

Benefits of Membership



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800-232-3131

www.rab.com

RAB

1

What We'll Cover

RAB@Work

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Radio Sales Today



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3

4



5



RAB.com

We hear from many of you that you start your workday reading Radio Sales Today and logging onto RAB.com.

And if you did that this morning, you may have noticed a whole new look to the RAB website! Dave Cooper, RAB's senior vice president of digital services, along with Cynthia Phelan, vice president of digital services, and Jean Hetherington, member and digital services specialist, have been diligently working these past few months to create and develop a website that, easy-to-navigate and more intuitive RAB.com. In that process, you may find some changes as it has changed, and we hope to highlight some of the important updates as well as share with you a short video tutorial Dave produced to help you navigate the new website.

- Business Development
- National Radio Talent Institute
- Radio Mercury Awards
- Software tools
 - Account Manager (CRM)
 - GoCART
 - PROposal Assistant
- Professional Development
 - Online courses & certification
 - Webinars
 - In-person workshops

What We'll Cover

RAB@Work

RAB.COM

Radio Sales Today



Member Response

RAB

6

Radio Sales Today

- Exclusive newsletter to RAB Members every Monday-Friday morning.
- Content customized for today's radio seller.
- Research quick hits & sales tips.
- Editorial focus on auto, digital, advertising, research insights to leverage at the national and local level.



7

RAB NEWS

NABSHOW Join us in Las Vegas for NAB Show!

NAB Show takes place in Las Vegas April 13-17. RAB is presenting several sales and marketing sessions specifically focused on topics and issues of importance to radio broadcasters including **political advertising**, **positioning radio**, **digital advertising sales**, **bridging the gap between programming and sales** and **radio's point of purchase proximity and how it drives revenue for clients**. For more detailed information on these sessions, check out the NAB show link [here](#).

RAB members can save \$200* on the Core Education Collection conference pass, which includes the **NAB Small and Medium Market Radio Forum**. Use code **RABMEM*** when you **register**. RAB members who are also NAB Members get an additional \$150 off* the RAB member rate – use code **SMMRF24*** when you **register**.

8

RESEARCH QUICK HITS

NAHB releases housing forecast
The National Association of Home Builders is forecasting a soft landing for 2024, after two years that — for all intents and purposes — can be described as a housing recession. At least 2022 and much of 2023 "felt like a recession," said Robert Dietz, NAHB's chief economist.

READ MORE



Discount grocer tops list of nation's fastest-growing grocers in 2023
In 2023, the fastest-growing grocers opened 253 stores and added 8.4 million square feet of new space, with one company's expansion outdistancing all others.

READ MORE



What drives today's hybrid shoppers?
New omnichannel report from 84.51* affirms more entrenched attitudes around convenience, substitutions and order fulfillment.

READ MORE



9

[illegible]

10



Meet Deidree Redleaf, this month's RAB.com Superuser!

This month, we announced February's RAB.com Superuser, **Deidree Redleaf**, local sales manager, **Reising Radio** in **Portland, Oregon**. We asked Deidree some questions about RAB and radio. Read as she shares some of her wisdom and RAB.com prowess:

How many years have you been selling radio?
 I started my new radio sales journey just this past November! I was a robotics engineer before this!

What is your favorite RAB resource or tool and why?
 I always use Instant Backgrounds. They are always a great resource for getting angles and learning how to approach a new prospect!

As an RAB superuser, what advice do you have for RAB members on how to navigate resources?
 I still can't believe I'm a superuser! Honestly, the best advice is reading it all. Take time to learn where everything is.

What was your primary goal for the year?
 I just want to have fun and meet people! I worked with robots so now I get to work with people and I'm just out here having fun and selling radio!

Thank you for your responses, Deidree! Deidree received a radio-themed gift from us. **Stay tuned to Radio Sales Today** and be on the lookout for March's RAB.com Superuser announcement. Your name may be next!



11

What We'll Cover



RAB.COM

RAB

12



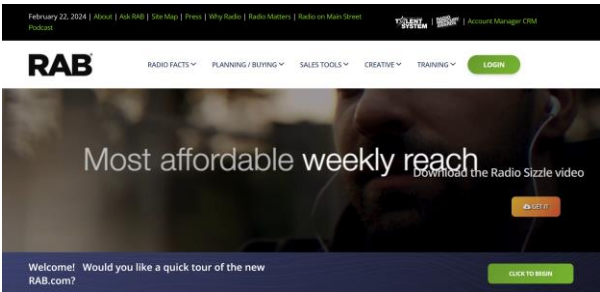
13

Have a question? Need help? Ask RAB.
You can call RAB Member Response at 1-800-232-3773 or email us using the form below.

| | |
|----------------------|-------------------------------------------------------------------------------------|
| First Name | <input type="text" value="John"/> |
| Last Name | <input type="text" value="Haden"/> |
| Title | <input type="text" value="VP"/> |
| Email Address | <input type="text" value="johnh@rab.com"/> |
| Subject | <input type="text" value="Member Response Request"/> |
| Message | <input type="text"/> |
| State/Province | <input type="text" value="Alabama"/> |
| Station Call Letters | <input type="text" value="RAB1"/> |
| Company/Group/Agency | <input type="text"/> |
| Phone Number | <input type="text" value="2158712124"/> |
| Fax Number | <input type="text" value="884915848"/> |
| Enter Text Below | <div><div>G</div><div>B</div><div>R</div><div>D</div><div>A</div><div>G</div></div> |

[Click here](#)

14



15

New on RAB.com

Check out new sales tools,
resources, and our staff picks
on RAB.com



Research Quick Hits

Industry leaders identify ways e-stores can become employers of choice

Survey: Personal finance was top consumer concern in 2023

The PPI: 10 commodities tracked



New from RAB

Use the **Top Business Trends** to assist with determining the "hot" months during the year for when your clients should advertise.

Browse through some of the newly updated **WhyRadio FAQs** that cover the most asked questions about radio.

Radio - Gets Out the Vote presentation, recently updated, can be used as a source on why radio should be used for political campaign efforts.



Our Picks

Register for the upcoming live presentation "**Radio Works for Political**" on February 28th at 12 PM CT.

The **Media Facts** from RAB provides an overview of key media categories competing with radio for advertising dollars.

The **Copy Ideas** section on RAB.com offers a searchable database with over 2,000 copy ideas of different client categories.

16

PROFESSIONAL DEVELOPMENT

TRAINING • CERTIFICATION • WEBINARS

EMPLOYMENT • LIVE TRAINING

Auto Service and Repair
Dealerships' parts and service revenue booms
Parts and service revenues increase for the auto industry thanks to new car dealerships growth in the fourth quarter, partially offsetting the effect of lower gross profit per vehicle for new and used vehicles - especially for new, as new vehicle inventory has increased.

[READ MORE](#)

Hot Deals - Homes
Home shopping early may pay off as price cuts abound (January 2024 Market Report)
Buyers and sellers both should prepare for a competitive home shopping season come spring. Attractive, well-priced homes are being snapped up quickly, while many of those that have been lingering on the market are seeing their asking prices cut as sellers gauge market responsiveness.

[READ MORE](#)

Black-Owned Businesses
A look at Black-owned businesses in the U.S.
While Black-owned businesses have grown significantly in the U.S. in recent years, they still make up a small share of overall firms and revenue, according to our analysis of federal data.

[READ MORE](#)

17

RAB ACCOUNT MANAGER

Easy, mobile CRM & account management for radio

RAB

Made the way for profit radio

Radio is the most profitable radio advertising medium. Our primary objective is to drive mutual growth through advertising, providing the tools and resources to help the industry attract new sales talent to the medium and enhance industry performance through training and support.

Phone: 800.222.8777

Email Address: info@rabradio.com

[Facebook](#) [Twitter](#) [LinkedIn](#)

Subscribe to Radio Sales Today

The latest news, articles and resources sent to your inbox weekly.

