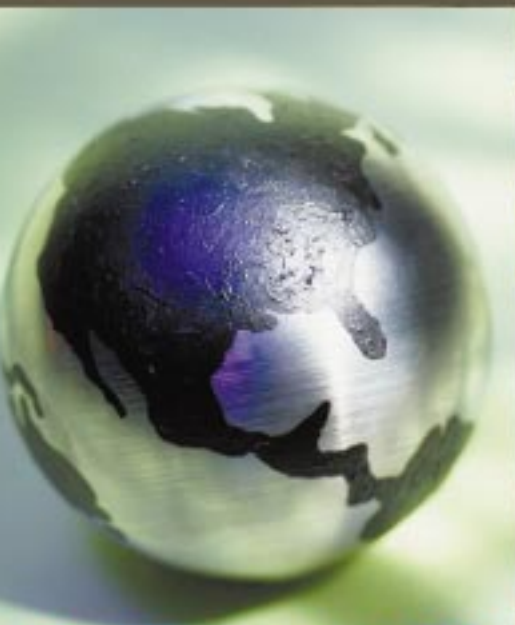


*Radio...the medium that goes everywhere,  
reaches everyone and delivers results!*



Radio Marketing  
Guide & Fact  
Book  
for Advertisers

Fall '99 to Spring 2000

RADIO ADVERTISING BUREAU  
**Radio**



# **Radio Marketing Guide and Fact Book for Advertisers**

Fall 1999 to Spring 2000

**Copyright 1999, Radio Advertising Bureau**  
**Headquarters and National Marketing Department**  
261 Madison Avenue, 23rd Floor  
New York, NY 10016

New York • Los Angeles • Chicago • Detroit • Dallas

Member Stations: 1-800-232-3131

Agencies and Advertisers: 1-800-252-RADIO

Web Address: <http://www.rab.com>

Email: [rab@rab.com](mailto:rab@rab.com)

This is the new 1999/2000 edition of the **Radio Marketing Guide and Fact Book for Advertisers**, a collection of the most recent information about America's most powerful medium — Radio!

We're confident you'll find the information in this publication informative and helpful. And as you view the many facts and figures associated with our dynamic medium, please keep in mind that the most important fact is this... **Radio Gets Results!**

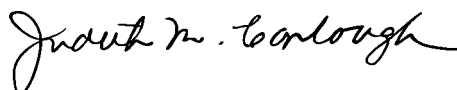
That's because Radio is *selective*; you can target those who are most likely to buy your products and services. Radio is *mobile*; you can talk to busy consumers wherever they are — day and night. Radio is *intrusive*; you can break through the ever-increasing media clutter. Radio is *cost-efficient*; you can afford to deliver the message frequency necessary to reach and influence customers. And Radio allows you to establish an *intimate* connection with your customers and your prospects.

The fact is that Americans love Radio. 95% of all consumers listen to Radio every week. They listen at home, they listen at work, and they listen while in the car. And Radio advertisers get the *last word* as consumers travel to their favorite shopping locations.

The more than 5,200 member stations of the Radio Advertising Bureau are ready to help you utilize the awesome power of Radio to more effectively and efficiently market your products and services. For more information on how to build your business with Radio, please call the RAB Headquarters and National Marketing Department in New York at 1-800-252-RADIO, or the RAB Services and Administrative Center in Dallas at 1-800-232-3131.



Mike Mahone  
Executive VP/Services  
Radio Advertising Bureau



Judy Carlough  
Executive VP/Marketing  
Radio Advertising Bureau

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*Between family life and careers, your customers are busy!  
And Radio is with them every step of the day. At work, at home  
or in the car...no other medium reaches today's highly mobile  
customers like Radio!*

*Radio reaches*

*75%*

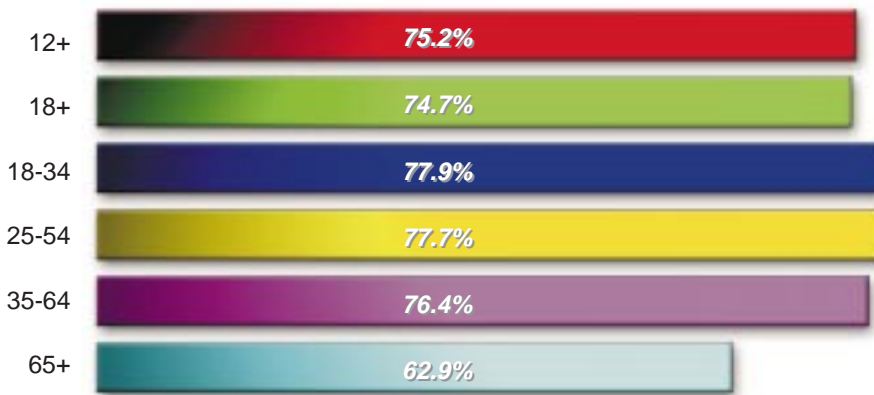
*of consumers every day!*



# Radio Reaches 75% of All Consumers Every Day

There's no question that Americans lead busy lives: Family, career, leisure...it's hard to fit everything in. But there's one thing that's part of just about every day: Radio! In fact, Radio reaches 75% of persons 12 and older each and every day.

*Average Daily Reach:  
Persons*



## Radio's Daily Reach

*Read: Radio reaches 75.2% of persons 12 and older each day.*

<b>Persons</b>	12+	75.2%
<b>Teens</b>	12-17	79.6%
<b>Men</b>	18+	76.2%
	18-34	78.2%
	25-54	79.1%
	35-64	78.3%
	65+	64.0%
<b>Women</b>	18+	73.3%
	18-34	77.6%
	25-54	76.4%
	35-64	74.6%
	65+	62.1%

Source: RADAR © 59, 1998, (C) Copyright Statistical Research, Inc. (Monday-Sunday, 24 hours, based on daily cume)



*"Radio has been successful for us. People are hearing our message, and they're coming into our stores, which translates to better sales."*

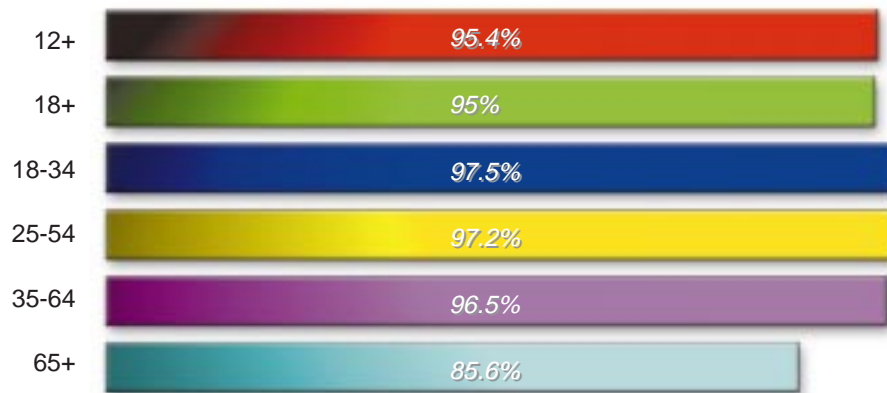
Margaret Bigley  
Director of Marketing,  
Pathmark Supermarkets



# Radio Reaches 95% of All Consumers Every Week!

There's no more constant companion than Radio. It's the soundtrack to our lives. Radio goes wherever life takes us and reaches 95.4% of persons 12 and older every week!

*Average Weekly Reach:  
Persons*



Radio Gets Results!

"Even though we did TV, print, and direct mail, almost everyone we interviewed said that they heard about Action Business Systems on Radio... Radio reaches the professional audience that we need."

Bill Wallace  
President  
Action Business Systems



## Radio's Weekly Reach

*Read: Radio reaches 95.4% of persons 12 and older each week.*

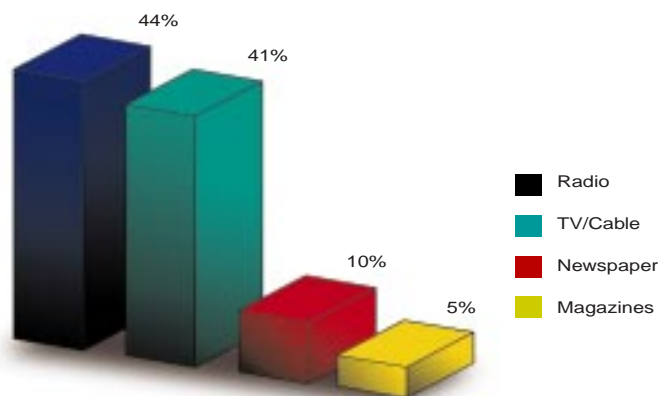
<b>Persons</b>	12+	95.4%
<b>Teens</b>	12-17	98.9%
<b>Men</b>	18+	95.8%
	18-34	97.8%
	25-54	97.7%
	35-64	97.1%
	65+	86.9%
<b>Women</b>	18+	94.2%
	18-34	97.1%
	25-54	96.8%
	35-64	95.9%
	65+	84.7%

Source: RADAR © 59, Fall 1998, (C) Copyright Statistical Research, Inc. (Monday-Sunday, 24 hours, based on weekly cume)

# Radio is the Medium of Choice All Day!

Radio is a hit around the clock. Americans wake up with Radio, spend their day with Radio and go to bed with, you guessed it...Radio! In fact, each day, persons 12 and older spend 44% of their 6am to 6pm media time with Radio...more than any other medium.

*Average Daily Share of Time Spent with Each Medium  
Persons 12 and Older, Monday - Friday 6am to 6pm*



Source: Media Targeting 2000



Radio Gets Results!

## Radio's Daily Reach by Daypart

*Read: Each morning from 6 to 10am, Radio reaches 49.3% of persons 12 and older.*

		6-10A	10A-3P	3-7P	7P-Mid	Mid-6A
<b>Persons</b>	12+	49.3%	41.8%	41.9%	24.3%	15.3%
<b>Adults</b>	18+	49.9%	42.8%	41.9%	22.9%	15.6%
<b>Teens</b>	12-17	44.9%	33.5%	41.6%	35.4%	12.9%
<b>Adults</b>	18-34	47.5%	43.7%	45.1%	27.5%	15.8%
	25-54	53.4%	44.0%	46.7%	23.5%	16.7%
	35-64	53.6%	43.5%	44.9%	22.0%	17.1%
	65+	43.1%	38.6%	26.7%	16.7%	10.8%
<b>Men</b>	18+	51.7%	42.7%	43.8%	23.3%	17.2%
	18-34	48.0%	42.6%	44.9%	28.4%	17.4%
	25-54	55.6%	44.0%	48.9%	24.3%	18.6%
	35-64	56.5%	43.7%	47.7%	22.4%	19.1%
	65+	43.4%	39.3%	27.8%	14.8%	10.0%
<b>Women</b>	18+	48.2%	42.8%	40.2%	22.5%	14.2%
	18-34	46.9%	44.8%	45.2%	26.6%	14.3%
	25-54	51.2%	44.0%	44.6%	22.8%	14.8%
	35-64	51.0%	43.3%	42.3%	21.6%	15.1%
	65+	42.9%	38.1%	25.9%	18.1%	11.5%

SOURCE: RADAR 59, Fall 1998, © Copyright Statistical Research, Inc.

*"Since our commercials and weather sponsorship have been on the air, we've had many people come in and tell us how great it sounded! We know that without our commercials on the Radio, we wouldn't have the clientele we do today."*

Susan Running  
Owner  
Bedknobs & Broomsticks  
Gift Shop

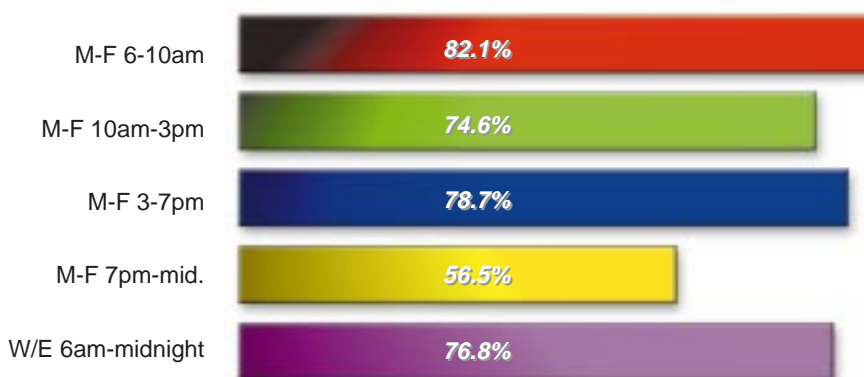




# Weekdays and Weekends, Radio Delivers

Radio isn't a medium that works only at certain times of the day or week. All day long - even weekends - your advertising message is getting through. As you can see below, each week between 6 and 10am, Radio reaches 82.1% of persons 12 and older and that's just the beginning...

*Percentage Reached Weekdays and Weekends  
Persons 12 and Older*



Radio Gets Results!

"I believe Radio really centralizes your target market. It definitely helps to use Radio to target listeners to be a part of what you're doing."

