

RADIO

THE PRIMARY MEDIUM

- Radio is **selective** – you can target those who are most likely to need your services.
- Radio is **mobile** – you can talk to busy customers wherever they are; at home, in the car, at work – day or 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.

BOTTOM LINE ...

Radio Gets Results!