Subscribe

Company

Radio RAB

Radio of America

Radio

Get New Members

Monitor Results

Monitor

Ad RAB

Shortcuts

Personal Manager (CRM)

Personalized

AdRAB

Personalized

Personalized

Radio RAB

Radio RAB

Radio RAB

Resources

Radio RAB Blog

Radio RAB

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18

6

The RAB Board of Directors

RAB Executive Committee

| | | | |
|-------------------------------------------------------------------|------------------------------------------------------------------|--------------------------------------------------------------------|------------------------------------------------------------------|
| Jeff Krawcheck Chair Krawcheck Advisors | Eric Holman Vice Chair Thompson Street | Kristen Carroll Finance Chair Barnes & Noble | Mike Swindle Board Director Barnes & Noble |
| Mike Hickey Executive Vice President Barnes & Noble | Eric Taylor Vice President Barnes & Noble | Barbara Adams Executive Vice President Barnes & Noble | Rob Rubin Executive Vice President Barnes & Noble |
| Greg Hubbard Executive Vice President Barnes & Noble | Julie Kline Executive Vice President Barnes & Noble | Susan Larkin Executive Vice President Barnes & Noble | Bill McEwen Executive Vice President Barnes & Noble |

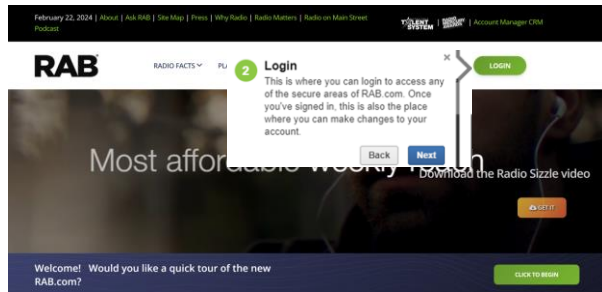
RAB Board Members

| | | | | |
|-----------------------------------------------------------------------|------------------------------------------------------------------|--------------------------------------------------------------------------|------------------------------------------------------------------------|---------------------------------------------------------------------|
| Eric Hickey Executive Vice President Barnes & Noble | David Brown Executive Vice President Barnes & Noble | Phyllis Bousquet Executive Vice President Barnes & Noble | Jonathan Brinkman Executive Vice President Barnes & Noble | Michael Carter Executive Vice President Barnes & Noble |
| Phyllis Bousquet Executive Vice President Barnes & Noble | Tony Cohen Executive Vice President Barnes & Noble | Jeanne-Marie Cullen Executive Vice President Barnes & Noble | Don Curtis Executive Vice President Barnes & Noble | David Davis Executive Vice President Barnes & Noble |
| David Davis Executive Vice President Barnes & Noble | John Dille Executive Vice President Barnes & Noble | John Dille Executive Vice President Barnes & Noble | John Dille Executive Vice President Barnes & Noble | John Dille Executive Vice President Barnes & Noble |

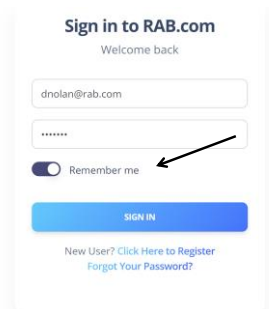
Meet the RAB Team



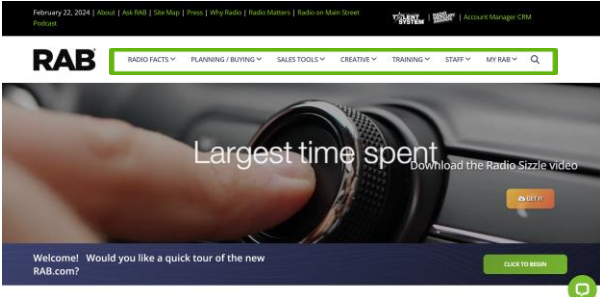
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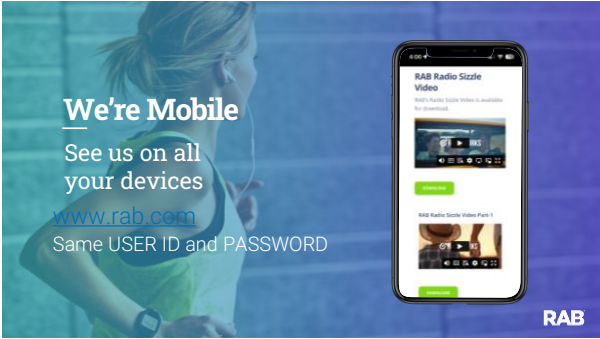
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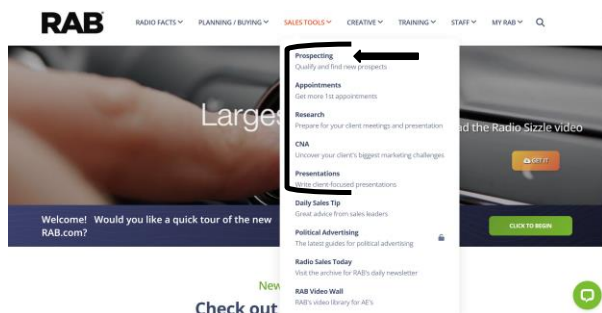
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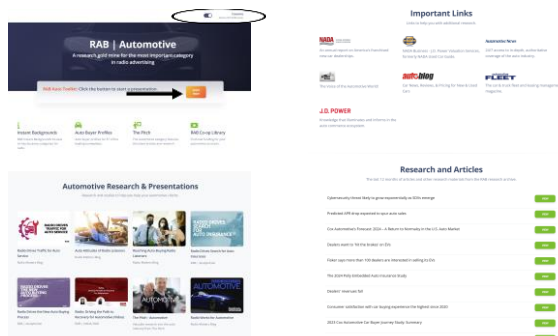
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25



26



27

RAB

RADIO FACTS

▼

PLANNING/BU

▼

Search RAB.com

RAB Auto Toolkit: Select a Vehicle Brand

RAB's Auto Toolkit uses Mfr's Simmons data of radio formats and auto nameplates to help you create a ready-to-present PowerPoint deck, just following the instructions at the start of each section.

Need more help? See the video to the right for complete training.

First, using the dropdown menu below, select an auto brand. You may only select one auto brand.

Chevrolet

▼

Submit

28

RAB

RADIO FACTS

▼

PLANNING/BUYING

▼

SALES TOOLS

▼

CREATIVE

▼

TRAINING

▼

MY RAB

▼

Search RAB.com

Search

RAB Auto Toolkit for Chevrolet: Select a Radio Format

Next select a radio format. A separate tab will open and provide you with instructions. If you want to select additional models, return to the previous tab and make your selection.

Country

▼

Submit

29

Choose an Auto Toolkit from the Models Below

You have selected Chevrolet and Country. Next, choose from the list of models and click DOWNLOAD TOOLKIT. A separate tab will open and provide you with instructions. If you want to select additional models, return to the previous tab and make your selection.

Automobiles And Other Vehicles - Manufacturer: Most Recent Purchase/Lease (currently owned/leased): Chevrolet

Download Toolkit

Net Any Vehicle (currently owned/leased): Chevrolet

Download Toolkit

Net Any Vehicle (currently owned/leased): Chevrolet Avalanche

Download Toolkit

Net Any Vehicle (currently owned/leased): Chevrolet Camaro

Download Toolkit

Net Any Vehicle (currently owned/leased): Chevrolet Colorado

Download Toolkit

Net Any Vehicle (currently owned/leased): Chevrolet Corvette

Download Toolkit

Net Any Vehicle (currently owned/leased): Chevrolet Cruze

Download Toolkit

Net Any Vehicle (currently owned/leased): Chevrolet Equinox

Download Toolkit

Net Any Vehicle (currently owned/leased): Chevrolet HHR

Download Toolkit

Net Any Vehicle (currently owned/leased): Chevrolet Impala LS/SS/Sedan

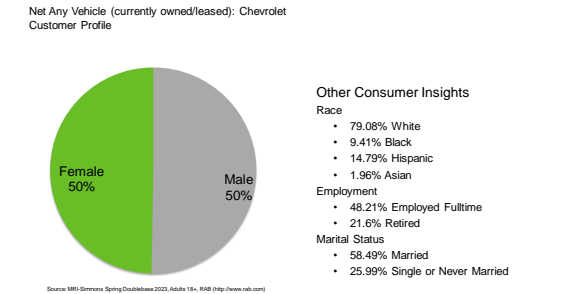
Download Toolkit

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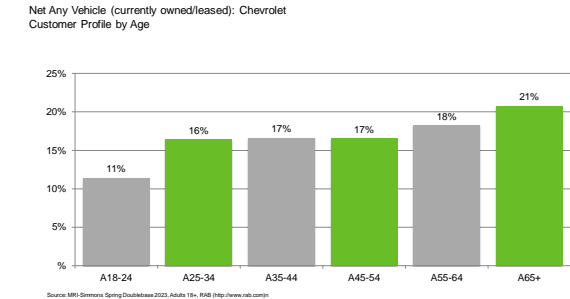
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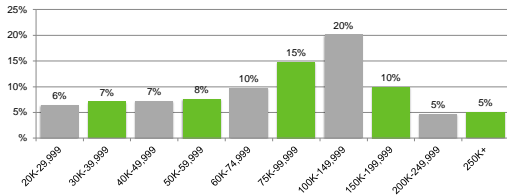


32



33

Net Any Vehicle (currently owned/leased): Chevrolet
Customer Profile by Income

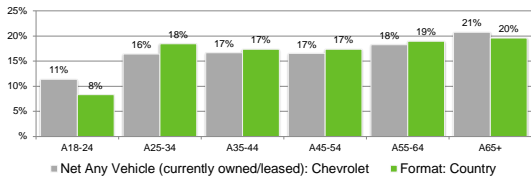


Source: MRI Simmons Spring Doublebase 2023, Adults 18+, RAB (http://www.mri.com)

34

Country Reaches Your Auto Buyers

Net Any Vehicle (currently owned/leased): Chevrolet vs. Country
Listeners



Source: MRI Simmons Spring Doublebase 2023, Adults 18+, RAB (http://www.mri.com)

35

Country Reaches Your Auto Buyers

- Reach auto buyers closest to the point of purchase with the #1 reach medium, radio.
- 58.49% are currently married.
- 50.28% are male, 49.72% are female.
- On a typical weekday, 87.18% of Country listeners listen in their car.
- The most popular time to listen based on Radio/Audio Daypart Cumes: Weekday 3:00 pm - 7:00 pm: 60.27%.