Marvin Brown  
CEO  
One On One Sports



## Radio's Weekly Reach by Daypart

*Read: Each week from 6 to 10am, Radio reaches 82.1% of persons 12 and older.*

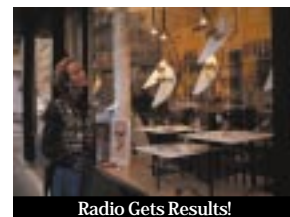
		6-10A	10A-3P	3-7P	7P-Mid	6A-Mid
		M-F	M-F	M-F	M-F	Weekends
<b>Persons</b>	12+	82.1%	74.6%	78.7%	56.5%	76.8%
<b>Teens</b>	12-17	86.0%	67.0%	87.0%	77.3%	85.3%
<b>Adults</b>	18+	81.6%	75.5%	77.7%	54.0%	75.8%
	18-34	83.7%	77.9%	83.6%	63.2%	79.3%
	25-54	85.8%	76.6%	83.3%	57.7%	77.2%
	35-64	84.6%	75.9%	80.6%	53.8%	76.3%
	65+	68.3%	69.8%	56.9%	36.4%	67.5%
<b>Men</b>						
	18+	82.8%	75.6%	79.9%	54.1%	75.6%
	18-34	83.0%	76.2%	84.0%	63.4%	78.7%
	25-54	86.9%	76.2%	85.2%	57.6%	76.3%
	35-64	86.3%	76.2%	82.9%	53.8%	75.6%
	65+	69.7%	71.7%	59.8%	33.7%	68.6%
<b>Women</b>						
	18+	80.5%	75.5%	75.6%	53.8%	76.0%
	18-34	84.4%	79.6%	83.2%	63.0%	79.8%
	25-54	84.8%	77.0%	81.4%	57.7%	78.1%
	35-64	82.9%	75.7%	78.4%	53.7%	77.0%
	65+	67.3%	68.4%	54.8%	38.4%	66.6%

# Radio Listeners Listen and Listen and Listen...

When it comes to time spent listening, Radio stacks up favorably against competing media. Every week, persons 12 and older spend 21 hours and 30 minutes listening to Radio. And every minute consumers spend listening to Radio is another chance for your advertising message to have an impact!

		<b>Total Week Time Spent Listening Hrs:Min</b>	<b>Average Weekday Time Spent Listening Hrs:Min</b>	<b>Total Weekend Time Spent Listening Hrs:Min</b>
<b>Persons</b>	12+	21:30	3:12	5:30
<b>Teens</b>	12-17	14:45	1:57	5:00
<b>Adults</b>	18+	22:15	3:17	5:30
	18-34	22:00	3:18	5:15
	25-34	22:30	3:27	5:15
	35-64	22:30	3:24	5:30
	65+	21:30	3:06	6:00
<b>Men</b>	18+	22:45	3:21	5:30
	18-34	22:30	3:27	5:15
	25-34	23:30	3:36	5:30
	35-64	23:15	3:33	5:30
	65+	21:00	3:03	5:45
<b>Women</b>	18+	21:45	3:15	5:30
	18-34	21:30	3:15	5:15
	25-34	21:30	3:18	5:00
	35-64	21:30	3:15	5:15
	65+	22:00	3:09	6:15

SOURCE: Fall 1998 Arbitron National Database Time Spent Listening Estimates Monday-Sunday 6am-Midnight; Average Weekday (Monday-Friday 6am-Midnight); and Saturday/Sunday 6am-Midnight.  
Based on Arbitron's 94 Continuous Measurement Markets.



*"All I know is the dollars came in and the furniture went out. People heard the message and we sold the merchandise. Radio works."*

Jeff London  
Owner  
Big Run Carpet



For more information on building brands and market share with Radio, call...

**Member Stations:**

1-800-232-3131

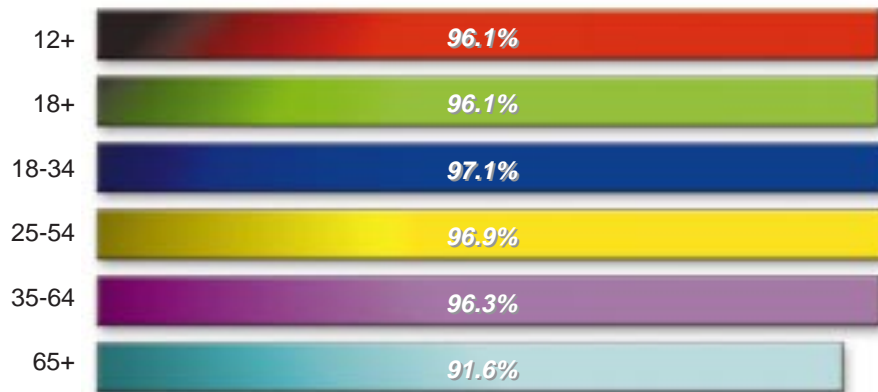
**Advertisers and Agencies:**

1-800-252-RADIO

# Radio Reaches African-Americans

When your marketing plans call for zeroing in on a particular ethnic segment, Radio has the targetability you need! For example, Radio reaches 96.1% of African-Americans 12 and older every week. And since African-Americans spend 25 hours per week listening, Radio is a key conduit for conveying an advertising message to this group.

*Monday-Sunday 6am-12Midnight*



## Radio's Reach with African-Americans

		Weekly Reach	Weekly Time Spent Listening Hr:Min
<b>Persons</b>	12+	96.1%	25:00
<b>Teens</b>	12-17	96.1%	18:30
<b>Adults</b>	18+	96.1%	25:45
	18-34	97.1%	24:45
	25-34	96.9%	26:30
	35-64	96.3%	26:30
	65+	91.6%	25:30
<b>Men</b>	18+	95.5%	25:30
	18-34	96.3%	24:00
	25-34	96.1%	26:15
	35-64	95.8%	26:45
	65+	91.0%	25:15
<b>Women</b>	18+	96.5%	26:00
	18-34	97.9%	25:15
	25-34	97.5%	26:30
	35-64	96.8%	26:30
	65+	91.9%	25:45

For more information on building brands and market share with Radio, call...

**Member Stations:**  
1-800-232-3131

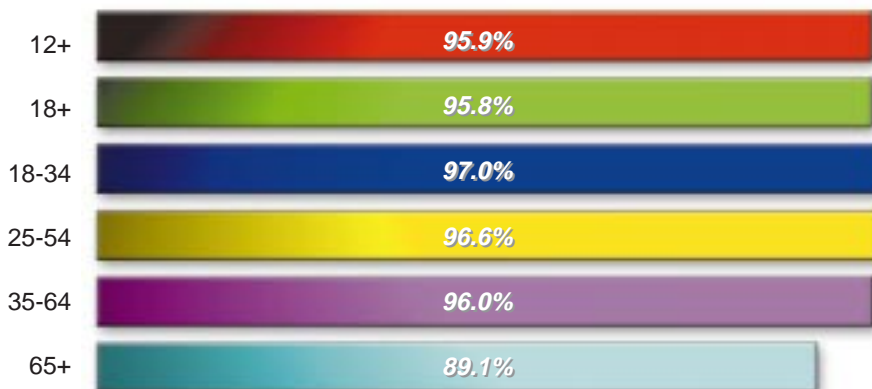
**Advertisers and Agencies:**  
1-800-252-RADIO

SOURCE: Arbitron Fall 1998 National Database (African-American Cume and TSL Estimates).  
Based on Arbitron's 94 Continuous Measurement Markets.

# Radio Reaches Hispanics

America's fastest-growing ethnic group is tuned in to Radio! With 95.9% of Hispanics age 12 and older listening to Radio every week for an average of 24 hours and 45 minutes, it's fiesta time for advertisers!

*Monday-Sunday 6am-12Midnight*



*"Radio has been a dream come true. It was like we rubbed a magic lamp and a genie came out and brought us thousands of customers!"*

Randy Santara  
Owner  
Com-Net



## Radio's Reach with Hispanics

		Weekly Reach	Weekly Time Spent Listening Hr:Min
<b>Persons</b>	12+	95.9%	24:45
<b>Teens</b>	12-17	96.5%	18:30
<b>Adults</b>	18+	95.8%	25:45
	18-34	97.0%	25:30
	25-34	96.6%	26:00
	35-64	96.0%	25:45
	65+	89.1%	25:45
<b>Men</b>	18+	95.7%	25:30
	18-34	96.3%	25:45
	25-34	96.3%	26:15
	35-64	95.9%	25:30
	65+	90.5%	24:15
<b>Women</b>	18+	96.0%	24:45
	18-34	97.8%	25:30
	25-34	96.9%	25:30
	35-64	96.1%	25:45
	65+	88.2%	26:30

SOURCE: Arbitron Fall 1998 National Database (African-American Cume and TSL Estimates).  
Based on Arbitron's 94 Continuous Measurement Markets.



# Radio Reaches Upscale Consumers

Whether you're looking for affluent, well-educated or professional and managerial consumers, Radio is the marketing tool that gets the job done. Each week, Radio reaches 96.9% of adults earning in excess of \$50,000 per year and 98.4% of adults in professional and managerial careers!

### *Radio Reaches Adults with Incomes of \$50,000+*

		Weekly Reach	Avg. Daily Time Spent Listening
<b>Adults</b>	<b>18+</b>	96.9%	2:45
<b>Men</b>	<b>18+</b>	97.5%	2:53
<b>Women</b>	<b>18+</b>	96.3%	2:37



"The success of our Radio campaigns over the years has made it so we've never needed to use other forms of advertising."

Mehdi Kezri  
Owner  
Ti Amo Ristorante Italiano



### *Radio Reaches College Graduates*

		Weekly Reach	Avg. Daily Time Spent Listening
<b>Adults</b>	<b>18+</b>	96.8%	2:33
<b>Men</b>	<b>18+</b>	97.0%	2:37
<b>Women</b>	<b>18+</b>	96.6%	2:30

### *Radio Reaches Professionals/Managers*

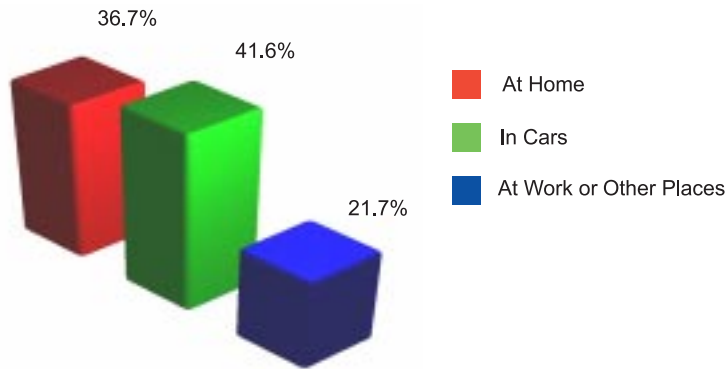
		Weekly Reach	Avg. Daily Time Spent Listening
<b>Adults</b>	<b>18+</b>	98.4%	2:42
<b>Men</b>	<b>18+</b>	98.2%	2:42
<b>Women</b>	<b>18+</b>	98.6%	2:42

SOURCE: RADAR © 59, Fall 1998, (C) Statistical Research, Inc.  
(Monday-Sunday, 24 Hours)

# Radio Reaches Customers Everywhere

Wherever your customers go, Radio goes with them! Among persons 12 and older, 36.7% of listening takes place at home, 41.6% in cars and 21.7% at work and other places.

*Radio Listening by Location*



## Radio's Reach by Location

Demo	Location	Weekdays	Weekends
<b>Persons 12+</b>	At Home	36.5%	40.0%
	In Car	42.5%	48.4%
	At Work or Other Places	21.0%	11.6%
<b>Teens 12-17</b>	At Home	41.8%	45.6%
	In Car	36.6%	40.8%
	At Work or Other Places	21.6%	13.6%
<b>Adults 18+</b>	At Home	35.8%	39.2%
	In Car	43.3%	49.5%
	At Work or Other Places	20.9%	11.3%
<b>Men 18+</b>	At Home	32.9%	36.4%
	In Car	44.4%	51.1%
	At Work or Other Places	22.7%	12.5%
<b>Women 18+</b>	At Home	38.5%	41.7%
	In Car	42.2%	48.1%
	At Work or Other Places	19.3%	10.2%



*"We were very surprised and pleased. The inquiries that were specifically Radio-related were overwhelming, and our name recognition in the business community was greatly enhanced. Without a doubt, it has been one of the best business investments we've made."*

Lorraine Perkinson  
President  
Perkinson Realty



Source: RADAR ® 59, Fall 1998, (C) Copyright Statistical Research, Inc.  
 \*By Location\* numbers are Monday-Sunday, 24 Hours, Weekday share numbers are Monday-Friday, 24 Hours, Weekend share numbers are Saturday/Sunday, 24 Hours

# Radio Reaches Customers Year Round

With Radio, you don't have to wait for sweeps week to clean up! There are no seasonal slumps in Radio listening. Month in and month out, Radio's loyal listeners show remarkably consistent listening patterns...perfect for building awareness and achieving long-term marketing objectives.

