

WHY RADIO?



ADVERTISING VALUE

- People buy products they are familiar with. Advertising builds familiarity with the characteristics of your products. Your product becomes the product of choice.
- Everybody likes to feel welcome. People go where they are invited. Invite them into your business.
- Advertising takes time. People are buying even during the “off season”. People are always at different stages in purchasing products, advertising allows you to stay in the minds of the purchaser and become the solution of choice.



PINPOINT MARKETING

- Radio allows you to target your audience. More than any other mass media, radio allows the advertiser to directly target their audience. Stations of all formats appeal to selective audiences based on age, gender, household income, occupation and lifestyle.
- By matching the stations audience to your desired consumer segment, you are able to efficiently and cost-effectively, zero in on the audience that you want to receive your message.
- TV and newspaper ads cover a broad spectrum and will reach many uninterested customers.

RADIO TALKS TO CONSUMERS EVERYWHERE 24/7

- Radio broadcasts 7 days a week, 24 hours a day. Radio reaches more than 97% of adults every week.
- Radio reaches consumers more often than any other media - in the car, at work and at home. Radio is always on. The average person spends more than 20 hours per week listening to the radio.
- Radio reaches 78% of buying consumers every day.
- Radio reaches over 60% of 25-54 year old consumers within one hour of making their largest purchase of the day. Media studies have found that the elapsed time between exposure and the day's largest purchase is shortest in radio.

RADIO LET'S YOU BE WHO YOU WANT TO BE



- Studies show that radio allows the greatest range of imaging of any mass media product. Radio is predictably unpredictable. It provides intriguing surprises and twists in an environment that's safe and familiar.
- Radio allows companies big or small to be creative, to brand, to create a unique identity that your customers will remember.
- Radio is flexible – voices, music, sound effects, last minute changes.
- Radio can adapt in a timely manner to make sure your advertising dollars are most effectively used.

THE BOTTOM LINE – RADIO GETS RESULTS

- Radio has been around since the 1920's attracting customers for businesses.
- Radio ads work...that's the only reason why radio stations stay in business.
- Tri-County Broadcasting has been in business for over 40 years providing quality and valuable radio marketing alternatives for St. Cloud/Central Minnesota.
- Tri-County Broadcasting looks forward to helping you get results and improving your bottom line.