Source: MRI Simmons Spring Doublebase 2023, Adults 18+, RAB (http://www.mri.com)

36

Radio Reaches Auto Customers

- 86% who plan to buy new/lease a SUV
- 86% who received transmission repair.
- 86% who plan to play \$45K or more for a new/leased vehicle.
- 85% who use any auto site/app to shop new/used vehicle.



Source: Scarborough USAw 2022 Pulsewave 2 Total (Dec 2021 - May 2022), RAB (<http://www.rab.com>)

37

Radio Fast Facts

- 86% of radio listeners agree that having a vehicle that works for the entire family is important.
- 81% of radio listeners purchase a vehicle based on how well it meets their needs, regardless if it is a foreign or domestic vehicle.
- 75% of radio listeners find out about the car's safety rating before buying it.
- 68% of radio listeners will recommend a vehicle they like to people they know.



Source: 2023 Spring MRI: Simmons Doublebase, RAB (<http://www.rab.com>)

38

Prospecting

Automotive

As one of the most powerful marketing mediums, it's important for brands to have all the tools you need to stay ahead. This is especially true when it comes to reaching your target audience. The right marketing mix can help you reach your target audience in the most effective way possible. This is why it's important to have a strong understanding of your target audience and the marketing mix that works best for them. This is why it's important to have a strong understanding of your target audience and the marketing mix that works best for them.

Consumer Behavior by Daniel Zoller (Ziggy) Prospecting

Consumer behavior is the study of how consumers make decisions about what to buy, how to buy it, and when to buy it. This is a complex process that involves many factors, including social, cultural, and psychological influences. Understanding consumer behavior is essential for marketers to develop effective marketing strategies that reach their target audience and drive sales.

Cold Call Script

Hi, my name is [Name] and I'm calling you today because I'm interested in your [Product/Service]. I've heard that your [Product/Service] is really great and I'd like to know more about it. Can you tell me a bit more about it?

Hot Call Script

Hi, my name is [Name] and I'm calling you today because I'm interested in your [Product/Service]. I've heard that your [Product/Service] is really great and I'd like to know more about it. Can you tell me a bit more about it?

Instant Backgrounds

Instant Backgrounds is a service that provides high-quality background music for your videos and podcasts. Our music is created by professional composers and is available in a variety of genres and styles. We offer a wide range of music options to choose from, and our prices are very competitive. Contact us today to learn more about our services.

Radio Content Briefing

This is a brief overview of the content that will be featured on the radio program. It includes information about the topics to be discussed, the guests to be interviewed, and the format of the program. This briefing is intended to provide the radio host with all the information they need to prepare for the program and to ensure that the content is presented in a clear and concise manner.

Prospecting Report

This report provides a detailed overview of the prospecting process, including the methods used to identify potential leads, the results of the prospecting efforts, and the next steps to be taken. This report is intended to provide the radio host with all the information they need to prepare for the program and to ensure that the content is presented in a clear and concise manner.

Ad to Sales Ratio

This ratio measures the effectiveness of the advertising campaign by comparing the number of sales generated to the number of ads aired. This ratio is a key indicator of the success of the campaign and is used to determine the return on investment (ROI) of the advertising efforts.

Prospecting Success Indicator

This indicator measures the success of the prospecting efforts by tracking the number of leads generated and the number of sales generated. This indicator is used to evaluate the effectiveness of the prospecting methods and to determine the return on investment (ROI) of the advertising efforts.

Top Business Trends

This report provides a detailed overview of the top business trends in the industry, including the latest news, insights, and forecasts. This report is intended to provide the radio host with all the information they need to prepare for the program and to ensure that the content is presented in a clear and concise manner.

The Pitch

This is a brief overview of the pitch that will be featured on the radio program. It includes information about the product or service being pitched, the benefits of the product or service, and the call to action. This pitch is intended to provide the radio host with all the information they need to prepare for the program and to ensure that the content is presented in a clear and concise manner.

39

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Prospecting

Advertising

These reports are designed to help you understand the category advertising activity occurring on both national and local levels. Use this report to help you plan, target advertising in similar ad categories as well as inform local advertisers of co-op fund availability. Additionally, the promotional opportunity observations included within this report are created to seed ideas for local prospects.

Consumer Behavior by Format (2024) (Rabbit Report)

These reports are designed to help you understand the category advertising activity occurring on both national and local levels. Use this report to help you plan, target advertising in similar ad categories as well as inform local advertisers of co-op fund availability. Additionally, the promotional opportunity observations included within this report are created to seed ideas for local prospects.

Local Call Surveys

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Co-op

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Recent Backgrounds

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Radio Format Profiles

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Understanding Prospects

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Ad to Radio Matrix

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Prospecting Business Indicator

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Top Business Trends

These reports are designed to help you understand the category advertising activity occurring on both national and local levels. Use this report to help you plan, target advertising in similar ad categories as well as inform local advertisers of co-op fund availability. Additionally, the promotional opportunity observations included within this report are created to seed ideas for local prospects.

The Pitch

These reports are designed to help you understand the category advertising activity occurring on both national and local levels. Use this report to help you plan, target advertising in similar ad categories as well as inform local advertisers of co-op fund availability. Additionally, the promotional opportunity observations included within this report are created to seed ideas for local prospects.

43

RAB
RAB PROSPECTING REPORT

Designed to help identify advertising categories for new business prospecting by monitoring and summarizing advertising and prospecting activity from various sources including:

- RAB Instant Background Report Requests
- RAB The Pitch Queries - 1/1/24
- RAB Co-op Category and Plan Queries
- Media Monitor Top 10 National Radio, Cable Networks and TV
- Highest Monthly Sales Categories from RAB Top Business Trends
- Promotional Calendar

This weekly report can help you understand the category advertising activity occurring on both national and local levels. Use this report to help you plan, target advertising in similar ad categories as well as inform local advertisers of co-op fund availability. Additionally, the promotional opportunity observations included within this report are created to seed ideas for local prospects.

The information from each source is the most current available to RAB at the time of the publication of this report and is updated on a weekly or monthly basis as indicated in the source line for each data set.

What to do:

- The newly updated categories on [The Pitch](#) offer radio listener insights and research – Political, Lawn & Garden, and Moving & Storage.
- Findings from the [Recent Optimizing Political Campaigns](#) presentation highlight how radio can improve political campaign impact.
- Use the updated [Instant Backgrounds](#) to help with your prospecting – Movie Theaters.

Additional thought starters:

- Register for the upcoming live presentation ["The Seven Steps To Selling Success - Prospecting"](#) on March 19th at 11 PM CT.
- Need to create some exciting and fun promotional ideas that can drive business for your clients? Use [RAB's Promotional Calendar](#) to help find holidays to generate those ideas.
- [Media Facts](#) offers an overview of different media categories that can assist you with understanding the current media landscape.

44

RAB INSTANT BACKGROUND REPORTS February 01st, 2024 – February 01st, 2024

| Category | Radio Format | Radio Observation |
|---------------------------------------|--------------|--------------------------------------------------|
| Personal Services | 1 | Offering the best of personal services |
| Home Improvement/Restoration Services | 2 | Providing home improvement services |
| Home Heating/Air Conditioning | 3 | Heating and maintaining heating/cooling systems |
| Health Care Facilities | 4 | Improving health care facilities |
| Auto Maintenance | 5 | Improving auto parts and accessory retail stores |

Source: RAB.com, Instant Backgrounds, Top 10 High Sales (Monthly)

RAB CO-OP CATEGORY February 01st, 2024 – February 01st, 2024

| Selection Category | % Selected | RAB Observations |
|-------------------------------|------------|------------------------------------------|
| Printing, Copiers & Copying | 3 | Signaling floor and ceiling board |
| Printing Equipment & Supplies | 2 | Signaling and equipment for printing |
| Beauty Products | 2 | Providing cosmetic products and services |
| Lawn and Garden | 1 | Sales on lawn and gardening equipment |
| Medical & Hospital | 1 | Medical and hospital supplies |

Source: RAB.com, Co-op, High Sales (Monthly)

RAB THE PITCH February 01st, 2024 – February 01st, 2024

| Advertiser/Category | Rank by #Views | RAB Observations |
|-----------------------------|----------------|----------------------------------------------------------|
| Cooking/Seasonal | 1 | Prospecting cleaning/seasonal services |
| Consumer Electronics | 2 | Understanding the cosmetics and plastic surgery industry |
| Medical and Healthcare | 3 | Insights on the moving and storage industry |
| Auto & Service | 4 | Targeting lawn and garden retail stores |
| Personal Finance/Retirement | 5 | Growth in injury/legal services |

Source: RAB.com, The Pitch, Top 10 High Sales (Monthly)

RAB TOP SEASONED CO-OP PLANS February 01st, 2024 – February 01st, 2024

| Selection Category | % Selected | Observation |
|-------------------------------|------------|---------------------------------|
| Electronics | 2 | Electronics retail |
| Printing, Copiers & Copying | 2 | Books/Contemporary Treatment |
| Printing Equipment & Supplies | 1 | Printing Equipment and Supplies |
| Beauty Products | 1 | Beauty & Personal Care Products |
| Medical & Hospital | 1 | Medical, Hospital, Pharmacy |

Source: RAB.com, Co-op, High Sales (Monthly)