*Read: Based on Arbitron diary returns from the Fall 1998 survey, Radio reaches 95.3% of persons 12 and older each week.*

		FA '97	WI '98	SP '98	SU '98	FA '98
<b>Persons</b>	12+	95.4%	95.4%	95.2%	95.1%	95.3%
<b>Teens</b>	12-17	96.0%	96.0%	95.4%	95.1%	95.6%
<b>Adults</b>	18+	95.3%	95.3%	95.2%	95.1%	95.3%
	18-34	96.9%	96.9%	96.9%	96.7%	96.7%
	25-54	96.7%	96.8%	96.6%	96.5%	96.7%
	35-64	96.1%	96.1%	95.9%	95.9%	96.2%
	65+	89.4%	89.1%	89.3%	89.1%	89.5%

SOURCE: Arbitron National Database (Fall 1997 - Fall 1998). Based on Arbitron's 94 Continuous-Measurement Markets. Cumulative Persons Using Radio Estimates (Mon-Sun 6am-Mid)

## Average time spent listening each week

*(Hours:Minutes)*

		FA '97	WI '98	SP '98	SU '98	FA '98
<b>Persons</b>	12+	21:45	22:00	21:45	21:45	21:30
<b>Teens</b>	12-17	15:00	15:00	15:30	15:45	14:45
<b>Adults</b>	18+	22:30	22:30	22:30	22:15	22:15
	18-34	22:45	22:45	22:45	22:30	22:00
	25-54	22:45	23:00	22:45	22:30	22:30
	35-64	22:30	22:45	22:30	22:15	22:30
	65+	21:45	22:15	22:15	22:00	21:30

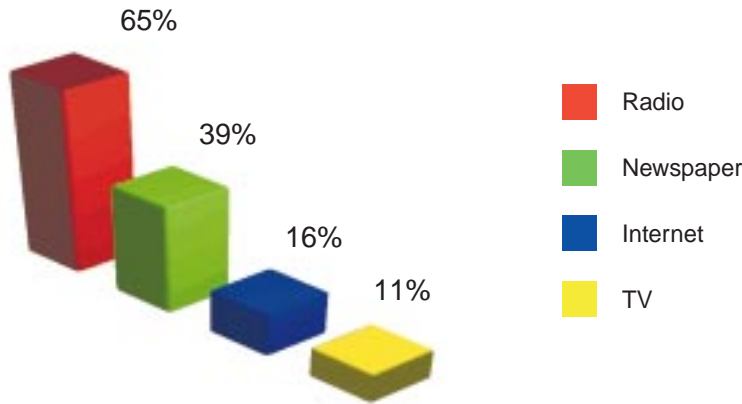
SOURCE: Arbitron National Database (Fall 1997 - Fall 1998). Based on Arbitron's 94 Continuous-Measurement Markets. Weekly Time-Spent-Listening Estimates (Mon-Sun 6am-Mid)

# Radio Goes To Work

There's no escaping it: Work is taking over an ever-increasing slice of consumers' lives. Want to get your advertising message to those consumers during the workday? Rely on Radio. No other major medium impacts consumers in the workplace the way Radio does. Over the next several pages, you'll find the highlights of a study on Radio and America at work, commissioned by Arbitron and conducted by Edison Media Research.

## Radio Rules the Workplace!

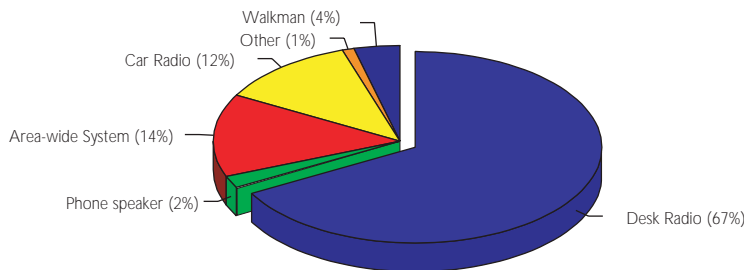
Edison Media Research interviewed 1,123 respondents to a recent Arbitron survey. When asked, "Do you ever listen, read, access or watch...at work," the number-one choice with **65%** was Radio!



## Radio is One on One

While it's true many workplaces have an areawide sound system, desktop Radios still dominate the workplace. That makes Radio close, personal and one on one...the perfect environment for your advertising message!

**Read: 68% of those who listen to Radio at work do so on a desktop Radio.**



For more information on reaching potential consumers at work, call...

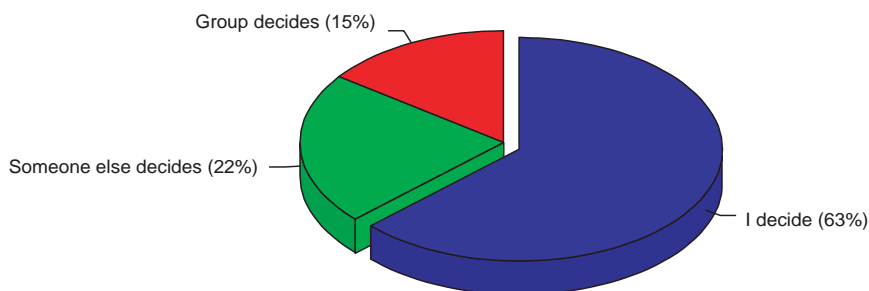
**Member Stations:**  
1-800-232-3131  
**Advertisers and Agencies:**  
1-800-252-RADIO



## Radio Goes To Work

So who chooses which Radio stations all of these working Americans are listening to? According to the Arbitron/Edison Media Research survey, the majority of workers choose the station themselves and tune it in on a desktop Radio.

*Who decides which Radio station you listen to?*



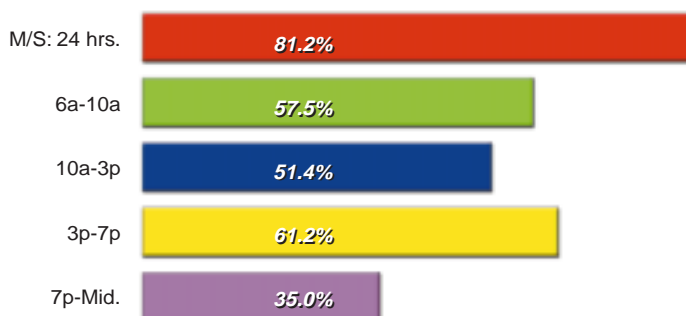
### Other Workplace Facts

- 84% of adults 20 to 54 work.
- The labor force is 54% male and 46% female.
- At-work listening accounts for 40% of all quarter hours of listening for fulltime workers, compared with 26% at home, 33% in the car and 2% in other locations.
- Only 42% of workers work in an office setting. Other locations include:
  - Indoors (not office), 42%
  - Outdoors, 9%
  - Car or truck, 7%
- 67% of workers leave for work between 6 and 9am.
- Despite popular perception, only 4% of all people work the traditional hours of 9am to 5pm.

# Adults Listen to Radio in the Car

Cars and Radio go together like peanut butter and jelly; you can get along with just one, but having both makes all the difference. For most people, the image of cruising down the road behind the wheel just wouldn't be the same without Radio. In fact, Radio reaches 81.2% of adults 18 and older in the car each week, 24 hours a day.

*Percentage Reached in Cars By Daypart*



Monday-Sunday	Adults 18+	Men 18+	Women 18+
<b>24 Hours</b>	81.2%	84.5%	78.1%
<b>Monday-Friday</b>			
6am-10am	57.5%	62.1%	53.2%
10am-3pm	51.4%	51.9%	50.9%
3pm-7pm	61.2%	64.2%	58.4%
7pm-midnight	35.0%	36.4%	33.6%
<b>Saturday/Sunday</b>			
6am-7pm	50.7%	51.6%	49.8%



*"Radio is three things: What you say, whom you say it to, and how many times you say it. Our promotions are always successful when we use Radio."*

Randy Myers  
Director of Advertising  
Drug Emporium




## Upscale Consumers Listen to Radio in the Car

*Percentage Reached Weekly by Car Radio  
Monday-Sunday, 24 hours*

	Adults 18+	Men 18+	Women 18+
<b>Professional/Manager</b>	92.9%	93.0%	92.7%
<b>College Graduates</b>	88.5%	89.6%	87.3%
<b>Household Income 50k+</b>	89.6%	91.4%	87.6%

SOURCE: RADAR © 59, Fall 1998, (C) Statistical Research, Inc.

A woman with dark hair, wearing a brown blazer, is smiling and holding a bright red apple to her mouth. She is also holding a shopping bag with yellow and white patterns. The background is slightly blurred, suggesting a retail or shopping environment.

*Today, more than ever, your marketing success depends on reaching customers close to the point of purchase. No other medium gets closer than Radio...*

*Radio reaches*  
**63%**

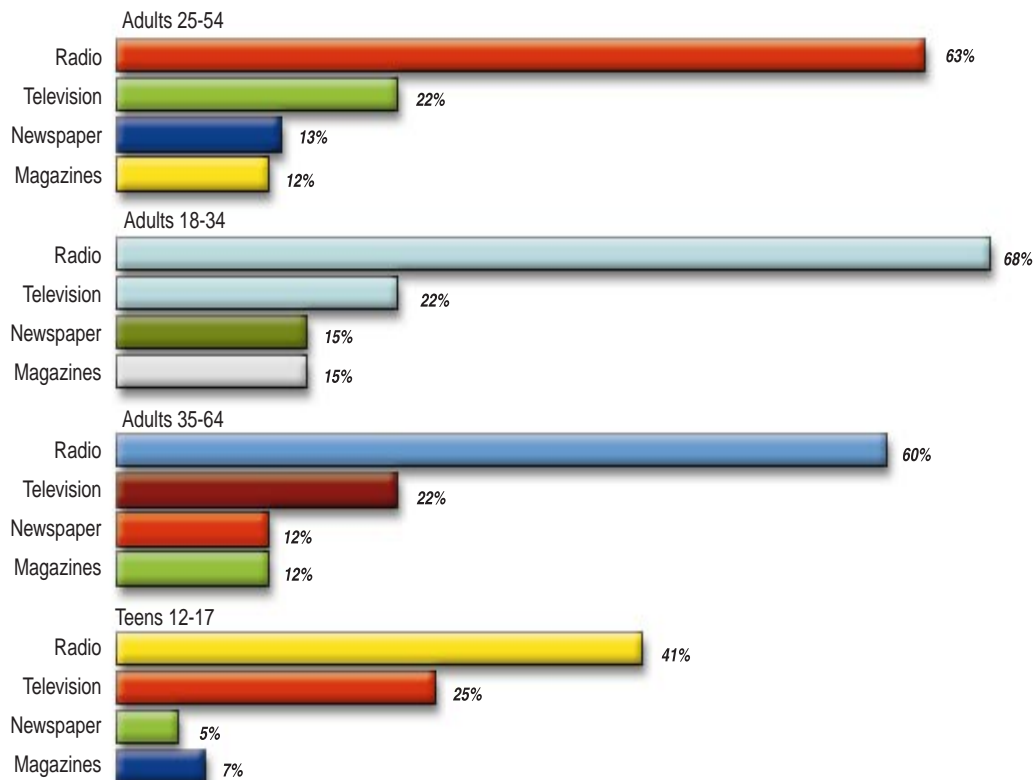
*of 25 to 54 year old consumers within one hour of making their largest purchase of the day.*

*\* Within a 24 hour period.*

# Radio is the #1 Medium Close to the Point of Purchase

There's less time for everything these days...especially for comparison shopping. Time-starved Americans need on-the-go information as they drive to the store. What medium can give them that information? Only Radio. Radio reaches 63% of adults 25 to 54 within one hour of making their largest purchase of the day.

*Read: In any 24-hour period, 63% of adults ages 25 to 54 are exposed to Radio within one hour of making their largest purchase of the day.*



Radio Gets Results!

*"Radio will continue to boom as expanding ad dollars chase fewer tv viewers into their cars and retailers find that Radio, properly negotiated, can give them a competitive edge."*

Claude Caylor  
Vice President Media Services, Pizza Hut, Inc.





# Radio Reaches Grocery Shoppers

Radio's weekly reach among adults  
18 and older who..

*Read: Every week, Radio reaches 77.4% of those who did major grocery shopping in the past four weeks.*

Did major grocery shopping, past 4 weeks	77.4%
Did major grocery shopping 5 times in the past 4 weeks	75.7%
Spend \$50+ on groceries in average week	79.1%
Spend \$100+ on groceries in average week	80.4%
Did fill-in grocery shopping, past 4 weeks	79.4%
Shopped at bakery, past 4 weeks	81.4%
Shopped at deli, past 4 weeks	83.1%
Shopped at gourmet food store, past 4 weeks	84.7%
Shopped at health food store, past 4 weeks	79.2%
Shopped at convenience store, past 4 weeks	81.4%



Radio Gets Results!

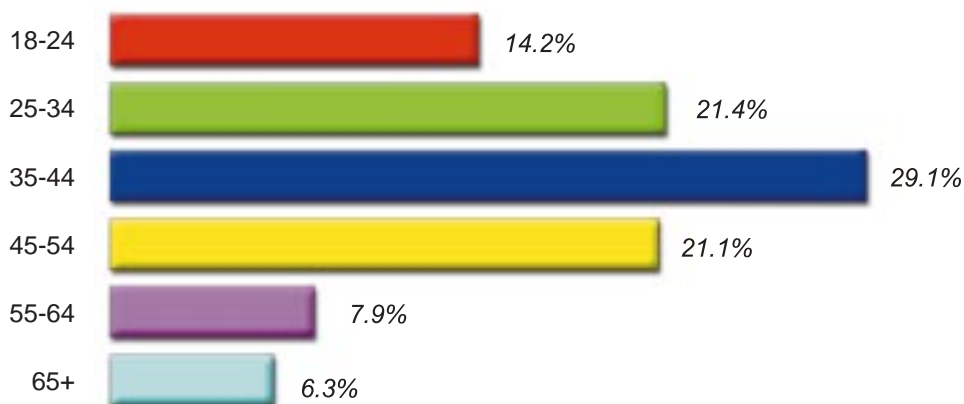
"Radio continues to work. As an example, after completing an analysis of Radio coverage by counties, we were able to position a buy based on our specific store sales. Radio, unlike tv, can target a more defined geographical and demographic area."

Tony Gasparro  
Vice President Advertising  
A&P Supermarkets



## Grocery Shoppers (\$100+ per Week)

*Read: Of Radio listeners who spend \$100+ per week on groceries, 14.2% are 18 to 24 years old.*



# Radio Reaches Car Buyers/Leasers

Radio's weekly reach among adults  
18 and older who...



