



START THE YEAR STRONG WITH RADIO

RADIO INSIGHTS

RADIO IS AMERICA'S #1 REACH MEDIUM

249,609,000

People 12+ Listening Each Week

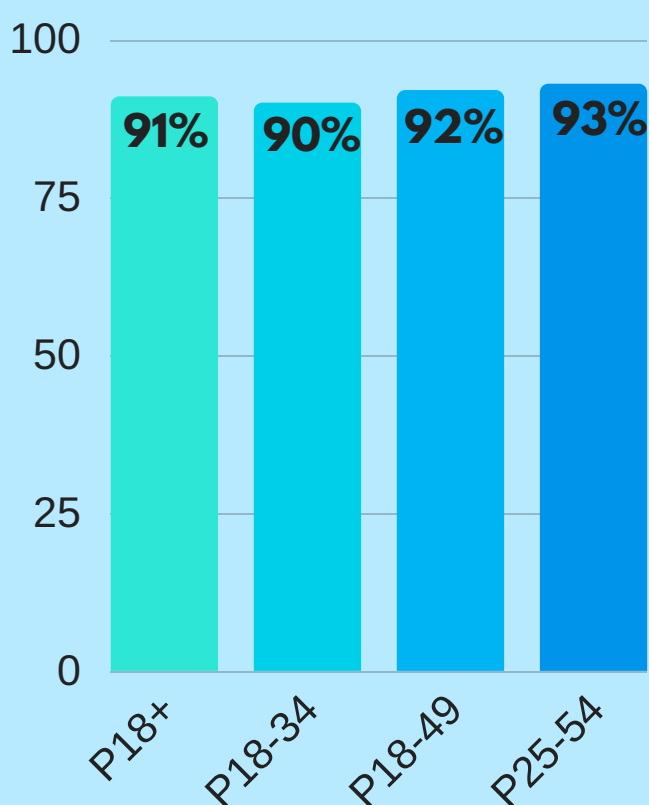
Radio Reaches 93% of Adult Population. TV Reaches 89%.

13 HRS
OF LISTENING EACH WEEK

DISCOVER
NEW MUSIC
ON RADIO **61%**

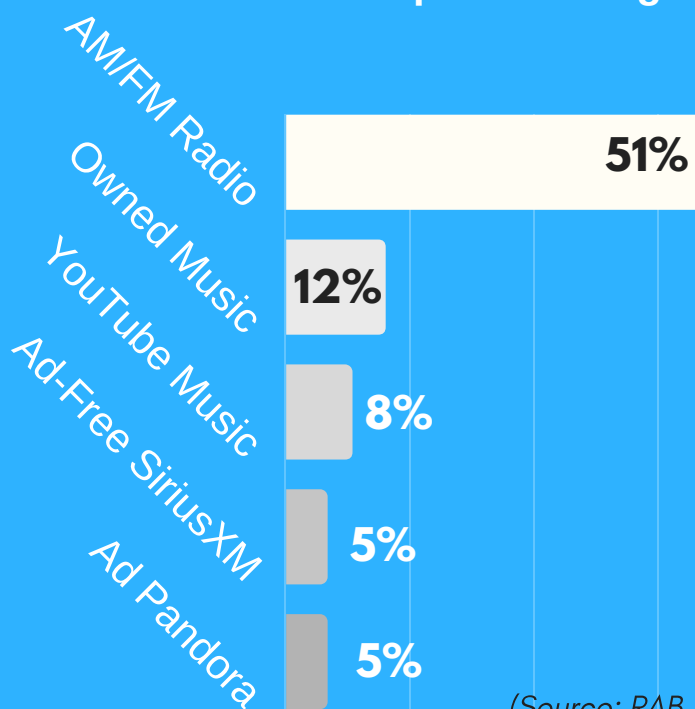
(Source: RAB & Nielsen, 2017)

CONSISTENT REACH LEVELS



AM/FM RADIO REMAINS TOP AUDIO LEADER

Share of audio time spend among P18+



(Source: RAB, 2017)

RADIO ADS INFLUENCE LISTENERS

128% Increased Ad Awareness

Increased Brand Relevance **64%**

37% Increased Brand Consideration

(Source: radioGAUGE from RAB, 2017)

4 TIPS FOR A SUCCESSFUL CAMPAIGN



Know Your Audience

Target your listeners at the right time - customized for your brand.



Get Creative

with additional channels such as Endorsements, Promotion Events, Social Media Packages.



Timing

Consider the time frame. The seasonality of an ad can make an even more powerful impact.



Collaborate with the Experts

Media partners such as Direct Results know the best route to hitting your goals.

RADIO ADVERTISING ROI BY SECTOR

Industry	Return on Ad Spend (per \$1 spent)
Department Stores	17
Mass Merchandiser	16
Telecommunications Provider	14
Home Improvement	9
Quick Service Restaurants / Fast Food	3

(Source: Nielsen, 2017)



LET'S IMPROVE YOUR ROI & CREATE SUCCESSFUL CAMPAIGNS!