45

RAB

Top Business Trends 2023

| | Jan | Feb | Mar | Qtr. Total | Apr | May | Jun | Qtr. Total | Jul | Aug | Sep | Qtr. Total | Oct | Nov | Dec | Qtr. Total |
|---------------------|-----|-----|------|------------|-----|-----|-----|------------|-----|-----|-----|------------|-----|-----|-----|------------|
| All Retail Sales | 8.4 | 8.3 | 8.2 | 25.0 | 8.3 | 8.2 | 8.1 | 24.6 | 8.4 | 8.4 | 8.2 | 25.0 | 8.4 | 8.2 | 8.2 | 24.8 |
| Appliance Stores | 7.9 | 7.5 | 8.6 | 24.0 | 7.7 | 8.6 | 8.6 | 25.1 | 8.2 | 9.1 | 8.3 | 25.6 | 8.4 | 8.9 | 8.5 | 25.8 |
| Auto Dealers (New) | 7.6 | 7.5 | 8.8 | 24.0 | 7.7 | 8.9 | 8.8 | 25.3 | 8.8 | 9.0 | 8.5 | 26.2 | 8.1 | 7.6 | 8.1 | 23.8 |
| Auto Dealers (Used) | 7.4 | 8.3 | 10.2 | 26.0 | 9.2 | 8.6 | 8.6 | 26.5 | 8.4 | 9.1 | 8.3 | 25.7 | 7.8 | 7.1 | 6.6 | 21.5 |

49

Prospecting

Automotive

As one of the most rapidly growing industries, the automotive sector is a key player in the global economy. The industry is characterized by its high level of competition and its reliance on technology. The automotive industry is a key player in the global economy, and its growth is driven by a number of factors, including the increasing demand for vehicles, the growing importance of technology, and the need for more sustainable transportation solutions.

Consumer Behavior by Retail Store (Major Report)

This report provides a comprehensive overview of consumer behavior in the retail sector. It covers a wide range of topics, including the factors that influence consumer behavior, the role of technology in retail, and the impact of social media on consumer behavior. The report is a valuable resource for retailers and marketers who want to better understand their customers and improve their marketing efforts.

Child Care

Child care is a critical component of the early childhood education system. It provides a safe and nurturing environment for young children, and it plays a key role in their development. Child care is a complex and multifaceted industry, and it requires a high level of oversight and regulation. This report provides a detailed overview of the child care industry, including the challenges it faces and the solutions that are being implemented.

Energy

The energy sector is a key driver of economic growth and development. It provides the power that fuels our homes, businesses, and industries. The energy sector is a complex and multifaceted industry, and it requires a high level of oversight and regulation. This report provides a detailed overview of the energy sector, including the challenges it faces and the solutions that are being implemented.

Healthcare

The healthcare sector is a key driver of economic growth and development. It provides the care that keeps our population healthy and productive. The healthcare sector is a complex and multifaceted industry, and it requires a high level of oversight and regulation. This report provides a detailed overview of the healthcare sector, including the challenges it faces and the solutions that are being implemented.

Radio Format Profile

This report provides a comprehensive overview of the radio format industry. It covers a wide range of topics, including the factors that influence the success of a radio format, the role of technology in radio, and the impact of social media on the radio industry. The report is a valuable resource for radio stations and advertisers who want to better understand their audience and improve their marketing efforts.

Prospecting Report

This report provides a comprehensive overview of the prospecting industry. It covers a wide range of topics, including the factors that influence the success of a prospecting campaign, the role of technology in prospecting, and the impact of social media on the prospecting industry. The report is a valuable resource for prospectors and marketers who want to better understand their audience and improve their marketing efforts.

Top Retailers

This report provides a comprehensive overview of the top retailers in the industry. It covers a wide range of topics, including the factors that influence the success of a retailer, the role of technology in retail, and the impact of social media on the retail industry. The report is a valuable resource for retailers and marketers who want to better understand their audience and improve their marketing efforts.

Prospecting Business Initiatives

This report provides a comprehensive overview of the prospecting business initiatives. It covers a wide range of topics, including the factors that influence the success of a prospecting business, the role of technology in prospecting, and the impact of social media on the prospecting industry. The report is a valuable resource for prospectors and marketers who want to better understand their audience and improve their marketing efforts.

Top Business Trends

This report provides a comprehensive overview of the top business trends in the industry. It covers a wide range of topics, including the factors that influence the success of a business, the role of technology in business, and the impact of social media on the business industry. The report is a valuable resource for business owners and marketers who want to better understand their audience and improve their marketing efforts.

The Pitch

This report provides a comprehensive overview of the Pitch industry. It covers a wide range of topics, including the factors that influence the success of a Pitch, the role of technology in Pitch, and the impact of social media on the Pitch industry. The report is a valuable resource for Pitchers and marketers who want to better understand their audience and improve their marketing efforts.

50

thepitch

The Pitch provides strategic and in-depth analysis of national and regional activity and trends.

Search The Pitch

Dropdown list or click a SERVICE

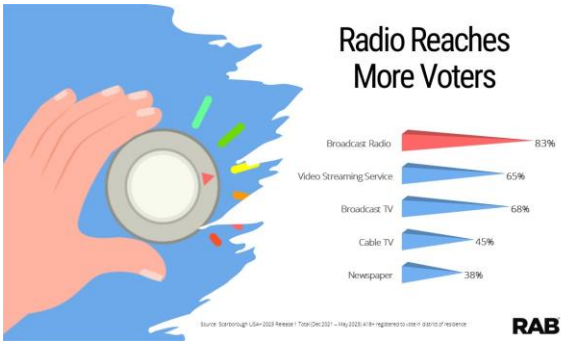
Political

VIEW THE PITCH

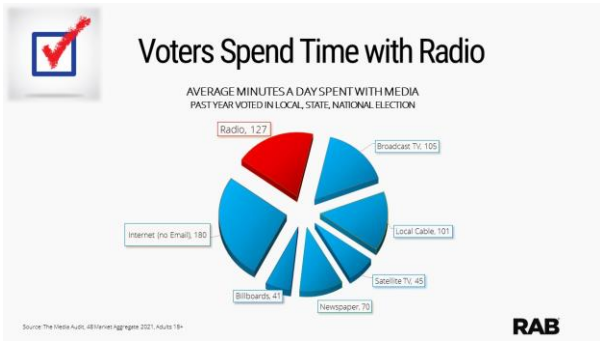
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g & Storage

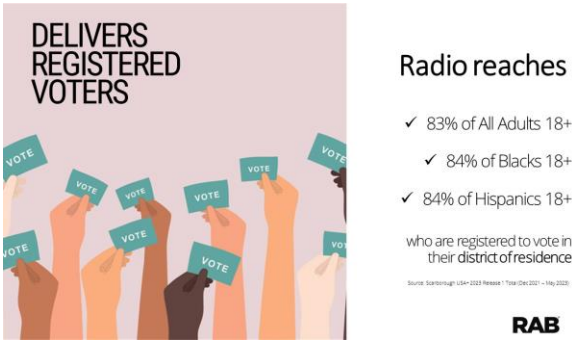
51



55



56



57

DELIVERS THE NATIONAL ELECTORATE

Radio connects

- 83% of All Adults 18+
- 83% of Blacks 18+
- 84% of Hispanics 18+

who always vote in
PRESIDENTIAL
elections

Source: Scarborough USA+ 2023 Release 1 Total Dec 2021 - May 2023



RAB

58

DELIVERS IMPORTANT STATEWIDE CONSTITUENTS



Source: Scarborough USA+ 2023 Release 1 Total Dec 2021 - May 2023

Radio engages

- 84% of All Adults 18+
- 86% of Blacks 18+
- 84% of Hispanics 18+

who always vote in
STATEWIDE
elections

RAB

59

GETS OUT THE LOCAL VOTES

Radio reaches adults who
always vote in LOCAL elections

- ✓ 84% of All Adults 18+
- ✓ 86% of Blacks 18+
- ✓ 84% of Hispanics 18+



RAB

60

DELIVERS POLITICAL SUPPORTERS

Radio reaches

- 84% of All Adults 18+
- 86% of Blacks 18+
- 84% of Hispanics 18+

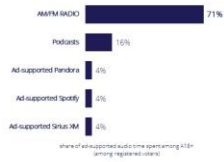
who contributed to POLITICAL organizations



61

HIGHEST SHARE OF EAR

Radio – high reach in audio among potential voters



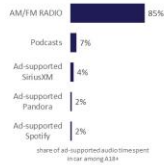
Source: Scarborough Research Share of Ear Q1 2022-Q2 2022 P18+ SiriusXM Ad-supported Spotify Ad-supported Pandora Ad-supported SiriusXM Ad-supported Spotify

RAB

62

RADIO RULES IN CAR AMONG AUDIO OPTIONS

Radio reaches adults on the go

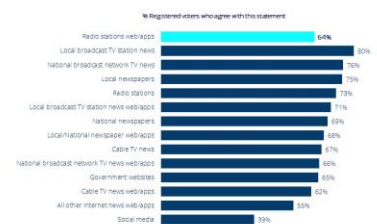


Source: Scarborough Research Share of Ear Q1 2022-Q2 2022 P18+ SiriusXM Ad-supported Spotify Ad-supported Pandora Ad-supported SiriusXM Ad-supported Spotify

RAB

63

RADIO COMPLEMENTS TV TO REACH REGISTERED VOTERS



Q. Please indicate the extent to which you agree with this statement: "I trust the news I see/hear on this media source." Top two boxes shown (agree strongly & agree somewhat).



