

THE POWER OF RADIO



INTRUSIVE The sound is **INTRUSIVE**, you can't help but hear a message. Much more impact than a glance at the written word!

PORTABLE The active Cincinnati lifestyle leaves less and less time for busy consumers. Radio travels with them and is listened to while doing other things.

SELECTIVE Different formats attract different population segments, making it easy to pinpoint the people you're targeting.

REINFORCING Radio makes your other media work better. Print ads may get more attention (newspaper, magazine, yellow pages) because someone has heard of you from somewhere else ... **RADIO!**

EFFICIENT Spending your money doesn't increase your ad size ... all advertisers get a full 60 seconds. And Radio production costs are minimal.

EXCLUSIVE When your message is on the air, no one shares the page!

PERSONAL Even though you are speaking to thousands, your mass appeal is very personal ... one-on-one selling from Radio to listener.

CREATIVE Ability to paint the perfect picture in the minds of your best prospects.

PERSUASIVE The human voice is still the most effective sales tool ever created!

FLEXIBLE Production can be done with short turn around, allowing quick reactions to changes in market conditions.

FOLLOW THROUGH Your message can follow and travel with the customer right to the point of purchase, giving you the last word!