



Sound Solutions

**How Radio Can Help You Solve
Your Toughest Marketing
Problems**

WHAT BUSINESS ARE YOU IN?

TODAY, YOU'RE IN THE BUSINESS OF MANAGING CHANGE

That's right! More than ever before, your business is driven by constant, relentless change — new products, revisions in services, changes in distribution, new suppliers, increasing competition...

Your customers and prospects are changing even faster! Shifting purchasing behavior, major lifestyle adjustments, changes in product preferences, new perceptions of value....

And your strongest competitors are changing, too! Constantly adjusting to keep up with variable conditions, struggling to persevere in an increasingly hostile marketplace, continually striving to increase market share....

So, if you plan to survive ... to see your business grow and prosper ... you constantly need to enhance your ability to manage change. You need to assess the current situation, understand the options, explore the alternatives, and be prepared to change your business strategy and marketing tactics at a moment's notice.

You can't do it alone. In today's complex business environment, you need a contemporary marketing partner that's ready and able to help you maximize each and every sales opportunity ... from short-term events to emerging long-term trends.

Radio is the most-used, flexible, accepted, targetable, cost-efficient medium available to you today. And the unique opportunity you have for a special one-to-one relationship with both customers and prospects with Radio is unmatched by any other advertising option. There's no doubt about it ...

TODAY, YOU NEED RADIO!

HERE'S WHAT YOU WANT:

1. YOU want to reach every possible customer.
2. YOU want to talk to prospects everywhere.
3. YOU need to pinpoint specific consumers for specific products and services.
4. YOU have to maximize your advertising investment by reaching your best prospects.
5. YOU need to break through competitive advertising clutter.
6. YOU must reach active, on-the-go customers.
7. YOU can't miss an opportunity to influence a purchasing decision.
8. YOU want to establish a relationship with your customers.
9. YOU want to make the most of your entire advertising program.
10. YOU need to respond to changes in the market at a moment's notice.
11. YOU must keep advertising costs under control.
12. YOU constantly are looking for new ways to impact the market.

Here's why you need Radio:

YOU want to reach every possible customer...

RADIO reaches virtually every U.S. consumer...and they're listening more than three hours each and every day!

Radio is heard by virtually every American, every week of the year. Not only do Americans tune in, they stay tuned in!

		Weekly Reach¹	Average Daily Time Spent Listening²
Persons	12+	95.1%	3:18
Teens	12-17	95.6%	2:06
Adults	18+	95.1%	3:27
Men	18+	95.2%	3:36
	18-34	96.3%	3:42
	25-54	96.3%	3:45
	35-64	95.7%	3:36
	65+	90.1%	3:09
Women	18+	95.0%	3:21
	18-34	97.4%	3:30
	25-54	96.9%	3:21
	35-64	96.0%	3:21
	65+	88.1%	3:18

1.Source: RADAR ® 53, Spring 1996, © Statistical Research, Inc.

2.Source: Spring 1996 Arbitron National Database.

YOU want to talk to prospects everywhere...

RADIO is everywhere. It's an invited guest in virtually every home, car, and workplace in America.

Whatever they're doing ... working, relaxing, exercising, traveling, shopping ...

Wherever they are ... at home, at play, behind the wheel, and even at work ...

Only Radio accompanies your customers and prospects wherever they go, whatever they do.

Share Of Radio Audience By Location (Mon.-Sun., 24 hours)

	At Home	In Cars	At Work / Other Places
Teens 12-17	41.3%	36.4%	22.3%
Men 18+	34.3%	42.5%	23.2%
Women 18+	39.2%	40.8%	20.0%

Source: RADAR @53, Spring 1996, © Copyright Statistical Research, Inc.

Remember:

- **36% of all adults listen to Radio at work.**
- **64% listen to the same station in their car and at work.**
- **82% of all males and 76% of all females who listen at work have control of the Radio station.**
- **70% listen to their favorite station at work.**

Source: Vallie/Gallup Survey, August 1993

YOU need to pinpoint specific consumers for specific products and services...

RADIO offers the ultimate in targetability via a host of programming and format options!