64

[illegible]

Super politically influential adults are **50% more likely** to believe that **radio** is a good source for learning.

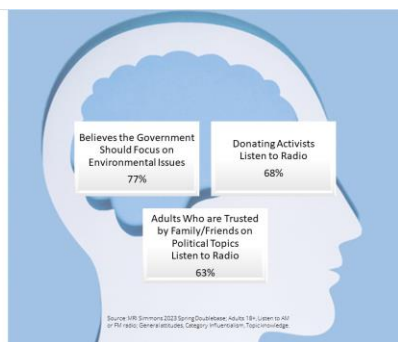


Source: IRI Simmons 2023 Spring Doublebase, Adults 18+. Radio is a "good source of learning." Category Influential Consumers are deeply familiar with their category, frequent recommenders across broad social networks, highly trusted and word-of-mouth leaders for products and services.



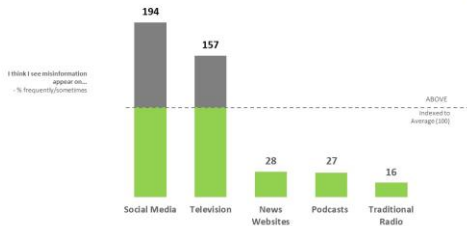
65

LISTENERS
ARE
POLITICALLY
SAVVY

**RAB**

66

TRUSTED FOR INFORMATION

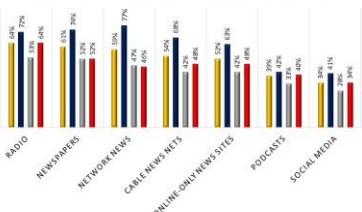


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67

% WHO HAVE TRUST (A LOT/SOME) IN SELECTED NEWS SOURCES

ALL ADULTS DEMOCRATS INDEPENDENTS REPUBLICANS



RADIO IS TRUSTED AMONG ALL CONSTITUENTS

RAB

68

VOTERS ARE RECEPTIVE TO POLITICAL ADS ON RADIO

In a survey among Black voters in swing states,

70%

of Black Americans believed that it is smart for Biden to be using radio to remind them of why he deserves their vote.



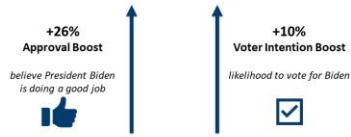
Source: Votix Politics Group study. Analysis based on 520 Black Americans' reactions to a 90-second political ad for Joe Biden in the presidential election. Pollster conducted November 2022.

RAB

69

Radio Impacts Voter Sentiment

Black voters exposed to a radio campaign show higher approval ratings and greater voter intention



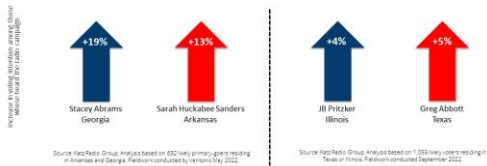
Source: RAB Radio Group study. Analysis based on 500 Black Americans residing in GA, HI and TX who plan to vote in the presidential election. Radio was conducted November 2023.

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70

Radio Impacts Voter Intention

Voters exposed to a radio campaign are **more likely to vote** for a candidate versus those who did not.



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71

Live and Local Radio Boosts Political Messaging



- High reach and frequency medium
- Targeting capabilities via formats
- Delivers potential voters within their own communities – or across the nation
- Immediate

RAB

72

73



Live and Local Radio Boosts
Political Messaging

- Original social medium
- Highly personal
- Emotionally engaging
- Drives conversation and influence
- Trusted

RAB

74



Live and Local Radio Boosts
Political Messaging

- Insert your station copy here

RAB

75



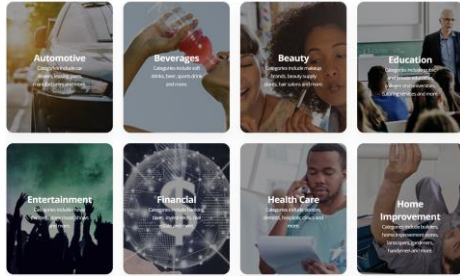
Insert Additional Headline Here

- Insert your station copy here

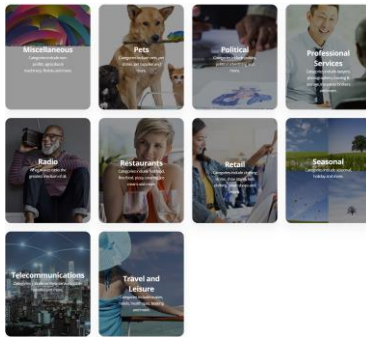
RAB

The Pitch Catalogue

Select a category below to see the The Pitch profiles in that category.



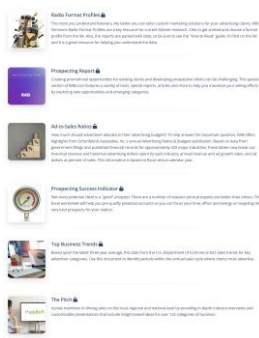
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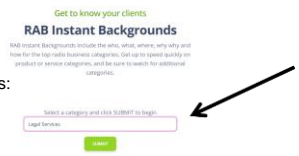


78



Instant Backgrounds

- #1 tool used by RAB members
- Whitepapers on key business categories for radio
- Every Instant Background includes:
 - Total ad spending
 - Why Radio statistics
 - Links to additional resources
 - Snapshot of your advertiser's customers



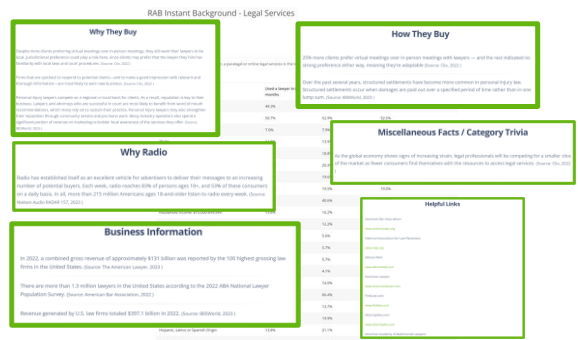
79

Instant Backgrounds

- #1 tool used by RAB members
- Whitepapers on key business categories for radio
- Every Instant Background includes:
 - Total ad spending
 - Why Radio statistics
 - Links to additional resources
 - Snapshot of your advertiser's customers



80



81

Prospecting

Advertisement

Advertisement icon and text.

Consumer Behavior by Format (Ragge Report)

Consumer Behavior by Format (Ragge Report) icon and text.

Lead Call Script

Lead Call Script icon and text.

Top Business Trends

Top Business Trends icon and text.

The Pitch

The Pitch icon and text.

Radio Format Profile

Radio Format Profile icon and text.

Prospecting Report

Prospecting Report icon and text.

Ad to Radio Ratio

Ad to Radio Ratio icon and text.

Prospecting Success Indicator

Prospecting Success Indicator icon and text.

82

Search More Than 8,000 Co-op Plans

Click here to view co-op plans

Video Tutorial

Watch the video tutorial to learn more about co-op plans.

Want a Deeper Dive into Co-op?

Click here to view the co-op plan details.

Let's Get Started with Co-op

Click here to get started with co-op.

83

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01-29-24

Show Plans Love Your Plans Sale!

Show Plans Love Your Plans Sale!

01-26-24

Deaths Coming Insulate Now and Save!

Deaths Coming Insulate Now and Save!

01-29-24

Sneaker Boots Buy, Save, Flip!

Sneaker Boots Buy, Save, Flip!

01-25-24

Winter Gear and Hot Modern Waterfall

Winter Gear and Hot Modern Waterfall

01-24-24

The Savings From The King of Snow

The Savings From The King of Snow

01-23-24

Regency Fireplace Products Winter Savings Event!

Regency Fireplace Products Winter Savings Event!

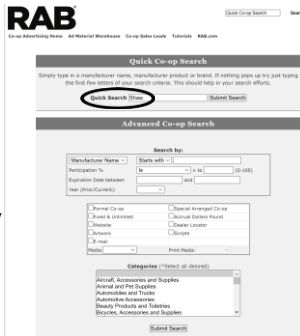
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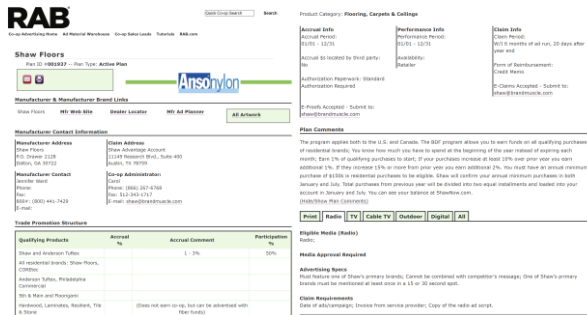
85

Co-op Directory

- Find new ways to fund radio campaigns with cooperative advertising information.
- The RAB Co-op directory includes:
 - Over 8,000 listings searchable by manufacturer or category.
 - Media plan information for radio, digital and other media.
 - Tutorial book and video.



