

# WHY RADIO?



## RADIO TARGETS A *SPECIFIC* AUDIENCE BETTER THAN ANY OTHER MEDIUM!

Consumers spend an average of 10.5 hours a week with radio\*

Research shows listeners believe radio and its advertisers are directly talking to them... therefore, the ads become more relevant to the individual\*\*

Radio is a medium that fulfills the audience's wants and needs

Radio speaks directly to listeners and customers in a one-on-one exchange

Radio is inclusive—consumers hear and respond to radio messages all day

Radio is affordable and allows you to efficiently develop Top-of-Mind

Radio allows you to utilize *"Theatre of the Mind"*;  
*"Speak to the heart and the mind will follow"*

Radio reaches almost 60% of adults within an hour of purchases... twice as effective as outdoor and 3x more effective than television\*\*

Radio has proven to have a higher ROI than TV or print\*\*

## WHY DES MOINES RADIO GROUP?

THE COMBINATION OF OUR STATIONS REACHES 67% OF DES MOINES!\*\*\*

\*Source: RadarTM85, June 05 \*\*Source: RAEL, Report 07 \*\*\*Source: 06 4 Bk Data