**Read: Every week, Radio reaches 83.6% of those who have purchased a new domestic car in the last 12 months.**

Purchased a new domestic car in the past 12 months	83.6%
Purchased a new foreign car in the past 12 months	85.7%
Next car will be purchased new	81.6%
Next car will be purchased used	77.8%
Personally lease any car/truck/van	80.2%
Drive a compact pickup	80.8%
Drive a full-size pickup	80.6%
Drive a mini-van	83.8%
Drive a full-size van	78.5%
Drive a sport/utility vehicle	85.9%
Own truck/van bought to replace a car	85.7%

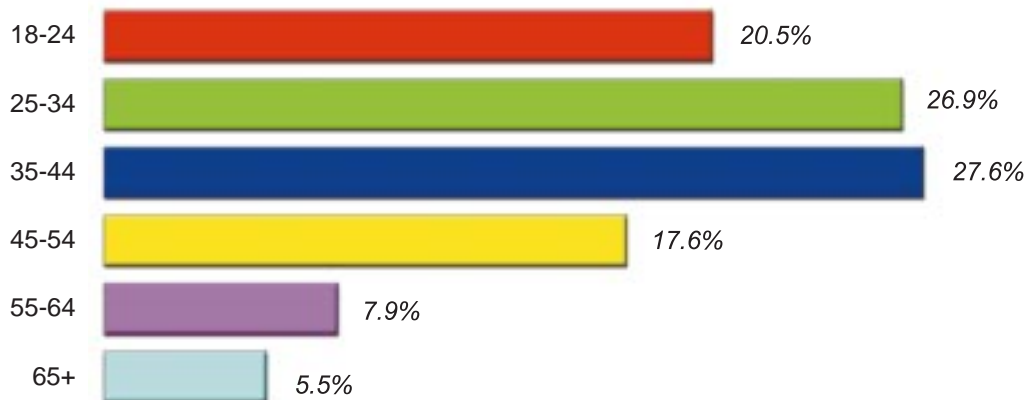
"We talk to people in their cars, which is a very good reason to use Radio. Radio helps us support short-term programs, but it can also be very synergistic with what we're doing with television advertising. We think Radio is a major part of the media mix."

A.C. "Bud" Liebler  
Vice President of Marketing  
Daimler Benz Chrysler



## Auto Leasing

**Read: Of Radio listeners who are current car leasers, 20.5% are 18 to 24 years old.**



# Radio Reaches Consumers of Financial Services

Radio's weekly reach among adults  
18 and older who...

*Read: Every week, Radio reaches 85% of those who have an auto loan for a new car.*

Have an auto loan for a new car	85.0%
Have a first mortgage	84.7%
Have an unsecured line of credit	84.0%
Own investment property	79.0%
Have an IRA, Keogh, or 401K plan	82.9%
Have a certificate of deposit	76.9%
Have used ATM card 4+ times, past month	86.1%
Have a brokerage account	79.8%
Used accountant/financial planning service, past year	84.6%
Used lawyer or legal service, past year	77.5%
Own securities valued at \$10,000 or more	83.3%
Have or use American Express gold card	82.9%
Have or use American Express green card	84.9%
Have or use Mastercard gold card	81.7%
Have or use Mastercard standard card	81.9%
Have or use Visa gold card	82.3%
Have or use Visa standard card	83.1%
Have or use two or more Visa cards	82.7%
Have or use telephone calling/credit card	82.3%
Possess life insurance, valued at \$100,000 or more	85.9%
Have homeowners' or tenants' insurance	78.3%
Belong to a prepaid health plan	79.9%
Have medical, hospital or health insurance	77.8%

18

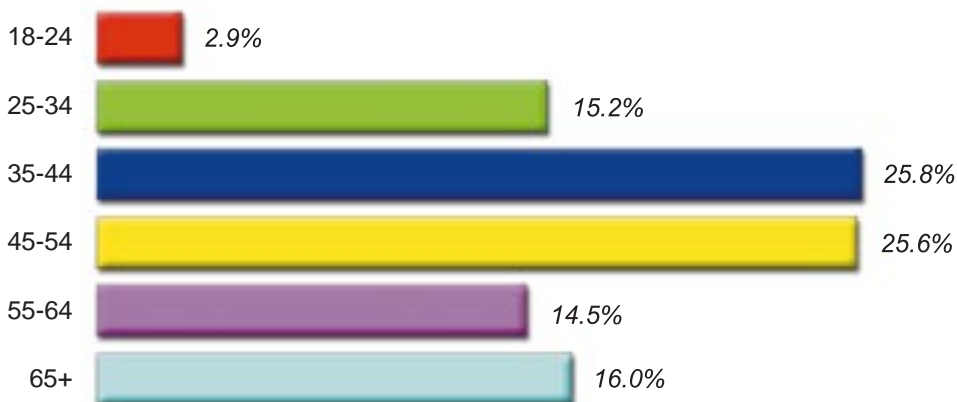


*There's no question that business increases during event weekends, and there's no question that Radio is driving this business."*

Karen McKnight  
Vice President  
TurnAround



*Read: Of Radio listeners who own securities valued at \$10,000 or more, 2.9% are 18 to 24 years old.*



# Radio Reaches Computer Consumers

Radio's weekly reach among adults  
18 and older who...

*Read: Every week, Radio reaches 86.3% of those who own a home personal computer.*

Own a personal computer at home	86.3%
Use or subscribe to an interactive computer service	87.7%
Purchased a home computer in the past year	87.1%
Bought a computer priced at \$2,000 or more	85.9%
Own a modem/phone attachment	86.7%
Own a laser printer	86.7%
Bought four or more software programs, past year	88.5%
Own a laptop personal computer at home	84.7%
Own a CD-ROM drive	86.7%
Own an optical scanner	83.3%

For more information on  
reaching computer users  
with Radio, call...

**Member Stations:**

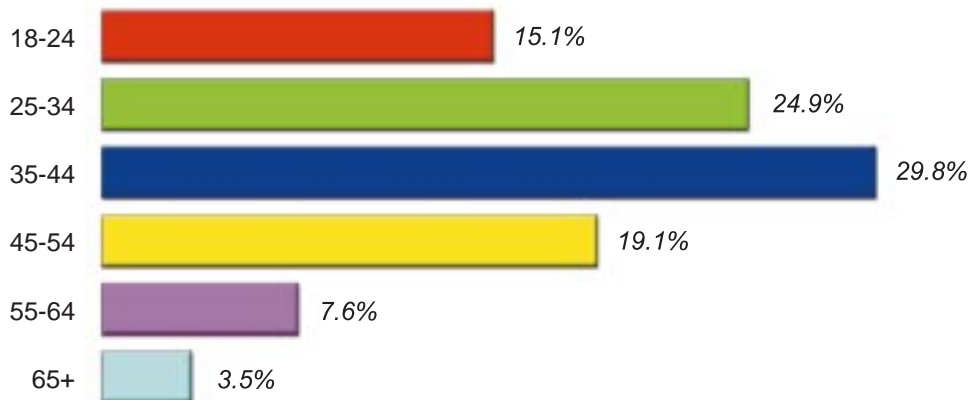
1-800-232-3131

**Advertisers and Agencies:**

1-800-252-RADIO

## Personal Computers

*Read: Of Radio listeners who have purchased a personal computer in the past year, 15.1% are 18 to 24 years old.*



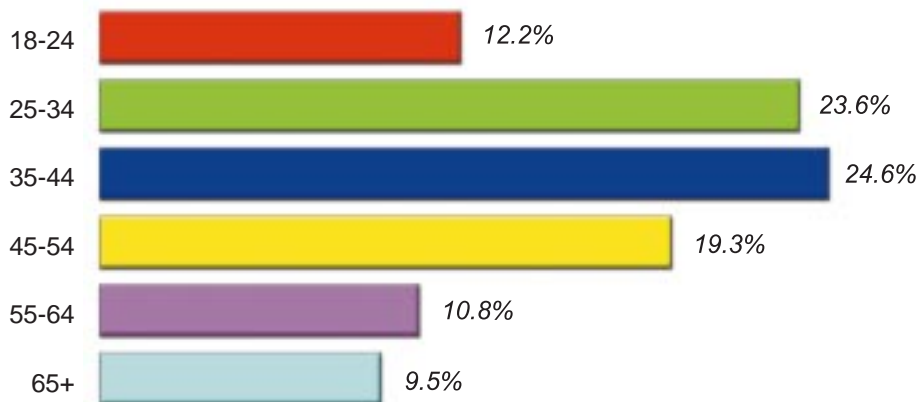
# Radio Reaches Restaurant/Fast-Food Consumers

## Radio's weekly reach among adults 18 and older who...

*Read: Every week, Radio reaches 82.6% of those who have dined out in the past year.*

Dined out (not fast-food) in past year	82.6%
Ate at fast-food restaurant in the past 30 days	79.0%
Ate at a fast-food restaurant (for breakfast) 6+ times in the past 30 days	77.6%
Ate at a fast-food restaurant (for lunch) 6+ times in the past 30 days	83.0%
Ate at a fast-food restaurant (for dinner) 6+ times in the past 30 days	82.9%
Ate at a family restaurant (for dinner) 6+ times in the past 30 days	79.5%
Ate at a family restaurant/steakhouse in the past 30 days	77.1%
Ate at a family restaurant/steakhouse (for breakfast) 4+ times in the past 30 days	80.4%
Ate at a family restaurant/steakhouse (for dinner) 4+ times in the past 30 days	80.1%
Bought takeout/take-home foods in last 4 weeks	80.8%
Bought takeout foods at a chicken restaurant in last 4 weeks	80.9%
Bought takeout foods at a Chinese restaurant in last 4 weeks	83.3%
Bought takeout foods at a Mexican restaurant in last 4 weeks	85.4%
Bought takeout foods at a pizza restaurant in last 4 weeks	83.2%

*Read: Of Radio listeners who have dined out in the past year (not fast food), 12.2% are 18 to 24 years old.*



SOURCE: Simmons, 1998



Radio Gets Results!

When you take advantage of Radio's unique strengths - efficiency, targetability and creative flexibility - you can do anything from selling a specific product to building a brand. Radio gives us an unbeatable combination - targetability and efficiency.

Matthew J. Dee  
Dir., Advertising Production  
Wendy's International, Inc.



# Radio Reaches Beer and Wine Drinkers

Radio's weekly reach among adults 18 and older who...

*Read: Every week, Radio reaches 84.1% of those who drink beer.*

Drink any beer	84.1%
Drink no-alcohol or low-alcohol beer	79.3%
Drink 5+ light/low calorie domestic beer in one week	85.1%
Drink 7+ regular domestic beers in one week	80.0%
Drink ice beer	86.3%
Drink regular imported beer	87.7%
Drink 3+ imported beers in one week	86.6%
Drink malt liquor	79.4%
Drink 3+ glasses of malt liquor in one week	75.6%
Drink 2+ glasses of ale in one week	86.2%
Drink any wine	83.8%
Drink domestic dinner/table wines	84.5%
Drink imported dinner/table wines	84.9%
Drink wine coolers	85.4%
Drink champagne/cold duck/sparkling wine	85.5%
Drink sangria/pop/party wines	82.8%
Buy liquor/wines as gifts	85.8%

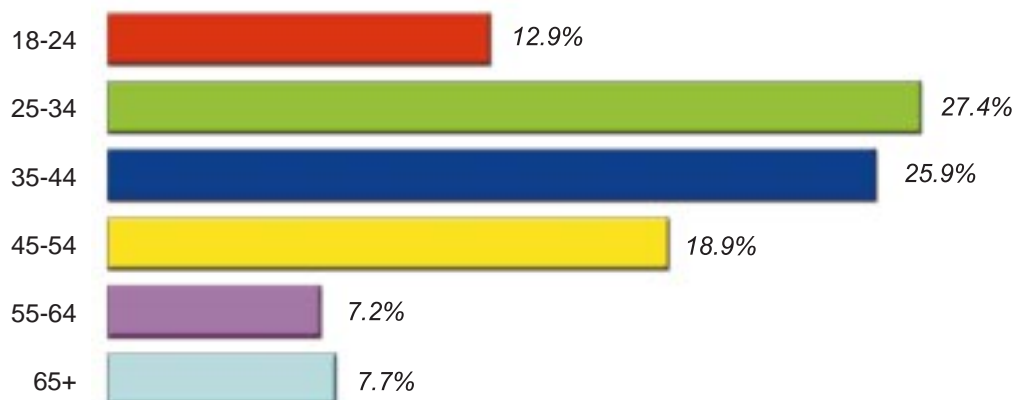


*"Radio allows us to deliver national brand messages to consumers with excitement, style and local flavor. Given our commitment to quality messages, our diverse brand portfolio and our wide range of consumers, Radio is a natural tactical tool for us."*

*Anthony Ponturo  
Vice President Corporate  
Media & Sports Marketing  
Anheuser-Busch, Inc.*



*Read: Of Radio listeners who drink regular, domestic beer, 12.9% are 18 to 24 years old.*





# Radio Reaches Consumer Electronics Buyers

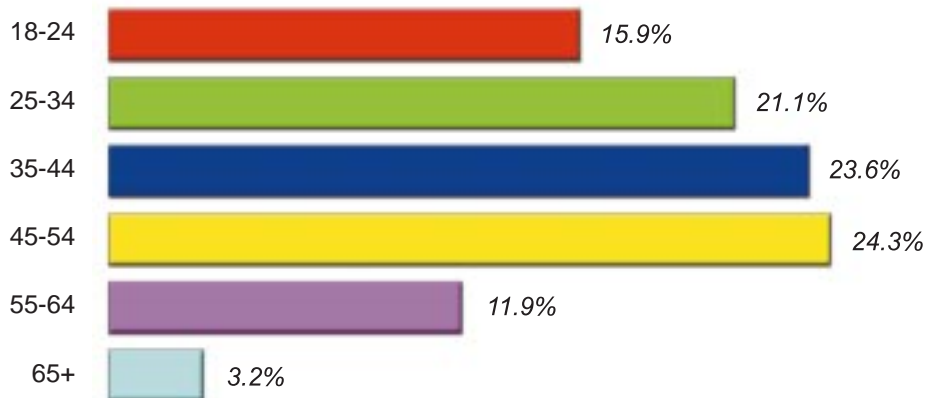
Radio's weekly reach among adults 18 and older who...