86



87

Let's Get Started with Co-op

Use the tabs below to find co-op resources, forms and tools to help you access a bigger share of manufacturer funds.

- Co-op Plans and Promotions
- Co-op Information and Resources
- Guide to Selling Co-op
- CO-OP Connect Concierge



Co-op Information and Resources

Use our forms and templates area to gain access to important co-op documents such as Co-op Request Forms, Prior Approval Letters and Advertiser Authorization Forms.

- Co-op Forms and Templates
 - Co-op Request Form
 - General Authorization Letter
 - General Authorization Letter w/Header
 - Accrual Balance Fax Sheet
 - Accrual Request Letter to Manufacturers
 - Retailer to Manufacturer Letter
 - Letter to Retailer
 - ANARAB Teasheets - Manual Billing
 - ANARAB Teasheets - Digital Billing
 - Profiling your Account
- Co-op Request Form
- Co-op Authorization Letter

88

Let's Get Started with Co-op

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- Co-op Plans and Promotions
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- Guide to Selling Co-op
- CO-OP Connect Concierge



Guide to Selling Co-op

Use our getting started guide and helpful targeting tools as a basic co-op reference and product how-to. It will walk you through the site, terminology and basic steps to uncovering co-op dollars.

- Co-op 101: Getting Started - Understanding Co-op/ Why Co-op Matters
 - Co-op Basic Training
 - What is Co-op Advertising?
 - Co-op Funding for Local Advertising
 - Co-op Requirements and Reimbursement
 - Different Types of Co-op Programs
 - Reading a Co-op Plan
 - Why Should You Use Co-op?
 - Asking the Right Questions
 - Positioning Your Co-op Services to your Retailer
 - Figuring Co-op Potential in Your Marketplace
 - Handling Co-op Objections
- Targeting Co-op Prospects
 - Targeting Your Best Prospects
 - Best Categories for Co-op
 - NEW Weekly Co-op Promotions
 - Basic Research on Dealer Co-op Funding
- Co-op Glossary

89

Let's Get Started with Co-op

Use the tabs below to find co-op resources, forms and tools to help you access a bigger share of manufacturer funds.

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RAB Introduces CO-OP Connect Concierge

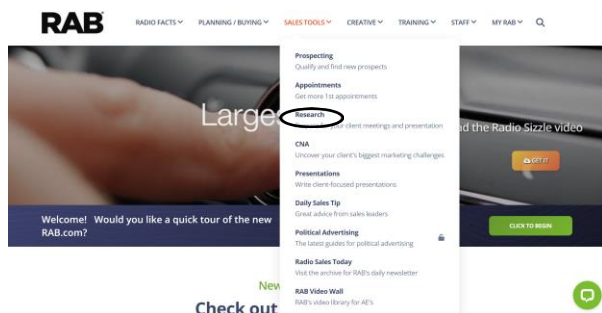
The number one barrier to gaining maximum co-op dollars is the amount of paperwork and time involved in handling the details. Because of our relationship with CO-OP Connect, RAB's provider for co-op plans, we are pleased to share a new opportunity available exclusively to RAB members for an additional cost - CO-OP Connect Concierge service.

You will continue to receive all the benefits of the RAB co-op directory, and all of the resources currently provided to our members. This additional tool could be of significant value, if you are looking for beginning to end support and a seamless co-op experience.

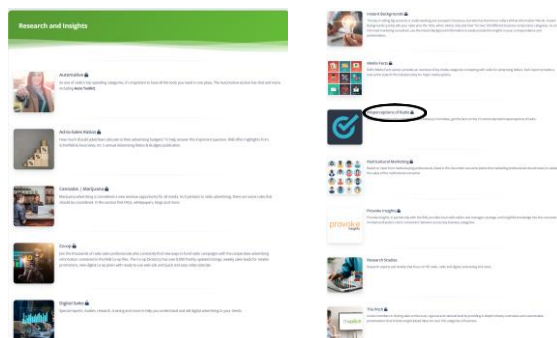
With an exceptional lineage of subscriber services, CO-OP Connect Concierge will accelerate and simplify every aspect of co-op advertising. They will work with you to manage the entire co-op process by doing brand research and analysis, obtaining accrual balances, submitting prior approvals and obtaining necessary invoices, creating performance reports, and anything else required in the preparation of the claim package for you and your customer.

RAB members will receive significant discounts from the normal cost of this service, which is sold in packages that include everything necessary to tap into the mountains of money available in co-ops. Pricing for RAB Members starts at \$500 per package. For more details or to discuss a package that might work for you, please email rabb@connect.com.

90



91



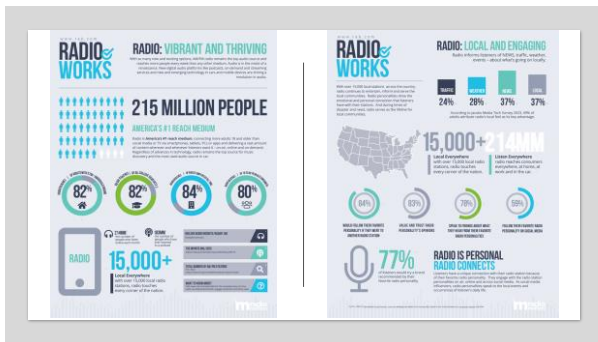
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93



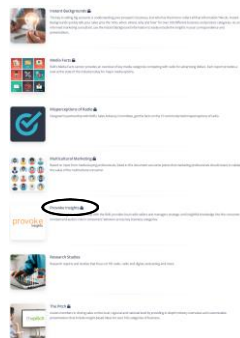
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95



96





Provoked Insights is a market research firm and brand consultancy that specializes in advertising research and brand strategy. In partnership with the RAB, these reports provide local radio sellers and managers strategic and insightful knowledge into the consumer mindset and audio's role in consumers' behavior across key business categories.



New From Provoke Insights



97



98



<https://provokeinsights.com/>

MELISSA CONFORTO
MANAGER, RESEARCH & STRATEGY
PROVOKE INSIGHTS
WBEIWSOB Certified

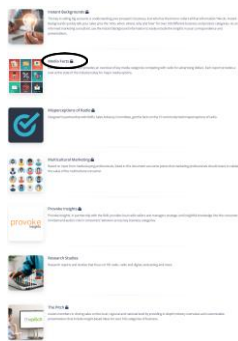
phone: 212-653-8819 X 704

email: MELISSA@PROVOKEINSIGHTS.COM

99



100



Media Facts from RAB

Help Media Facts deliver greater awareness of key media categories compared with radio for advertising dollars. Each report provides a look at the state of the industry today for major media options, including:

- How consumers are using the medium: facts and figures
- Challenges and opportunities each face in the changing media environment
- Forecasting and key growth strategies
- How to reach audiences and respond across their data when you can find more in-depth information on the medium
- Rate of growth and response for consideration by those considering placing their message on the medium
- Suggestions for how marketing can use the medium for enhanced advertising response

Media Facts Reports

- Digital Audio / Satellite Radio
- Direct Mail
- Internet / Mobile / Social Media
- Local Search / Digital Direct
- Newspaper
- Paid Search
- Television / Video



Making the Case for the Power of Radio

Engagement with radio is increasingly being recognized as a key advertising channel. This report provides a look at the state of the industry today for major media options, including:

Need more help? Ask RAB! Please contact RAB's Member Response helpline at 1-800-222-8120.

101

Choose a Media Facts Report

- Digital Audio / Satellite Radio
- Direct Mail
- Internet / Mobile / Social Media
- Local Search / Digital Direct
- Newspaper
- Paid Search
- Television / Video

Television / Video

Television / Video

In today's media landscape, most consumers don't differentiate between programming viewed on broadcast, cable, ADS delivered, and online or mobile channels. It's all considered "TV viewing" and the position, opportunities and challenges apply to "video" across the board.

According to Nielsen, there are 120,000 TV homes in the U.S. for the 2022-2023 TV season.

(Source: Nielsen, National Television Household Ownership Estimates)

• 69% of U.S. TV viewers have used live streaming services at least monthly

(Source: Interactive Media's State of Media, Entertainment & Tech Subscriptions study, 2022 Edition)

• 52% of viewers stream their favorite streaming service TV content

(Source: Interactive Media's State of Media, Entertainment & Tech Subscriptions study, 2022 Edition)

• 52% of subscribers also said that they might consider going back to cable if the cost of their streaming services increases

(Source: Interactive Media's State of Media, Entertainment & Tech Subscriptions study, 2022 Edition)

• As of January 2023, 59% of households had at least one TV connected device

(Source: Nielsen, National TV Panel, 2023)

• As of January 2023, 59% of U.S. TV households accessed their TV content solely through a broadband internet connection

(Source: Nielsen, National TV Panel via NPD-MEDIA, 2023)

102

CREATE A PROFILE: Television / Video

Television / Video

Quick Facts

In today's media landscape, most consumers don't differentiate between programming viewed on broadcast, cable, ADS-delivered, and online or mobile channels. It's all considered "TV viewing" and the positives, opportunities and challenges apply to "video" across the board.