Average Audience Composition (%)

	Adults 18-24	Adults 25-34	Adults 35-44	Adults 45-54	Adults 55-64	Adults 65+
Adult Contemp.	17.0	30.8	25.4	14.4	6.5	5.9
All News	2.6	18.7	24.2	20.6	12.7	21.2
Album Rock	26.8	41.8	20.3	8.3	1.8	1.0
Alternative	34.9	41.2	16.9	5.0	1.0	1.0
Classical	10.9	17.9	23.6	20.5	10.9	16.2
Classic Rock	21.2	36.4	32.3	7.7	1.3	1.1
Contemp. Hits (CHR)	35.5	34.4	19.0	6.7	1.4	3.0
Country	14.8	25.8	22.5	17.3	10.0	9.6
Easy Listening	12.4	17.0	16.6	17.7	16.0	20.3
Full Service	8.6	9.4	17.8	6.9	32.1	25.1
Jazz	13.1	22.6	39.6	14.7	5.0	5.0
Modern Rock/New Age	27.0	33.8	21.1	11.7	3.5	2.9
News/Talk	5.7	17.8	24.6	18.5	12.3	21.1
Nostalgia	6.2	6.1	10.0	14.7	21.2	41.8
Oldies	12.5	24.6	30.1	21.9	5.8	5.1
Religious	10.2	24.1	27.7	14.8	11.0	12.2
R&B	13.4	25.8	30.3	14.6	7.1	8.8
Soft Contemp.	10.4	26.6	30.8	15.6	7.1	9.5
Spanish	26.3	26.9	23.8	10.9	6.2	5.9
Urban Contemp.	30.7	30.1	22.7	10.3	2.5	3.7

Source: Simmons, 1996

YOU have to maximize your advertising investment by reaching your best prospects...

RADIO reaches the big spenders!

Upscale individuals with above-average incomes and affluent lifestyles spend more of their disposable income on “big-ticket” items—and spend more of their time with Radio.

Household Income \$50,000+

	Weekly Reach	Average Daily Time Spent Listening
Adults 18+	97.2%	2:51
Men 18+	97.7%	3:02
Women 18+	96.7%	2:37

Want professionals and managers? Radio delivers! These decision-makers have money to spend ... and Radio is the best marketing medium to reach these influential men and women.

Professional/Managerial, \$50,000+ Household Income

	Weekly Reach	Average Daily Time Spent Listening
Adults 18+	98.3%	2:45
Men 18+	98.5%	2:52
Women 18+	98.0%	2:36

Source: RADAR @ 53, Spring 1996. ©Copyright Statistical Research, Inc.

YOU need to break through competitive advertising clutter...

Only RADIO allows you to achieve the message frequency necessary to stand out from the competition!

The average American is bombarded by approximately 3,000 marketing impressions each day.

To break through this clutter successfully, you need a medium that not only targets your best prospects, but also delivers the message *enough times* to make a lasting impression.

Radio advertising uniquely is intrusive. Consumers listen only to their very favorite stations — and they listen for long periods of time, giving you the best possible opportunity to achieve the *message repetition* so necessary to a successful advertising campaign.

With cost efficient Radio, you can afford to customize your message to fit the format of each station to further guarantee your message will be heard again and again by the greatest number of listeners.

And on Radio, you stand alone ... in the spotlight! Unlike other media, your message won't be jammed up next to the competition.

YOU must reach active, on-the-go customers...

RADIO is the only truly portable, mobile medium ... it goes wherever your prospects go ... and that's everywhere!

Most Americans spend their lives on the run. Only Radio takes your selling message to today's active, acquisitive consumers wherever they are ... and however they got there!

And the vast majority of the time, they're going in the car! Commuting, running errands, and even shopping! How do you reach this captive but fast-moving audience? There's only one way ... with car Radio!

Four Out Of Five Adults Are Reached By Car Radio Each Week

	Adults 18+	Men 18+	Women 18+
Monday-Sunday 24 Hours	82.3%	85.6%	79.1%
Monday-Friday 6am-10am	57.6%	62.9%	52.7%
10am-3pm	53.5%	54.3%	52.8%
3pm-7pm	62.8%	65.6%	60.2%
7pm-midnight	37.0%	39.0%	35.1%

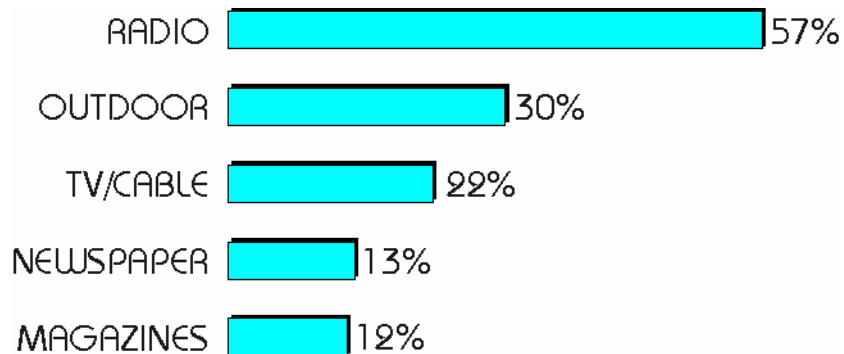
Source: RADAR @ 53, Spring 1996, © Copyright Statistical Research, Inc.

