

RadioWorks

FOR ADVERTISERS

Cat Country 98.7 / NewsRadio1620

WYCT – FM / WNRP – AM

ADX Communications

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Radio is thriving because it connects with listeners in ways no other medium can match.

Radio:

- Delivers Massive Reach In Real Time
- Engages and Influences Listeners
- Digital Technology Enables Interaction
- Produces Outstanding, Cost Effective Results
- Thriving



Anthony Young
CEO, MindShare
North America
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Radio:

“A unique mobile, hyper-local, multi-platform channel that drives word of mouth and delivers scalable brand marketing campaigns for advertisers”.



Over the past 20 years Radio has consistently reached 9 out of 10 people in virtually every demographic and ethnicity.



Radio Delivers Massive Reach In Real Time

- Today Radio continues to reach more than 240 Million listeners every week, which is 93% of the population.
- Virtually all Radio listening is done in real time, giving advertisers control of message delivery.
- Radio reaches more people between morning and evening than any other medium and delivers messages just before they shop*.
- Radio reach and listening levels have remained big and consistent over the past 3 years for virtually every demo including young people.
- Far more people listen to the radio on a typical day than use Facebook, Google Web Search or YouTube**.

Sources: Arbitron data from RADAR, PPM and Diary reports
*gfkMRI Media Day 2011 and USA Touchpoints 2012
**comScore and RADAR



Listeners have strong emotional relationships with their favorite on-air radio personalities that benefit advertisers.



Radio Engages And Influences Listeners

- Only Radio can offer advertisers product endorsements by on-air personalities.
- Radio shares its credibility with its advertisers.
- **More than half of listeners**
 - *feel their favorite radio personality influences their opinion.*
 - *have considered or purchased a product/service advertised during their favorite radio personality's show.*
- **90%** of heavy radio listeners said they would be disappointed if their favorite radio station were no longer on-air*.

Sources: USC, Annenberg School for Communication & Journalism, PSI Study published June 2012, Woodley, P. and Movius, L., People With a Favorite Radio Personality in Los Angeles; * The Infinite Dial: 2011 by Arbitron and Edison Research



Radio continues to reinvent itself by engaging its audiences on other digital platforms.

Radio's Thriving Digital Technology Enables Interaction and Activation

- Digital has expanded Radio's reach and creative capabilities.
- Through Digital, Radio can further interact with its listeners enhancing audience engagement.
 - *Mobile Apps, Facebook, Texting, Twitter, Online streaming, interactive listener programming, opt-in email databases, You Tube videos open digital doors for our listeners and advertisers and provide Activation.*
- 70% of listeners said they follow their favorite personality and/or radio station on social media.
- 55% of listeners said they listen to their favorite personalities on computers or mobile devices when away from a radio.

Source: USC, Annenberg School for Communication & Journalism, PSI Study released June 2012, Woodley, P. and Movius, L. People With a Favorite Radio Personality in Los Angeles



Radio's distinct audience demographics and lifestyle appeal make it easy to target the right customers and locations.

Radio Delivers Outstanding, Cost Effective Results For Marketers

- OTX study results show that Radio advertising positively impacts the 5 key branding metrics
- Advertisers American Express, Subway, Starbucks and many more have seen measured results that multi-platform radio campaigns drive internet traffic and response rates.
- A new media mix modeling study funded by Arbitron and conducted by Sequent & Partners has shown that Radio's impact is an average of 80% greater than previously thought. Within the next few months Arbitron will be making these new granular metrics available to all advertisers and modelers.
- *94% of national advertisers from 2011 have returned to Radio in 2012.*

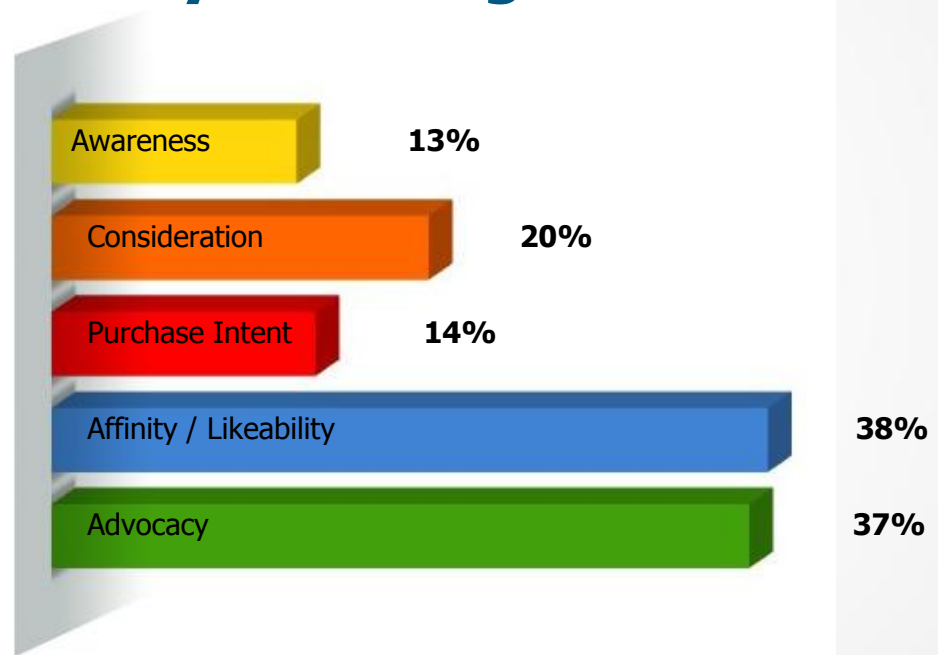


6 Study Average % Lift

Radio-targeted consumers vs. Control groups



Radio advertising positively impacts the 5 key branding metrics



Source: Radio Advertising Effectiveness Program, Ipsos OTX, 2010-11; conducted for Katz Marketing Solutions.

In a series of six studies for different advertisers, people who heard the radio spots exhibited a lift in the 5 key metrics highly valued by advertisers.



Radio is thriving because it connects with listeners in ways no other medium can match.

Radio:

- Reach
- Targeted
- Interactive
- Results
- Thriving