- TV set penetration in U.S. households is high
 - According to Nielsen, there are 123.8MM TV homes in the U.S. for the 2022-2023 TV season

(Source: Nielsen, National Television Household Universe Estimates)

- 69% of U.S. TV viewers have used free streaming services at least monthly.

- 52% of content viewers now report subscribing to pay-TV services.

- Source: Horowitz Research's State of Media, Entertainment & Tech: Subscriptions study, 2023 Edition)

- 32% of subscribers also said that they might consider going back to cable if the cost of their streaming service increased.

- Source: Horowitz Research's State of Media, Entertainment & Tech: Subscriptions study, 2023 Edition

- As of January 2023, 85% of households

(Source: Nielsen National TV Panel, 2023)

103

Advantages

Total TV/Video Advertising Advantages

- **Deliverable 24/7**
 - Combines the elements of sound, sight and motion to deliver a powerful impact on the senses
 - Intuitive, comes directly to the viewer for immediate impact
 - Can be placed in a programming environment that complements the brand or retailer's business or message
 - Allows for repetition of messaging with a defined timeline
 - Exclusivity of product category is usually available at a price
 - May reach consumers who tend not to access any other form of media
- **Large targeted move from seasonal viewing shifts as network's role to challenges presented by independent stations and cable over the years, creating more program options and rolling out first-run programming even during summer months.** Nielsen trends now indicate that peaks in winter months and valleys in summertime have leveled off to relatively flat year-round ratings.
- **Use of alternate video devices (compukey, cable, streaming services) creates an opportunity**
- **VOD (view on Demand) shows growth rate for consumer choice and awareness**

Network TV Advantages

- Reaches virtually all U.S. markets and households
- Broad reach allows for fairly rapid come build across a schedule
- Network programming is available in most dayparts
- Time buying and post-buy analysis are relatively easy compared to other TV platforms
- Attractive, high-visibility spots are available
- News and program producers are increasingly offering product placement and digital sponsorship deals
- Pricing for short commercials is flat
- Promotional hours are relatively uncluttered with commercials. Cut rates had risen earlier in this decade but have stabilized more recently
- Lightest audience delivery guaranteed on broad demographic
- Audience research through Nielsen's Peoplemeter provides a degree of precision in data compared to most other media
- Advertiser's control of ad placement and ad creative

Local Spot TV Advantages

- For local market advertisers, the small number of local channels makes selecting programming and buying time relatively easy
- Advertisers can usually buy time in any daypart
- Geo-targeting capabilities are available
- Local TV stations offer community sponsorships and location-based opportunities to drive traffic to retail locations
- Short ad units (15s) are accepted by most local stations, unlike on network TV
- Nielsen to intro new product-use interface with local TV ratings

104

Disadvantages

Ad-Supported Cable TV Disadvantages

- [illegible]

For more information, visit www.fishbase.org

- Some programs produce ads to buy
- These placements may not be available due to limited slots with the most popular programs
- Ads may be demographically incorrect or other media forms, although local TV systems may be more focused
- If a program is canceled, no spots may be placed ahead with a listing of cancellations. Viewers may find it the edge during commercial breaks, or subtle channels. Viewings may go lost in the shuffle, long-term recall may be lost.
- May be lost between the program is canceled for the same reason
- Increasing use of satellite media in comparison with TV viewing may decrease or eliminate any potential advertising message impact
- One of 10% of cable channels broadcast TV, cable/satellite TV has been shown to attract higher audiences (Source: Nielsen Survey Report)

Network TV Disadvantages

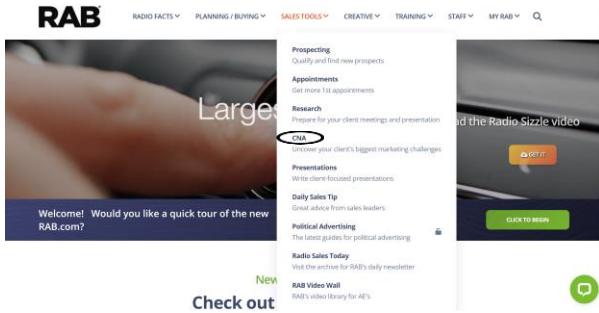
- Ratings have declined considerably with the growth of cable viewing and increased competition from various digital media
- Shows heavily lost due to audience shattering, scheduling changes and program genre proliferation
- Audiences are increasingly older, more educated and younger consumers move to other platforms
- Premium time slots have almost vanished to reach mass audiences. Between 20-25% of the population is not reached weekly by combined ABC/ESPN/CBS/Fox
- Ad exposure and impact have declined based on increased clutter, ad switching and loss of shipping flexibility
- No capacity to target specific areas within a given market
- Expensive – might cost 50% of any form of TV
- High commercial production costs
- Adult Networks TV are superior to other media research, channel content is sample intensive, editing rates and measurement of new forms of transmission

Endowment: Radio is relatively uncluttered compared to television, especially versus local TV stations and cable. Even if viewers stay tuned during commercial breaks on TV, message and in-group not register, or may become lost to memory by the end of the spot. And competitive advertisers may find their spots placed directly adjacent to each other. Many of the spots aired on *Forcible* are poorly produced and irritating to the viewer; a well-produced spot will be aired in the same break. Radio spots can jog the memory of *Forcible* viewers who may not clearly recall ads they had been exposed to.

Cost: Good radio advertising is inexpensive to produce in relation to TVtable production costs. Creative for the same product can be tailored to appeal to a distinct consumer

Secret: The time to create a static page, add content and set it on the

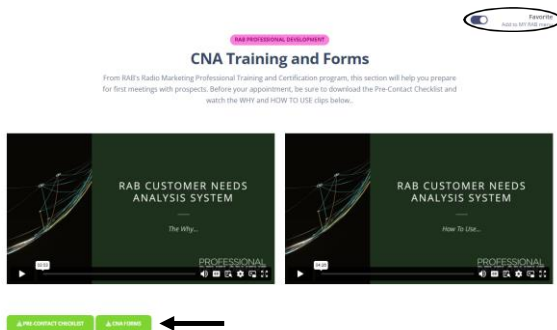
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106



107



109

Pre-Contact Checklist

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110

Customer Needs Analysis System – NEW!

SIX strategies!

111

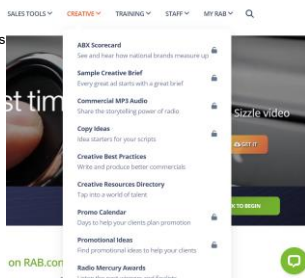
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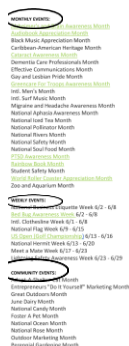
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Creative

- RAB's commercial audio library and scripts includes over 2,000 copy ideas in more than 160 advertiser categories.
- List of radio production companies and studios that specialize in writing, casting and producing great radio commercials.
- 1,000 promotional ideas in more than 160 different categories.
- Promotional calendar to inspire seasonal ideas.



113

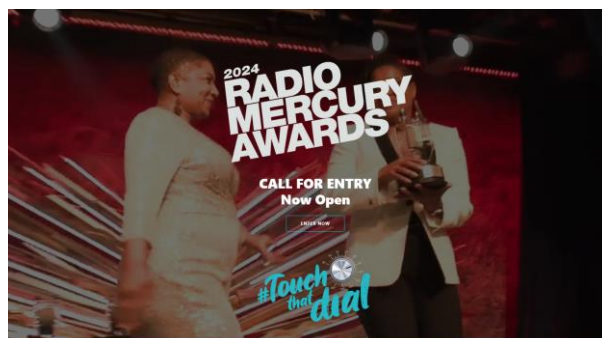


June 2024

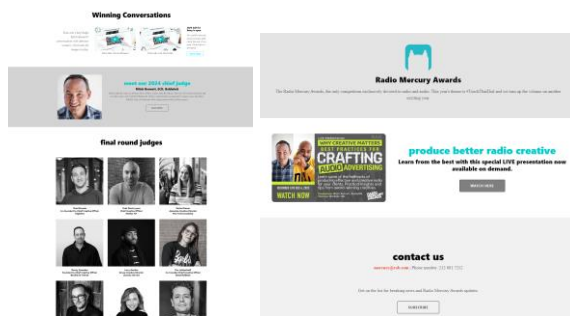
RAB[illegible]

Source: Chase's Calendar of Events, 2014; onlinearticles.com

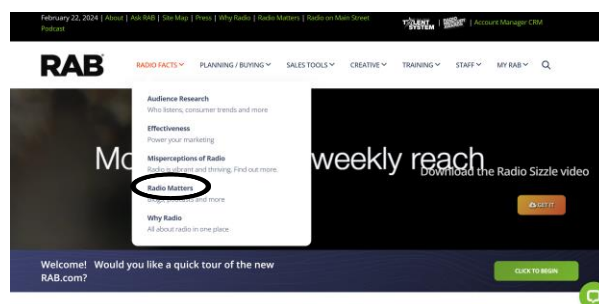
114



115



116




117



118

NEW FROM RADIO MATTERS

Read the latest blog posts, listen to the Radio on Main Street Podcast or [CLICK HERE](#) to get Radio Matters Blogs sent directly to your inbox.




RAB RADIO ON MAIN STREET PODCAST

Radio on Main Street featuring Equity Project for Art's Raquelita Cuatrecasas and Carlos de la Cruz, co-founders of the project.