YOU can't miss an opportunity to influence a purchasing decision

RADIO reaches your customers and prospects right up to the time of purchase.

The closer a selling message can get to the cash register, the better its chance of actually influencing the purchase. Radio's strengths pay you important dividends. A major study found that, among the five primary media, the elapsed time between exposure and the day's largest purchase is shortest with Radio.

Percent Of Shoppers Reached By Medium Within 1 Hour Of Largest Daily Purchase (Persons 12+)

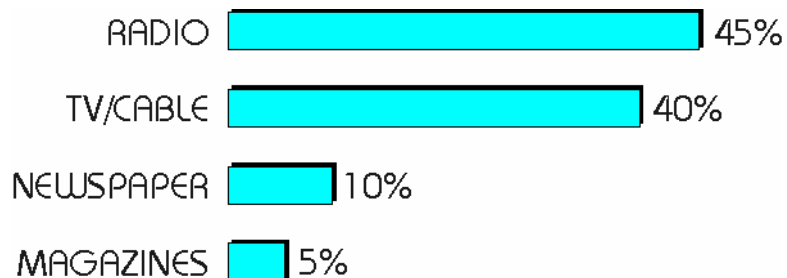


Source: Media Targeting 2000: The Arbitron/RAB Consumer Study, 1995

YOU want to establish a relationship with your customers

RADIO listeners are almost fanatically loyal to their favorite stations and personalities, and as a result, they spend more time with Radio than with any other medium.

Share Of Time Spent With Each Medium (6am-6pm, Mon.-Fri.)



*Source: Media Targeting 2000: The Arbitron/RAB Consumer Study,
1995
Average Time Spent with all Media: 4 hours, 54 minutes*

The more they listen, the more opportunities you have to reach consumers and influence their buying decisions.

Remember: Only Radio allows you to share quickly in the very special relationship each station in your market has with its loyal audience.

YOU want to make the most of your entire advertising program

**RADIO not only mixes well with other media,
but it also takes up where other media fall short!**

Radio and Newspapers

- Using Radio with newspaper increases your reach and helps ensure coverage among light readers and younger consumers.
- By decreasing newspaper ad size and reallocating the savings to Radio, you boost your advertising reach and build message frequency without increasing cost.
- The intrusive power of Radio can stimulate new demand by leading consumers to newspaper ads and coupon offers.

Radio and Broadcast TV

- Light TV viewers (38% of adults) spend nearly 2-3/4 hours per day with Radio. By adding Radio to your media plan, you reach this upscale segment of the market which you might otherwise miss.
- Radio can help extend the life and build the impact of your TV campaigns. A recent study shows that 75% of consumers who watched a TV commercial and later heard the audio on Radio "see" the visual images while listening to the Radio version. And 13% actually placed themselves in the commercial!

Radio and Outdoor

- Outdoor exposure decreases during bad weather and adverse traffic conditions, but Radio listening actually increases during these times. Americans depend on their car Radio for weather and traffic information, so billboards and Radio make a great drive-time combination.