*Read: Every week, Radio reaches 83.2% of those who own a large-screen projection television system.*

Own a large screen projection television	83.2%
Own a digital compact cassette (DCC) player	77.5%
Own a digital audio tape (DAT) player	80.9%
Own a surround sound decoder	84.8%
Own a fax machine at home	84.8%
Own a copier at home	79.9%
Own three or more videocassette recorders (VCRs)	80.1%
Live in a household with a laserdisc player	77.1%
Live in a household with a satellite dish system	77.4%
Live in a household with a cellular phone	83.5%
Own a cordless telephone	85.4%
Own a pager/beeper	85.3%
Own a portable AM/FM radio with CD player	85.3%
Purchased a home theater audio system in the past year	81.3%

## Own a Big Screen TV

*Read: Of Radio listeners who own a giant-screen projection TV, 15.9% are 18 to 24 years old.*



"We work hard for our customers, and Radio works hard for us."

Vic Haidet  
Owner  
Haidet's Glass



# Radio Reaches Entertainment Consumers

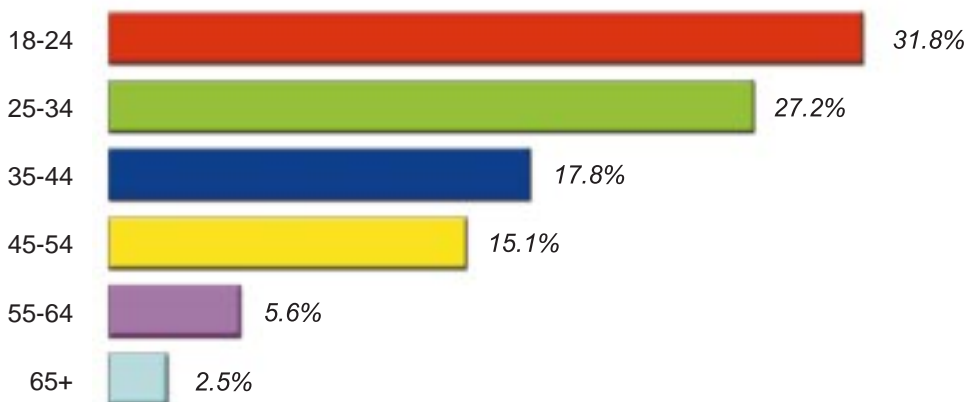
Radio's weekly reach among adults 18  
and older who...

*Read: Every week, Radio reaches 85.6% of those who usually attended a movie on opening weekend.*

Usually attend movies on opening weekend	85.6%
Attended a live theater performance within the past year	87.1%
Attended a live pop/rock concert within the past year	89.9%
Attended a comedy club within the past year	90.6%
Attended a live dance performance within the past year	87.1%
Attended a live classical concert within the past year	86.8%
Go to bars/nightclubs	87.4%
Visited a state fair in the past year	86.4%
Went antique shopping/shows in past year	84.0%
Visited a zoo in past year	86.0%
Visited a museum in past year	85.2%
Attended a live country concert within the past year	85.8%
Own hand-held video games	85.5%
Own video games for television set	84.5%
Rented pre-recorded video cassettes in the past year	84.3%
Rented more than 31 pre-recorded videos in the past year	86.0%
Visited a casino in the past year	81.6%

## Attend Movies on Opening Weekend

*Read: Of Radio listeners who regularly attend movies on the opening weekend, 31.8% are 18 to 24 years old.*



*"[Radio] has helped make my business successful. It has been a very positive experience for us to advertise with Radio. They do a great job of showcasing the movies we're showing."*

Richard Renner  
Manager  
GKC Theatres



# Radio Reaches Mall Shoppers

## Radio's weekly reach among adults 18 and older who...

For more information on reaching mall shoppers with Radio, call...

**Member Stations:**

1-800-232-3131

**Advertisers and Agencies:**

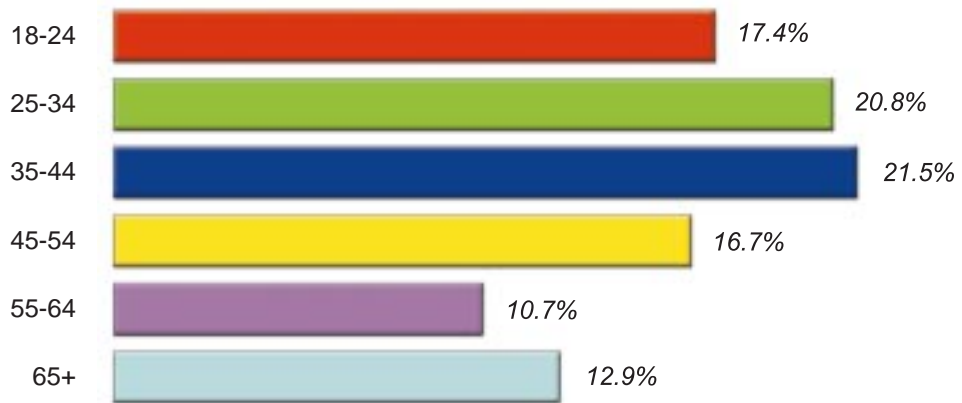
1-800-252-RADIO

*Read: Every week, Radio reaches 80.7% of those who have visited a shopping mall in the last four weeks.*

Visited a shopping mall within the last 4 weeks	80.7%
Visited a shopping mall 4+ times within the last 4 weeks	80.7%
Shopped any department/discount/clothing/children's store within the last 3 months	78.6%
Purchased men's apparel in last 12 months	81.9%
Purchased women's apparel in last 12 months	78.1%
Purchased children's clothing in last 12 months	82.9%
Bought games or toys in last 12 months	83.6%
Bought books in past year	82.6%
Bought records/CDs/tapes in past year	84.7%
Made a purchase from a florist in past year	82.2%

## Visit Shopping Malls

*Read: Of Radio listeners who have visited a shopping mall four or more times in the past month, 17.4% are 18 to 24 years old.*



# Radio Reaches Travelers

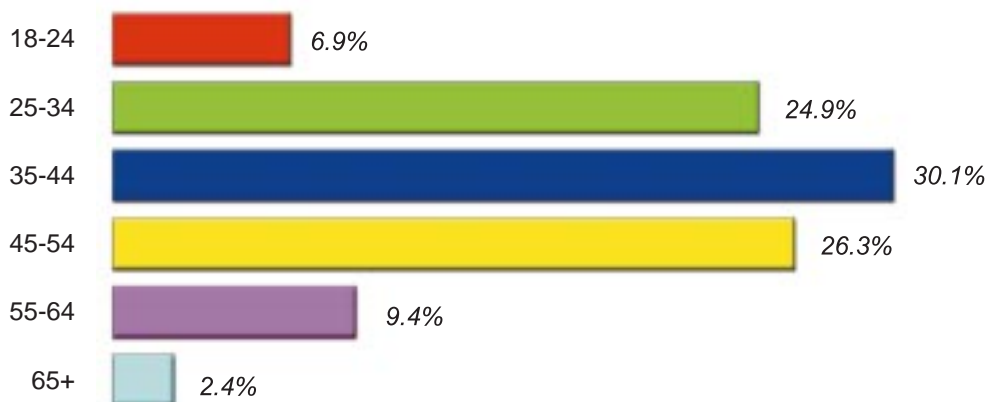
Radio's weekly reach among adults 18 and older who...

*Read: Every week, Radio reaches 82.9% of those who have used a travel agent for domestic travel in the past year.*

Used a travel agent for domestic travel, past year	82.9%
Rented a car for business/personal use, past year	86.0%
Visited a theme park in the past year	86.8%
Took a plane for foreign travel within the past 3 years	84.5%
Own a vacation/weekend home	78.7%
Took 4 or more domestic airline business trips in the past year	86.3%
Attended a convention or conference in the past year	87.8%
Took a cruise ship vacation within the past 3 years	80.7%
Stayed at a ski resort within the past year	87.0%
Took a domestic vacation trip in the past year	83.9%
Took a domestic airline trip, past year	82.1%
Took 4+ domestic airline trips, past year	83.4%
Stayed at a health resort/spa (domestic/foreign) in past year	85.6%
Stayed at a hotel/motel or other paid accommodation, past year	84.2%

## Business Travelers

*Read: Of Radio listeners who took four or more plane trips for business in the past year, 6.9% are 18 to 24 years old.*

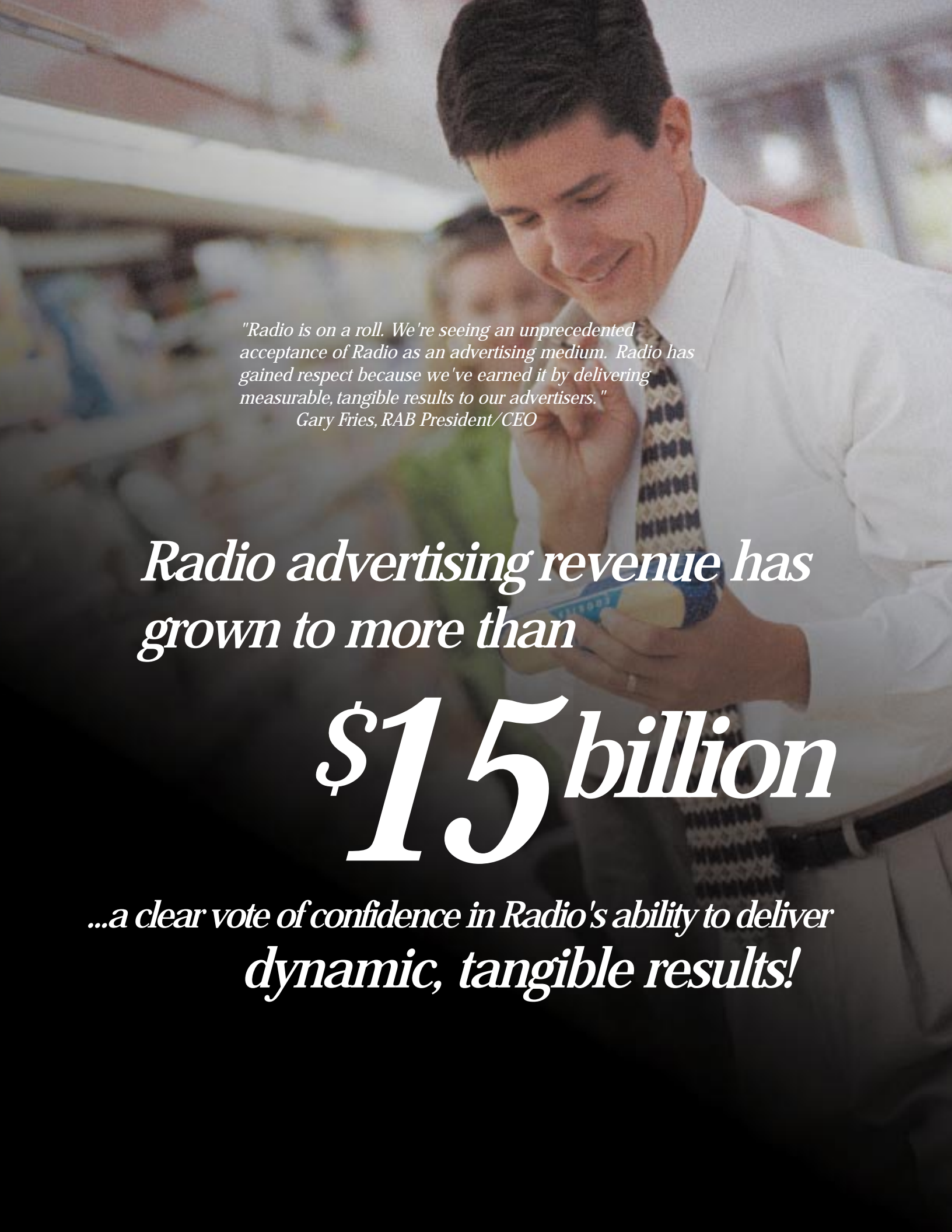


Radio Gets Results!

*"[Radio's] results have been fantastic. Whenever the ads run, people begin coming in almost immediately. The traffic in our gallery has increased anywhere from 25-45% a day."*

John Cacciatore  
Owner  
Dartmouth Street Gallery





*"Radio is on a roll. We're seeing an unprecedented acceptance of Radio as an advertising medium. Radio has gained respect because we've earned it by delivering measurable, tangible results to our advertisers."*

*Gary Fries, RAB President/CEO*

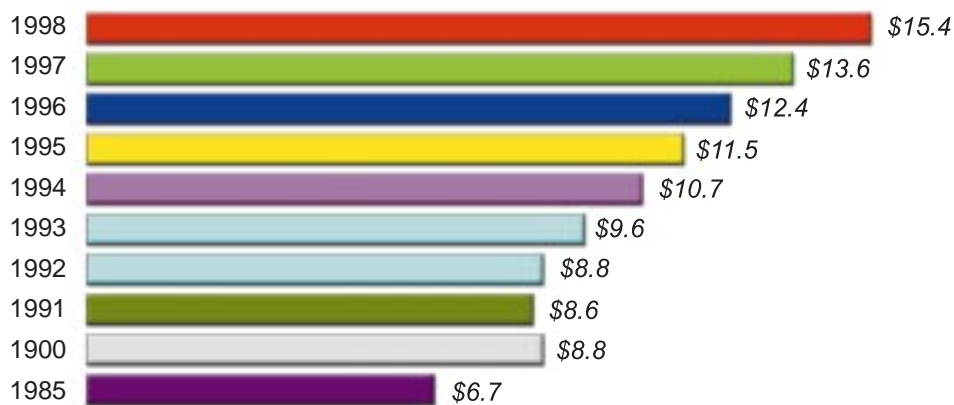
*Radio advertising revenue has grown to more than*

***\$15 billion***

*...a clear vote of confidence in Radio's ability to deliver dynamic, tangible results!*

# Radio Revenue is Growing

From coast to coast, more and more advertisers are recognizing Radio's ability to get results. As a result, the Radio industry's advertising revenue totals have experienced an unprecedented string of consecutive monthly growth. In 1998, ad revenues for Radio climbed 13% to a record \$15.4 billion, up from \$13.6 billion in 1997.



