



## **Why use Radio as an Advertising Medium? Why Invest in 103.3 the vibe?**

Many business owners have discovered that radio is the medium that will give them the most for their advertising dollars. Radio is flexible, cost efficient, and 96% of all adults listen to radio more than three hours each day. Americans wake up with radio, spend their day with radio, and go to bed with radio. In fact, each day radio reaches 75% of consumers.

- Radio is selective; you can target those who are most likely to buy your product and services
- Radio is mobile; you talk to busy consumers where they are: at home, at work, and in the car
- Radio is intrusive; you can break through the media clutter with the intimate connection the voice of radio establishes with consumers
- Radio is cost efficient; you can afford to deliver the message frequency necessary to reach and influence consumers
- Radio reaches your customers and prospects closest to the point of purchase

• Radio Advertising Bureau