

WHY RADIO?



Iowa's Greatest Hits

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

Consumers spend an average of 19 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" awareness.

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 62% OF DES MOINES!***

*Source: Radar 93, June 07 **Source: RAEL, Report 07 ***Source: 07-08 4 Bk Data