For more information on building brands and market share with Radio, call...

**Member Stations:**  
1-800-232-3131

**Advertisers and Agencies:**  
1-800-252-RADIO

## Revenue Trends

Figures shown in **billions** of dollars.

Local Spot		National Spot		Network Revenue	
1998	\$11.92	1998	\$2.77	1998	\$0.72
1997	10.74	1997	2.41	1997	0.50
1996	9.85	1996	2.09	1996	0.47
1995	9.12	1995	1.92	1995	0.43
1994	8.37	1995	1.87	1995	0.41
1993	7.53	1993	1.63	1993	0.41
1992	6.90	1992	1.48	1992	0.38
1991	6.58	1991	1.58	1991	0.44
1990	6.78	1990	1.63	1990	0.43
1985	4.91	1985	1.32	1985	0.33

Based on a pool of more than 100 markets, as reported by the accounting firms of Miller, Kaplan, Arase & Co. and Hungerford, Aldrin, Nichols and Carter.



## Top 30 National Network & Spot Radio Categories

**The LNA's report includes network and spot Radio spending only. Many national advertisers — like Budweiser and McDonald's — place the majority of their Radio advertising directly with stations and not through a network or spot representative company. Therefore, LNA is unable to capture these advertisers' true Radio expenditures. Direct spending by many national advertisers *substantially exceeds* the amounts spent by the advertisers listed in the LNA Top One Hundred.**

The "Retail" and "Business & Consumer Services" listings refer to Radio advertising purchased by national retailers, such as department stores. All subsequent listings refer to Radio advertising purchased by manufacturers and/or distributors for that category.

All revenue figures are in millions of dollars.

1998 Rank		1998 Revenue	1997 Revenue	1997 Rank	% Change
1	Retail	\$386.4	\$339.8	1	+ 13.7%
2	Telecommunications	274.3	232.6	-	+ 17.9%
3	Media & Advertising	232.9	204.9	-	+ 13.7%
4	Automotive, Automotive Access. & Equip.	190.9	215.8	3	- 11.5%
5	Financial	159.6	166.9	-	- 4.3%
6	Computers & Software	135.9	62.8	-	+ 116.5%
7	Government & Organizations	135.9	56.9	-	+ 138.7%
8	Medicines & Proprietary Remedies	127.1	132.9	-	- 4.4%
9	Restaurants	112.5	98.1	-	+ 14.7%
10	Insurance & Real Estate	111.0	79.9	8	+ 38.9%
11	Public Transportation, Hotels & Resorts	98.7	93.0	7	+ 6.1%
12	Department Stores	88.3	108.4	-	- 18.5%
13	Confectionery & Snacks	59.1	78.6	10	- 24.8%
14	Local Services & Amusements	58.7	59.1	4	- 0.6%
15	Dairy, Produce, Meat & Bakery Goods	52.6	53.4	-	- 1.5%
16	Discount Department & Variety Stores	52.5	31.2	-	+ 68.3%
17	Beverages	50.6	61.7	-	- 17.9%
18	Beer & Wine	42.6	30.7	14	+ 38.9%
19	Audio/Video Equipment & Suppliers	39.0	19.0	16	+ 105.8%
20	Prepared Foods	38.7	31.5	6	+ 22.7%
21	Direct Response Companies	37.4	46.2	17	- 18.9%
22	Horticulture & Farming	36.2	29.3	13	+ 23.8%
23	Gasoline, Lubricants (Trans) & Fuels	34.3	36.8	12	- 6.8%
24	Personal Hygiene & Health - Unisex & Wmn	31.4	27.5	15	+ 14.2%
25	Hair Products & Access. - Unisex & Wmn	23.2	11.6	-	+ 101.2%
26	Schools, Camps & Seminars	19.9	15.0	-	+ 32.7%
27	Household Supplies	18.4	15.1	18	+ 21.8%
28	Office Machines, Furniture & Supplies	17.3	18.3	9	- 5.2%
29	Automotive Dealers & Services	17.1	21.1	-	- 18.9%
30	Ingredients, Mixes & Seasonings	15.7	25.0	-	- 37.4%

# Radio's Top 40 National Network & Spot Advertisers

**The LNA's report includes network and spot Radio spending only. Many national advertisers — like Budweiser and McDonald's — place the majority of their Radio advertising directly with stations and not through a network or spot representative company. Therefore, LNA is unable to capture these advertisers' true Radio expenditures. Direct spending by many national advertisers *substantially exceeds* the amounts spent by the advertisers listed in the LNA Top One Hundred.**

All revenue figures are in millions of dollars.

National Advertiser	Total	Network	Spot
1 MCI WorldCom	\$47.4	\$1.6	\$45.8
2 Chattem Inc. (Phisoderm, Gold Bond, Sunsource, etc.)	40.9	40.8	0.1
3 Warner-Lambert Co. (Listerine, Roloids, Benadryl, etc.)	40.6	39.5	1.1
4 Political Issues	39.7	----	39.7
5 News Corp. Ltd. (Fox TV/20th Century Fox, etc.)	37.5	1.7	35.8
6 AT&T Corp.	37.2	8.7	28.5
7 Procter & Gamble (Folgers, Pringles, Tide, etc.)	32.4	25.4	7.0
8 Berkshire Hathaway (GEICO, Dairy Queen, etc.)	32.3	14.1	18.2
9 Kmart Corp.	31.4	9.0	22.4
10 Daimler-Chrysler Dealer Assn.	29.8	----	29.8
11 GTE Corp.	29.8	----	29.8
12 General Motors Corp.	29.6	7.2	22.4
13 JC Penney Co. Inc.	28.1	18.7	9.4
14 CompUSA, Inc.	27.7	----	27.7
15 National Amusements Inc. (Comedy Central, Blockbuster, UPN, etc.)	27.5	4.0	23.5
16 Allstate Corp.	27.1	11.3	15.8
17 US Government	26.7	11.6	15.1
18 Time Warner (HBO, Time, Turner Broadcasting, etc.)	26.4	3.4	23.0
19 SBC Communications (Southwestern Bell)	26.3	----	26.3
20 Diageo PLC (Burger King, various alcoholic beverages)	24.7	0.5	24.2
21 Sprint Corp.	23.6	8.3	15.3
22 USWest Inc.	23.1	----	23.1
23 Daimler-Chrysler	22.2	11.1	11.1
24 Reading Genius Home Study	22.1	22.1	----
25 Dayton Hudson Corp. (Target, Marshall Fields, etc.)	21.9	----	21.9
26 Bell Atlantic Corp.	21.8	----	21.8
27 Tandy Corp. (Radio Shack, etc.)	21.3	16.8	4.5
28 Political Advertising	21.1	----	21.1
29 Sears Roebuck & Co.	20.7	16.0	4.7
30 Walt Disney Co.	20.7	1.5	19.2
31 William Wrigley Jr. Co. (Doublemint, Big Red Gum, etc.)	19.2	15.1	4.1
32 Ito-Yokado Co. Ltd. (7-Eleven, etc.)	17.6	----	17.6
33 Hearst Corp. (A&E, Lifetime TV, etc.)	17.5	11.8	5.7
34 Phillip Morris Cos. Inc. (Kraft, Miller Brewing, etc.)	17.4	9.4	8.0
35 Ford Motor Co.	17.2	5.3	11.9
36 American Stores (Lucky Stores, Sav-On Drugs, etc.)	17.0	----	17.0
37 Sherwin-Williams Co.	16.6	11.4	5.2
38 Barnes & Noble Inc.	16.6	16.6	0.0
39 Schering-Plough Corp. (Coppertone, Claritin, etc.)	16.5	12.6	3.9
40 CBS Corp.	16.4	6.0	10.4


For more information on building brands and market share with Radio, call...

**Member Stations:**

1-800-232-3131

**Advertisers and Agencies:**

1-800-252-RADIO



*Radio is an around-the-clock hit! Americans wake up with Radio, spend their day with Radio and go to bed with ...Radio!*

*Persons 12 and older spend*

**44%**

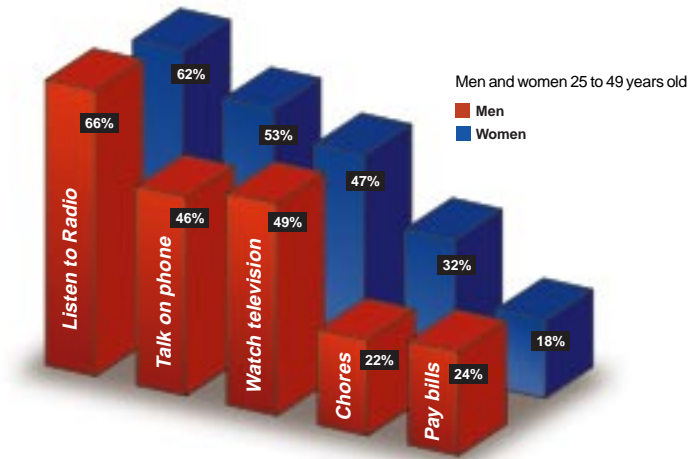
*of their 6am to 6pm media time with Radio...*

*more than any other medium!*

# Radio and the Internet

Like sun and surf, Radio and the Internet are a natural combination! In fact, according to a recent study by conducted by Yankelovich's Cyber-Dialogue for iVillage.com, listening to Radio is the leading activity while surfing the Net.

*Read: 62% of men age 25-49 listen to the Radio while surfing the Internet.*



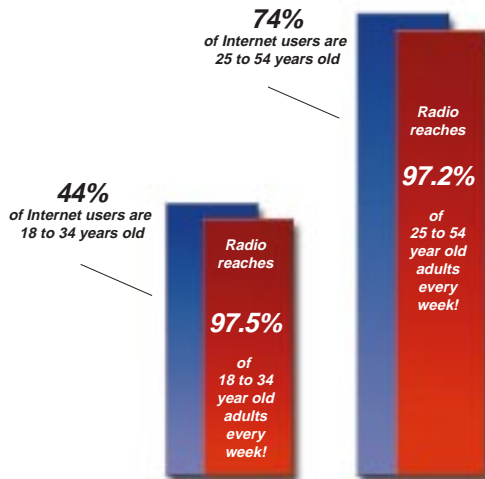
**Radio Gets Results!**

*"When Radio station personalities tell their listeners to use our high-tech dating, they respond by the thousands. We will continue to use Radio as much as possible because no other advertising vehicle reaches so many people."*

Maynard Grossman,  
Marketing Director  
Cyber Media

## Radio Delivers Internet Users

No other medium delivers this important target audience like Radio! Radio's pervasive nature at home and in the office, combined with its ability to reach specific demographic targets, makes it a perfect marketing match for advertisers targeting Internet users.





## Radio Reaches Heavy Internet Users (3 or more online hours per week)

Heavy Internet users love Radio and why not? Whether they're surfing the Net, chatting online or catching up with e-mail, Radio is the perfect companion. In fact, every day, Radio reaches 87.4% of heavy Internet users, and that's just the beginning.

*Read: Each week, Radio reaches 87.4% of heavy Internet users.*

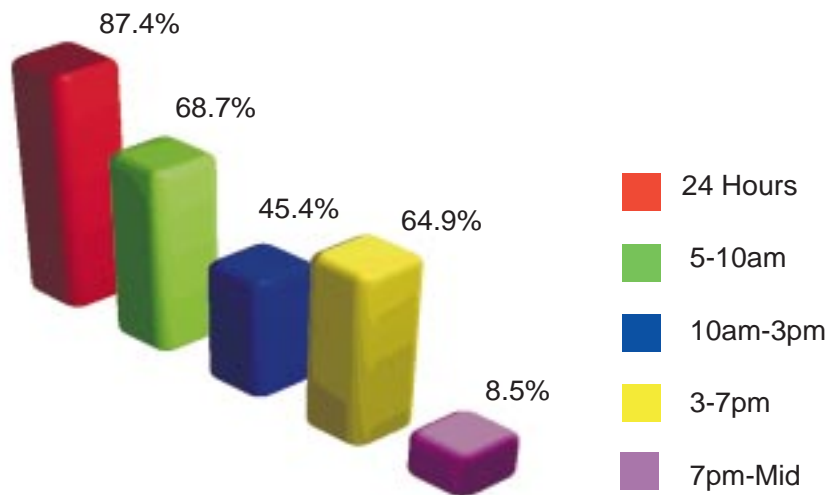
For more information on reaching Internet users with Radio, call...

**Member Stations:**

1-800-232-3131

**Advertisers and Agencies:**

1-800-252-RADIO



### Radio on the Net

- Nearly half of all U.S. Radio stations have an Internet website.
- More than 1,100 U.S. Radio stations are now offering their audience the option of listening on the Internet.
- 19% of online users have listened to Radio on the Net.
- 70% on those listening to Radio online click for additional content.
- 60% of those listening to Radio online click through for advertiser information.
- 76% of those surveyed for a recent Arbitron study would visit a website for product or service information and 57% know they can listen to their favorite Radio station online.
- Of the Webcasting audience, 49% say they buy products they see advertised during Webcasts or on related sites.
- 21% of Americans access the Internet at work.
- 25% of Americans access the Internet at home.