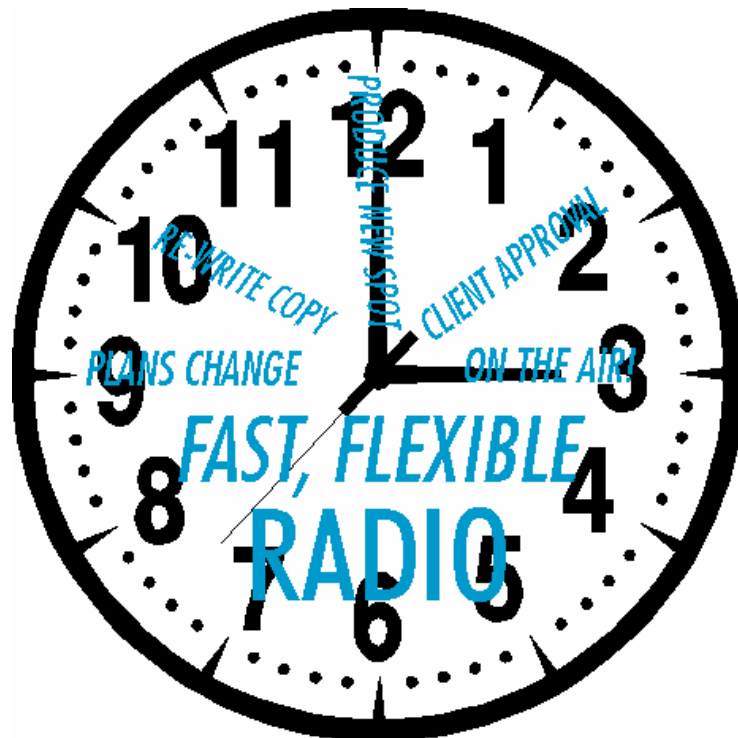
Radio and Direct Mail

- Since almost half of all direct mail is never opened, you need the intrusive power of Radio to call attention to your mailings and pre-condition recipients to the benefits of reading and responding to your direct mail offers.

YOU need to respond to changes in the market at a moment's notice

RADIO is the most flexible of all your advertising options!

One of Radio's greatest strengths is its flexibility. Copy changes can be made at a moment's notice. New commercials can be produced quickly and efficiently. If your supplier surprises you with a double order this morning, you can advertise a fire sale tonight. Whatever the changes, whenever they occur, you can react instantly with Radio.

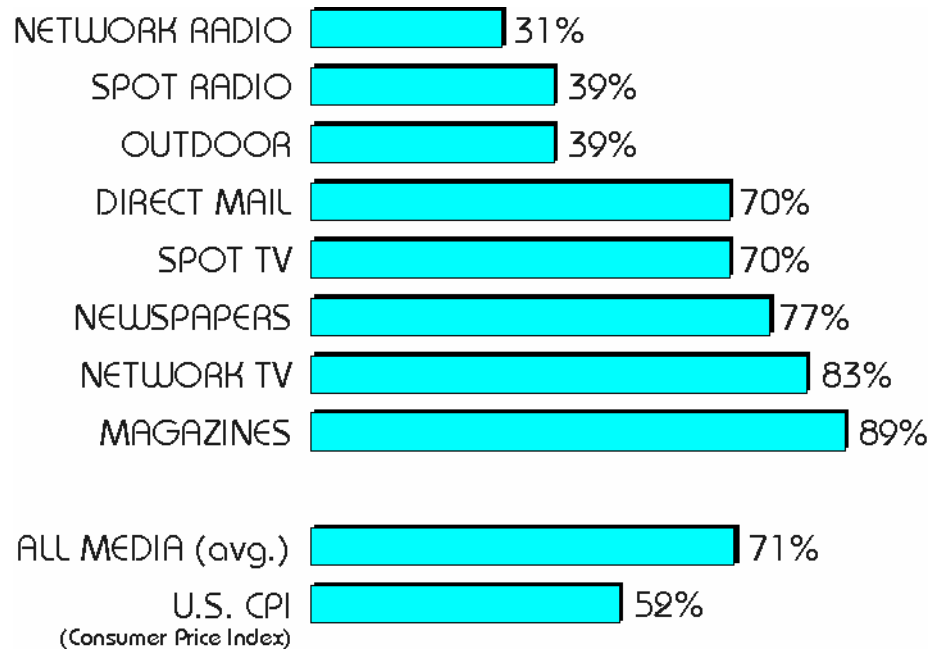


YOU must keep advertising costs under control

RADIO is the most cost-effective of all advertising media!

Radio targets and motivates the specific customers you select — and it does it more cost-efficiently than any other medium. Minimum production time and expense make it the most cost-efficient advertising medium in America today.

Radio's Cost-Per-Thousand Has Increased The Least Among All Major Media Since 1984



Source: McCann- Erickson, 1995

YOU constantly are looking for new ways
to
impact the market

**RADIO uniquely offers pro-active, promotional opportunities
simply not available from any other medium!**

Radio stations know how to build and maintain an audience ... through great programming often supported by promotional activities that keep listeners coming back for more. And no other medium knows more about how to plan and execute a successful promotion than Radio!

When available, the right promotional tie-in or cross-promotion can enhance the impact of your advertising campaign tremendously. Some examples:

Remote broadcasts
DJ appearances
On-air contests
Concerts/ticket giveaways
Multi-sponsor tie-ins
Cause-related events
Event marketing
Register-to-win promotions

Ask your Radio salesperson for details.


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