changes allowed within the 30 day period.

\$425.00 / \$550.00

AUDIO VIDEO

6 MONTH PACKAGE

250+ COMMERCIALS

30 Second Max.

3 to 4 Sentences about your company,
Commercial read during live broadcast,
4 changes allowed within the 30 day period.

\$950.00 / \$1,100.00

AUDIO VIDEO

12 MONTH PACKAGE

400+ COMMERCIALS

30 Second Max.

3 to 4 Sentences about your company,
Commercial read during live broadcast,
4 changes allowed within the 30 day period.

\$1375.00 / \$1,550.00

AUDIO VIDEO

SPONSORSHIP PACKAGE

If you are looking for maximum exposure then go big with a Sponsorship Package. Your company can now sponsor one our premium shows. This package includes a full size banner to be displayed on "The Networking Exchange" (TNE) as well as, the WTER Radio website. Your company will be included in all WTER event publications. Your logo will be included on all email blast for WTER Radio which is distributed to 30,000 + email subscribers. You'll also receive 75 plug commercials per month, for the term of your package.

IB Beneficial BANK

Proud Sponsors of
Non-Profit Chat



6 MONTH PACKAGE

\$1,500.00

12 MONTH PACKAGE

\$3,000.00

Need to have a commercial made?



Get your message out to customers and potential customers with a professionally read commercial, with a musical theme in the background for that special touch

FOR ONLY \$375.00

Take your business to the next level with an Audio/Video commercial. These commercials not only take the audio content of your message to that customer or potential customer but now support it with a powerful video content.

FOR ONLY \$595.00

MARKETING PACKAGES

SHOW CONTENT

In today's world of content driven material, Audio and Video content are the top sources of content that can drive traffic to your website. So if you're a guest, take advantage of the opportunity to get a copy of your segment.

AUDIO

\$49.00 per segment

VIDEO

\$125.00 per segment

PLUG COMMERCIALS

Marketing your business through commercials is a favorable representation of your products and services to consumers, potential customers and clients.