# Radio Reaches Newspaper Readers and Non-Readers

Thirty-seven percent of persons 12 and older never stop to read a daily newspaper and of those who do, most don't read every section. That's a pretty big gap in the reach of a newspaper ad. Radio, on the other hand, reaches practically everyone. Let Radio deliver a one-two punch to your target market: Reinforce your newspaper ad's impact among consumers who saw it and reach those who won't see your print ad at all.

*Radio's reach with readers and non-readers by newspaper section.*

Radio reaches 93.3% of the 55.4% of readers who usually read the Front Page section; and reaches 91.1% of the 44.6% who don't usually read the Front Page section.
Radio reaches 92.7% of the 36.7% of readers who usually read the TV Schedule/Book; and reaches 92.1% of the 63.3% who don't usually read the TV Schedule/Book.
Radio reaches 94.5% of the 31.7% of readers who usually read the Sports Section; and reaches 91.4% of the 68.3% who don't usually read the Sports Section.
Radio reaches 91.4% of the 25.5% of readers who usually read the Food Section; and reaches 92.7% of the 74.5% who don't usually read the Food Section.
Radio reaches 93.9% of the 30.5% of readers who usually read the Business Section; and reaches 91.7% of the 69.5% who don't usually read the Business Section.
Radio reaches 93.9% of the 25.8% of readers who usually read Lifestyle/Fashion; and reaches 91.8% of the 74.2% who don't usually read Lifestyle/Fashion.
Radio reaches 94.3% of the 13.5% of readers who usually read the Classified Section; and reaches 92.0% of the 86.5% who don't usually read the Classified Section.
Radio reaches 93.7% of the 18.1% of readers who usually read Real Estate/Home; and reaches 92.0% of the 81.9% who don't usually read Real Estate/Home.



*"We have only recently discovered the huge benefits of using Radio as a part of our recruitment planning. Our clients are delighted with the level and quality of response."*

*Kevin McCourt  
Managing Director  
McCourt Recruitment  
Consultants*





# Radio Reaches TV Viewers and Light Viewers

The television channel universe is exploding. With nearly half of all cable subscribers receiving 54 channels or more, there are a host of viewing possibilities clamoring for consumers' attention. Growth in the number of channels has resulted in splintered viewership. With so many options, it's difficult to reach enough of your target consumers.

Radio, on the other hand, has several peak dayparts and strong overall listenership. That kind of coverage makes Radio a logical media partner for television.

*Radio's reach with television viewers and light viewers by key viewing times.*

For more information on reaching light television viewers with Radio, call...

**Member Stations:**

1-800-232-3131

**Advertisers and Agencies:**

1-800-252-RADIO

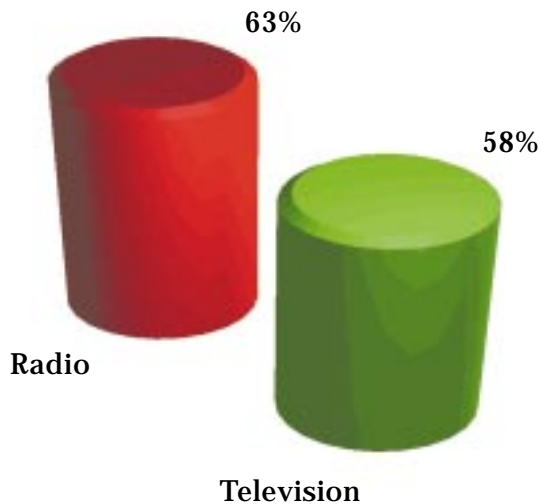
Radio reaches 91.9% of the 36.3% of adults who watch TV from 7-9am; and reaches 92.6% of the 63.7% of adults who don't watch from 7-9am.
Radio reaches 90.0% of the 34.9% of adults who watch TV from 9am-4pm; and reaches 93.6% of the 65.1% of adults who don't watch from 9am-4pm.
Radio reaches 90.5% of the 35.4% of adults who watch TV from 4pm-5pm; and reaches 93.3% of the 64.6% of adults who don't watch from 4pm-5pm.
Radio reaches 92.3% of the 66.4% of adults who watch TV from 5pm-Prime; and reaches 90.9% of the 33.6% of adults who don't watch from 5pm-Prime.
Radio reaches 93.1% of the 65.3% of adults who watch Prime Time TV; and reaches 90.9% of the 34.7% of adults who don't watch Prime Time TV.
Radio reaches 92.7% of the 36.0% of adults who watch Late Evening Local News; and reaches 92.1% of the 64.0% of adults who don't watch Late Evening Local News.

# Radio Commercial Main-Message Communication is Often Superior to Television

An updated study by **The PreTesting Company** using 84 pairs of Radio and TV commercials in a real-life setting has found that Radio executions often outperform those on television. Unaware of the purpose of the test, target audience participants were asked to recall specific main messages after their selection of either, choosing from three different television programs or four different Radio stations (they could change channels at will throughout the 45-minute presentation).

**The result:**  
In terms of total main message communication,  
**Radio was stronger!**

**Read: In the PreTesting survey, Radio main messages were recalled 63% of the time.**



Main Message Communication



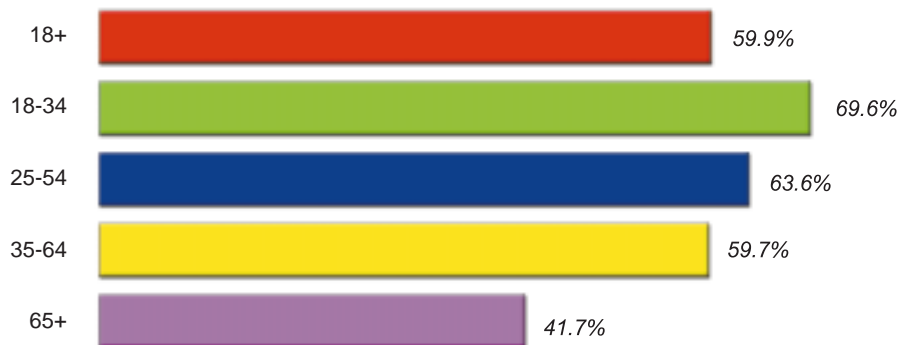
*"I like Radio because it's so much more visual than tv. In the hands of the right creative people, the explosions are bigger, the falls are longer, the cars are faster and the night is full of really scary animals. Not only that, but these special effects are available to anyone regardless of budget."*

Jeff Goodby  
Co-Chairman, Creative Dir.  
Goodby, Silverstein & Partners



## Radio is Strong During TV's Prime Time

*Read: Every week, Radio reaches 59.9% of persons 18 and older during TV's prime time viewing hours (7 to 9pm).*



## Radio Reaches Light TV Viewers

*Read: On an average day, adults 18 and older who are "very light" TV viewers spend less than 30 minutes viewing television and 2 hours, 23 minutes listening to Radio.*

TV Viewing Habits	Adults 18+		Men 18+		Women 18+	
	TV	Radio	TV	Radio	TV	Radio
Quintile 5 (Very Light)	< :30	2:23	< :30	2:28	< :30	2:20
Quintile 4 (Light)	1:08	2:27	1:04	2:34	1:12	2:20
Quintile 3 (Moderate)	3:04	2:25	2:52	2:36	3:15	2:14
Quintile 2 (Heavy)	5:08	2:34	4:47	2:35	5:27	2:34
Quintile 1 (Very Heavy)	9:42	2:44	9:08	3:02	10:13	2:28

## TV Viewers Listen to Radio...a Lot!

*Read: Each week during TV's prime time viewing hours, Radio reaches 62.3% of persons 12 and older.*

	Persons	Men	Women
12+	62.3%	---	---
12-17	81.6%	---	---
18+	59.9%	60.2%	59.7%
18-34	69.6%	70.3%	68.8%
25-54	63.6%	63.7%	63.6%
35-64	59.7%	59.6%	59.7%
65+	41.7%	38.7%	43.9%

# Radio Delivers Reach and Frequency

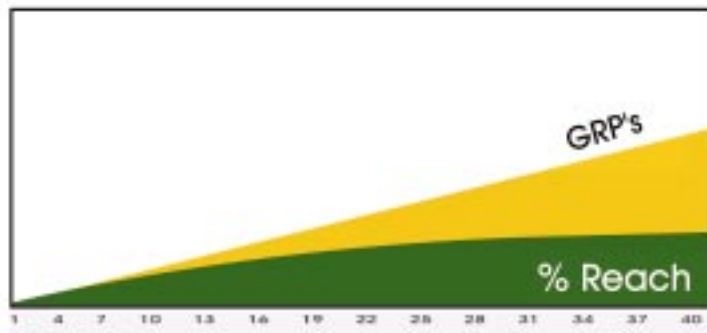
**REACH AND FREQUENCY (R&F)** - An industry-accepted method of judging the potential effectiveness of a Radio advertising schedule. R&F reflects “how many” people have heard a commercial and “how often” the average listener heard it. Both of the components (reach and frequency) are crucial for a successful Radio campaign.

**REACH** - The number of *different* people who hear a commercial campaign. Each person reached is counted only once regardless of how many times they are exposed to a given schedule. Reach is expressed as the percent of the target audience reached with a given Radio schedule.

**FREQUENCY** - The average number of times a person in the target audience is exposed to a given schedule.

What is an adequate R&F? Which is more important - reach or frequency? The answers to these questions depend upon the advertising strategies and objectives of the campaign. Reach is important when you want to blanket a market-place with a message. Frequency is important when you want to reinforce a message, build brand awareness or create urgency and excitement.

The graph below illustrates the relationship between reach and frequency. “Percent Reach” refers to the percentage of an audience reached by a given advertising campaign. The first few announcements on a station have a large effect on reach. As the number of announcements increases, reach levels off and frequency starts to climb.



Number of Commercials

*Reach and frequency curves will vary from station to station.*

A woman with long blonde hair is smiling and looking to her right. She is sitting at a desk in what appears to be a radio station or office. She is holding a large red gift bag with white tissue paper and gold ribbons. The background is slightly blurred, showing shelves and equipment.

*Radio listeners listen and listen and listen..*

*Your customers spend more than*

*21 hours*

*listening to Radio*

*every week!*



## There's a Radio Format for Everyone

These pages illustrate the audience composition for many of the Radio formats across America. These are national averages. Individual market percentages may vary.

*Read: The News/Talk format captures a 16.8% share of Radio listening among persons 12 and older.*

<b>FORMAT</b>	<b>12+</b>
News/Talk	16.8
Adult Contemporary (AC)	14.4
Country	9.6
Top 40	8.9
Urban	8.3
Album Rock	7.1
Spanish	6.1
Oldies	5.4
Classic Rock	4.5
Modern Rock	3.9
Urban AC	3.6
MOR/Big Band	3.3
NAC/Smooth Jaz	3.1
Religious	2.3
Classical	1.7
Remaining Formats	1.0
70's Oldies	0.1

For more information on specific Radio formats, call...

**Member Stations:**  
1-800-232-3131

**Advertisers and Agencies:**  
1-800-252-RADIO

**Total 12+ Listening Audience: 212,520,000**



# There's a Radio Format for Everyone

*Read: The Top-40 format captures an 18.5% share of Radio listening among persons 12 and older.*



"We generated a sizable number of active new accounts. Because this phase of our marketing was solely on Radio, the results can be traced directly to listener response."

Philip Bernstein  
President  
Fine Wine Brokers



FORMAT	18-24
Top 40	18.5
Urban	17.5
Adult Contemporary (AC)	13.6
Album Rock	10.9
Modern Rock	8.9
Country	8.0
Spanish	6.9
Classic Rock	4.1
News/Talk	3.5
Urban AC	2.8
Oldies	2.1
Religious	1.0
NAC/Smooth Jaz	0.9
Remaining Formats	0.9
Classical	0.3
MOR/Big Band	0.1

FORMAT	25-34
Adult Contemporary (AC)	16.6
Album Rock	12.1
Top 40	10.7
Urban	9.8
News/Talk	9.3
Country	9.1
Spanish	7.7
Modern Rock	6.7
Classic Rock	6.0
Urban AC	4.0
Oldies	2.4
NAC/Smooth Jaz	2.0
Religious	1.7
Remaining Formats	1.0
Classical	0.6
MOR/Big Band	0.2

FORMAT	35-44
Adult Contemporary (AC)	16.6
News/Talk	13.9
Country	9.8
Album Rock	9.4
Classic Rock	8.1
Top 40	6.6
Spanish	6.4
Urban	6.2
Oldies	5.8
Urban AC	5.0
NAC/Smooth Jaz	4.1
Modern Rock	3.1
Religious	2.4
Remaining Formats	1.1
Classical	1.0
MOR/Big Band	0.6

FORMAT	45-54
News/Talk	19.6
Adult Contemporary (AC)	16.9
Oldies	12.3
Country	10.8
Spanish	5.6
NAC/Smooth Jaz	5.3
Urban AC	4.6
Classic Rock	4.4
Urban	4.2
Album Rock	4.1
Top 40	3.4
Religious	2.8
Classical	2.2
MOR/Big Band	1.7
Modern Rock	1.2
Remaining Formats	1.0

SOURCE: Arbitron Fall 1998; 94 Continuous Measured Markets

# There's a Radio Format for Everyone

*Read: The News/Talk format captures a 28.6% share of Radio listening among persons 12 and older.*

<b>FORMAT</b>	<b>55-64</b>
News/Talk	28.6
Adult Contemporary (AC)	14.1
Country	14.0
Oldies	8.6
MOR/Big Band	6.7
Spanish	5.5
NAC/Smooth Jaz	4.4
Classical	3.7
Religious	3.4
Urban	3.0
Urban AC	2.9
Top 40	1.4
Remaining Formats	1.1
Album Rock	1.0
Classic Rock	1.0
Modern Rock	0.3
70's Oldies	0.1

<b>FORMAT</b>	<b>65+</b>
News/Talk	41.1
MOR/Big Band	17.3
Country	9.4
Adult Contemporary (AC)	8.0
Classical	4.7
Spanish	4.4
Oldies	3.2
Religious	3.2
NAC/Smooth Jaz	2.6
Urban	1.8
Urban AC	1.3
Top 40	0.8
Remaining Formats	0.8
Album Rock	0.4
Classic Rock	0.4
70's Oldies	0.3
Modern Rock	0.2

SOURCE: Arbitron Fall 1998: 94 Continuous Measured Markets

## There's a Radio Format for Everyone

With dozens of formats and thousands of Radio stations nationwide, there's a station that's just right for you. In 1998, there were 10,394 commercial Radio stations in the U.S. Below is a list of the most popular Radio formats and their station counts.

Rank	Format	#Stations
1).	Country	2,368
2).	News/Talk/Business	1,131
3).	Adult Contemporary (AC)	844
4).	Oldies	799
5).	Adult Standards	561
6).	Spanish	493
7).	Contemporary Hit Radio (CHR)	379
8).	Soft AC	368
9).	Religion (Teaching, Music)	356
10).	Classic Rock	282
11).	Adult Hits, Hot AC	281
12).	Southern Gospel	273
13).	Rock	266
14).	Sports	251
15).	Black Gospel	238
16).	Classic Hits	192
17).	Urban, R&B	171
18).	Contemporary Christian	164
19).	New Rock, Modern Rock	145
20).	Urban AC	127
21).	Alternative Rock	96
22).	Jazz	88
23).	Modern AC	79
24).	Ethnic	77
25).	R&B Oldies	56
26).	Gospel	45
27).	Variety	43
28).	Classical, Fine Arts	40
29).	Easy Listening	39
30).	Children's	37

# Vital U.S. Statistics

## Demographic Characteristics

<b>Total U.S. Population (1998):</b>	<b>% of Pop</b>	<b>270,253,300</b>
Top 50 Metro Areas	48%	128,753,600
Top 100 Metro Areas	62%	166,927,600
Top 200 Metro Areas	77%	208,316,800
<b>Population by Age Groups:</b>		
0-17	26%	69,539,700
18-24	9%	24,363,200
25-34	15%	41,053,900
35-49	24%	63,864,000
50+	26%	71,432,700
<b>Population by Region:</b>		
New England	5%	13,404,800
East South Central	6%	16,394,300
Middle Atlantic	14%	38,320,300
West South Central	11%	29,833,700
East North Central	17%	44,111,700
Mountain	6%	16,821,600
West North Central	7%	18,623,400
Pacific	16%	43,939,500
South Atlantic	18%	48,804,000
<b>Total Number of U.S. Households:</b>		<b>100,100,700</b>
Top 50 Metro Areas	47%	47,400,900
Top 100 Metro Areas	62%	61,645,900
Top 200 Metro Areas	74%	73,915,600
<b>U.S. Households by Region:</b>		
New England	5%	5,056,200
East South Central	6%	6,198,100
Middle Atlantic	14%	14,178,600
West South Central	11%	10,806,800
East North Central	17%	16,504,200
Mountain	6%	6,256,800
West North Central	7%	7,133,400
Pacific	15%	15,363,700
South Atlantic	19%	18,602,900

Source: Sales & Marketing Management Survey of Buying Power, August, 1998

# Vital U.S. Statistics

## General Characteristics

**New England**  
CT, ME, MA, NH, RI, VT

**East South Central**  
AL, KY, MS, TN

**Middle Atlantic**  
NJ, NY, PA

**West South Central**  
AR, LA, OK, TX

**East North Central**  
IL, IN, MI, OH, WI

**Mountain**  
AZ, CO, ID, MT, NM, NV,  
UT, WY

**West North Central**  
IA, KS, MN, MO, ND, NE, SD

**Pacific**  
AK, CA, HI, OR, WA

**South Atlantic**  
DE, DC, FL, GA, MD, NC,  
SC, VA, WV

<b>U.S. African-American Population:</b>		<b>34,399,500</b>
Top 50 Metro Areas	62%	21,203,200
Top 100 Metro Areas	75%	25,798,700
Top 200 Metro Areas	84%	28,898,300
<b>U.S. Hispanic Population:</b>		<b>30,134,700</b>
Top 50 Metro Areas	76%	23,039,800
Top 100 Metro Areas	86%	25,768,700
Top 200 Metro Areas	91%	27,282,300
<b>Total U.S. Effective Buying Income (EBI):</b>		<b>4.40 Trillion</b>
Per Capita EBI		\$16,281
Average Household EBI		\$43,956
Median Household EBI		\$34,618
<b>Percent of Total U.S. EBI, By Region:</b>		
New England		5.8%
East South Central		5.4%
Middle Atlantic		15.5%
West South Central		10.1%
East North Central		16.7%
Mountain		5.7%
West North Central		6.7%
Pacific		16.2%
South Atlantic		17.9%
<b>Average Household EBI, By Region:</b>		
New England		\$50,596
East South Central		\$38,088
Middle Atlantic		\$48,243
West South Central		\$41,285
East North Central		\$44,205
Mountain		\$40,213
West North Central		\$41,626
Pacific		\$46,356
South Atlantic		\$42,338

Source: Sales & Marketing Management Survey of Buying Power, August, 1999

# For Advertisers and Agencies



## From RAB's National Marketing Department

Are you interested in learning more about how to market your product or service with Radio? Please fill out the form below and fax it to **1-212-681-7223** or call the RAB's Headquarters and National Marketing Center at **1-800-252-RADIO**.

\_\_\_\_\_  
Name/Title

\_\_\_\_\_  
City

\_\_\_\_\_  
Company

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Street

\_\_\_\_\_  
Fax

- (FREE)  Creative Resources Tape (Sample Radio commercials). Please indicate the category: \_\_\_\_\_
- 1999 Mercury-Award winning CD of Radio commercials: \$15
- Blueprint for Results, Building your Business with Radio:*  
Multi-media CD-ROM - \$35
- Imagery Transfer: Radio Extends your TV Campaign:*  
VHS Video - \$29.95
- I am interested in more information about \_\_\_\_\_.

RADIO ADVERTISING BUREAU  
**Radio**  
<http://www.rab.com>  
1-800-252-RADIO



# 2 Year Broadcast Calendar

## 1999

January		M	T	W	TH	F	SA	SU
1		28	29	30	31	1	2	3
2		4	5	6	7	8	9	10
3		11	12	13	14	15	16	17
4		18	19	20	21	22	23	24
5		25	26	27	28	29	30	31
February		1	2	3	4	5	6	7
6		1	2	3	4	5	6	7
7		8	9	10	11	12	13	14
8		15	16	17	18	19	20	21
9		22	23	24	25	26	27	28
March		1	2	3	4	5	6	7
10		1	2	3	4	5	6	7
11		8	9	10	11	12	13	14
12		15	16	17	18	19	20	21
13		22	23	24	25	26	27	28
April		29	30	31	1	2	3	4
14		29	30	31	1	2	3	4
15		5	6	7	8	9	10	11
16		12	13	14	15	16	17	18
17		19	20	21	22	23	24	25
May		26	27	28	29	30	1	2
18		26	27	28	29	30	1	2
19		3	4	5	6	7	8	9
20		10	11	12	13	14	15	16
21		17	18	19	20	21	22	23
22		24	25	26	27	28	29	30
June		31	1	2	3	4	5	6
23		31	1	2	3	4	5	6
24		7	8	9	10	11	12	13
25		14	15	16	17	18	19	20
26		21	22	23	24	25	26	27
July		28	29	30	1	2	3	4
27		28	29	30	1	2	3	4
28		5	6	7	8	9	10	11
29		12	13	14	15	16	17	18
30		19	20	21	22	23	24	25
August		26	27	28	29	30	31	1
31		26	27	28	29	30	31	1
32		2	3	4	5	6	7	8
33		9	10	11	12	13	14	15
34		16	17	18	19	20	21	22
35		23	24	25	26	27	28	29
September		30	31	1	2	3	4	5
36		30	31	1	2	3	4	5
37		6	7	8	9	10	11	12
38		13	14	15	16	17	18	19
39		20	21	22	23	24	25	26
October		27	28	29	30	1	2	3
40		27	28	29	30	1	2	3
41		4	5	6	7	8	9	10
42		11	12	13	14	15	16	17
43		18	19	20	21	22	23	24
44		25	26	27	28	29	30	31
November		1	2	3	4	5	6	7
45		1	2	3	4	5	6	7
46		8	9	10	11	12	13	14
47		15	16	17	18	19	20	21
48		22	23	24	25	26	27	28
December		29	30	1	2	3	4	5
49		29	30	1	2	3	4	5
50		6	7	8	9	10	11	12
51		13	14	15	16	17	18	19
52		20	21	22	23	24	25	26

## 2000

January		M	T	W	TH	F	SA	SU
1		27	28	29	30	31	1	2
2		3	4	5	6	7	8	9
3		10	11	12	13	14	15	16
4		17	18	19	20	21	22	23
5		24	25	26	27	28	29	30
February		31	1	2	3	4	5	6
6		31	1	2	3	4	5	6
7		7	8	9	10	11	12	13
8		14	15	16	17	18	19	20
9		21	22	23	24	25	26	27
March		28	29	1	2	3	4	5
10		28	29	1	2	3	4	5
11		6	7	8	9	10	11	12
12		13	14	15	16	17	18	19
13		20	21	22	23	24	25	26
April		27	29	29	30	31	1	2
14		27	29	29	30	31	1	2
15		3	4	5	6	7	8	9
16		10	11	12	13	14	15	16
17		17	18	19	20	21	22	23
18		24	25	26	27	28	29	30
May		1	2	3	4	5	6	7
19		1	2	3	4	5	6	7
20		8	9	10	11	12	13	14
21		15	16	17	18	19	20	21
22		22	23	24	25	26	27	28
June		29	30	31	1	2	3	4
23		29	30	31	1	2	3	4
24		5	6	7	8	9	10	11
25		12	13	14	15	16	17	18
26		19	20	21	22	23	24	25
July		26	27	28	29	30	1	2
27		26	27	28	29	30	1	2
28		3	4	5	6	7	8	9
29		10	11	12	13	14	15	16
30		17	18	19	20	21	22	23
31		24	25	26	27	28	29	30
August		31	1	2	3	4	5	6
32		31	1	2	3	4	5	6
33		7	8	9	10	11	12	13
34		14	15	16	17	18	19	20
35		21	22	23	24	25	26	27
September		28	29	30	31	1	2	3
36		28	29	30	31	1	2	3
37		4	5	6	7	8	9	10
38		11	12	13	14	15	16	17
39		18	19	20	21	22	23	24
October		25	26	27	28	29	30	1
40		25	26	27	28	29	30	1
41		2	3	4	5	6	7	8
42		9	10	11	12	13	14	15
43		16	17	18	19	20	21	22
44		23	24	25	26	27	28	29
November		30	31	1	2	3	4	5
45		30	31	1	2	3	4	5
46		6	7	8	9	10	11	12
47		13	14	15	16	17	18	19
48		20	21	22	23	24	25	26
December		27	28	29	30	1	2	3
49		27	28	29	30	1	2	3
50		4	5	6	7	8	9	10
51		11	12	13	14	15	16	17
52		18	19	20	21	22	23	24
53		25	26	27	28	29	30	31

Radio Advertising Bureau

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# The \$210,000 Radio-Mercury Awards



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## 1999 MERCURY AWARD WINNERS

### \$100,000 Grand Prize Winner

"Selling Out"  
for Anheuser-Busch, Inc.  
by Goodby, Silverstein & Partners,  
San Francisco, CA

### \$10,000 General Category Winners

"Scream 2"  
for Hollywood Video  
by Cliff Freeman & Partners, New York, NY

"80 Voices"  
for Glifx  
by Razor, Salt Lake City, UT

"Itsy Bitsy"  
for the Museum of Science, Boston  
by Gearon Hoffman, Boston, MA

"Message"  
for Amstel Light  
by Lowe & Partners/SMS and McHale Barone,  
New York, NY

"Eyes, Wine, Mellow"  
for Hewlett-Packard  
by Goodby, Silverstein & Partners,  
San Francisco, CA

"My Yahoo!/News"  
for Yahoo!  
by Black Rocket, San Francisco, CA

"G-Force"  
for Mercedes-Benz  
by Lowe & Partners/SMS and McHale Barone,  
New York, NY

"Mother's Day"  
for Chevy's Restaurants  
by John Crawford Radio, San Francisco, CA

"Tie That Knot"  
for American Hard Cider Company  
by Gallucci Advertising, Boston, MA

### \$10,000 Radio-Station Category Winner

"Same Old Song & Dance"  
for MVP Communications  
by Zimmer Radio Group, Cape Girardeau, MO

### \$10,000 Hispanic Category Winner

"Chispazos/Contemporary Top 40"  
for The Coca-Cola Co.  
by Leo Burnett, Chicago, IL

### PSA Category Winner

"He's So Hot"  
for The President's Council on Physical Fitness &  
Sports and The Ad Council  
by Lowe & Partners/SMS, New York, NY

For details on how to enter or to receive a CD of Radio-Mercury Award Finalists call:  
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