In a special new series of Radio on Main Street at the 4th Biennale of Monterey, RAB's own Carlos de la Cruz and Raquelita Cuatrecasas will be showcasing their art and discussing the project's impact on the community.

Be sure to check out the podcast, which is available on all major platforms. You can also find it on YouTube. [Click here to listen.](#)

[READ MORE](#)




Business as a Sales Opportunity for Businesses

Business is a sales opportunity for businesses. It's not just about selling products or services, but about creating a value proposition that resonates with your target audience.

In today's competitive landscape, there is a great focus on customer experience. It's not just about the product, but about the entire journey that the customer has with your brand. This is where businesses can truly shine.

[READ MORE](#)



Research First Customers with Radio

Research first customers with radio. It's a powerful tool for understanding your target audience and their needs. By listening to their feedback, you can tailor your products and services to better meet their expectations.

After a long day at work, there is nothing like listening to a podcast or radio show to unwind. It's a great way to stay informed and entertained at the same time. Plus, it's a convenient way to consume content on the go.

[READ MORE](#)


119

Radio Matters Sizzle Videos

These videos are available for you to download and use with your own content. Share them with your team, clients and prospects and help spread the word - Radio Matters thanks you!

RAB Radio Sizzle Video


RAB's Radio Sizzle Video is available for download.



[Download](#)


RAB Multicultural Video

RAB's Multicultural Video is available for download.




[Download](#)

RAB Radio Sizzle Video Part 1




[Download](#)

RAB Radio Sizzle Video Part 2




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RAB Multicultural Video Part 1



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[Download](#)

120

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RAB RADIO FACTS PLANNING / BUYING SALES TOOLS CREATIVE TRAINING STAFF MY RAB

Audience Research

Get to know your target audience and more.

Effectiveness

Measure the impact of your radio advertising and more.

Misconceptions of Radio

Radio is a lot more than just a sound. Find out more.

Radio Matters

Blogs, podcasts and more.

Why Radio

All about radio in one place.

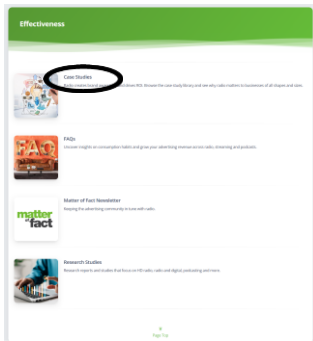
Download the Radio Sizzle video

[Download](#)

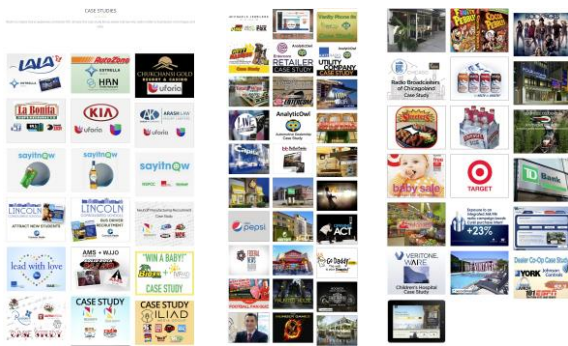
Welcome! Would you like a quick tour of the new RAB.com?

[CLICK TO BEGIN](#)

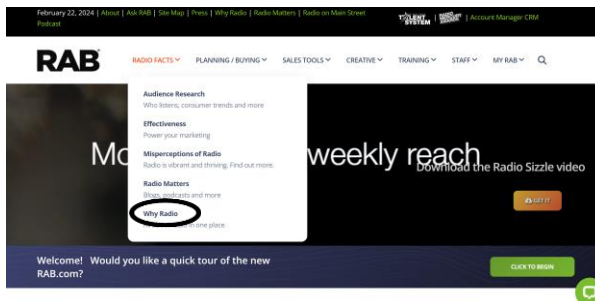
121



122



123



124



RADIO FACTS

Use the drop downs below to create a custom profile of radio listening or [click here](#) to download the 10 Reasons to Advertise.

Report Type
Select a type of report.

Medium
Choose the medium you would like.

Estimate
Select an estimate.

Audience
Choose an audience type.

Please choose

Please choose

Please choose

Please choose

When you are ready, click SUBMIT to create your report.

125

RADIO FACTS

Use the drop downs below to create a custom profile of radio listening or [click here](#) to download the 10 Reasons to Advertise.

Report Type
Select a type of report.

Medium
Choose the medium you would like.

Estimate
Select an estimate.

Audience
Choose an audience type.

Automotive Customers

Radio

Amount HHLD plans to pay for new

All

When you are ready, click SUBMIT to create your report.



126

Radio Reaches Market for Vehicles and Auto Products
Amount HHLD plans to pay for new vehicle next 12 mos (HHLD): \$10,000 - \$14,999

Persons

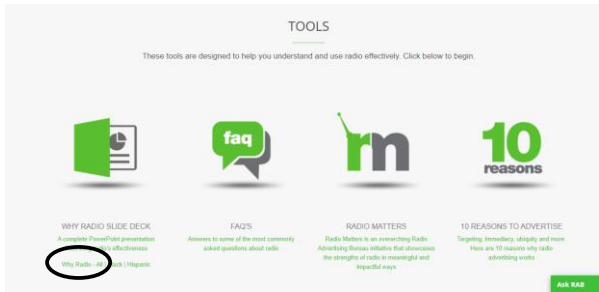
| Time Period | P 18+ | Audience |
|--------------------|-------|------------------|
| Sept-Oct 12th-13th | 93.4 | Hispanic |
| Sept-Oct 12th-13th | 87.7 | African-American |
| Sept-Oct 12th-13th | 90.6 | All |

Source: Scarborough USA+ 2020 Release 1 Total Jan 2018 - May 2020

CONTACT US

Need more help? Ask RAB!

127



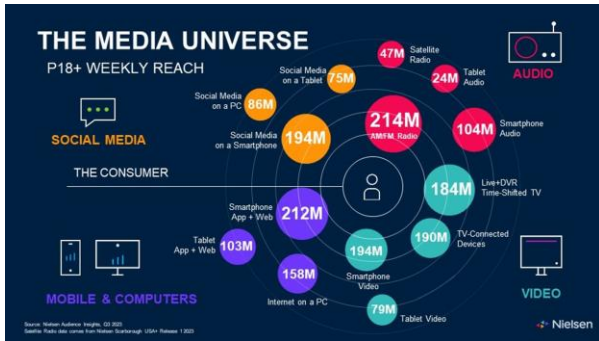
131



132



133



134



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135



136



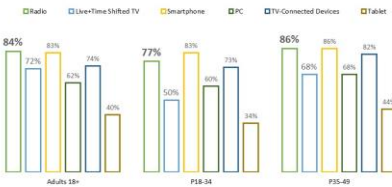
radio reaches
232 million
P12+ every week

Source: Nielsen Audio, ARIPO 12/15/23-12/16/23, National, Excludes Monday through Sunday, 12/15/23

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137

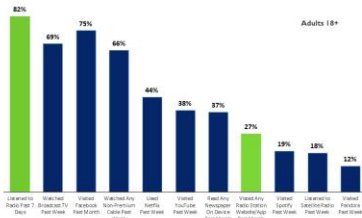
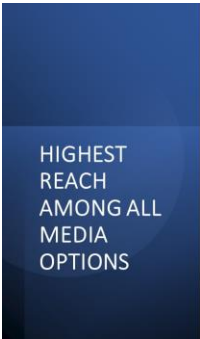
RADIO BOASTS HIGHEST MASS REACH
AMONG TRADITIONAL MEDIA



Source: Nielsen Audio/multiplatform, 12/15/23, weekly, reach

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138

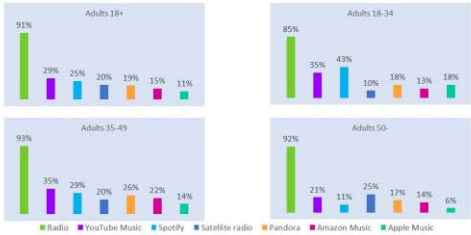


Source: Scarborough USA, 2023 Nielsen Audio LP (Jan. 2021 - May 2023)

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139

RADIO BOASTS HIGHEST REACH
AMONG ALL AUDIO SERVICES

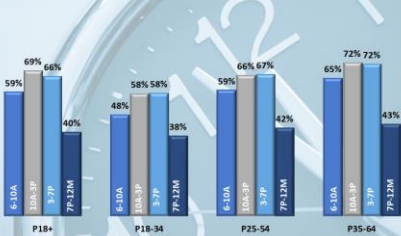


Source: Nielsen Audio, Q4 2023. Data is based on monthly listening and household ad-supported audio services.

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140

RADIO PEAKS DURING THE DAY



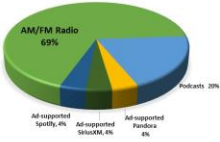
Source: Nielsen Audio, Q4 2023. Data is based on monthly listening and household ad-supported audio services.

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141

RADIO REIGNS AS AUDIO LEADER

SHARE OF AD-SUPPORTED TIME SPENT AMONG P18+



AM/FM RADIO
ACCOUNTS FOR
69% OF THE
DAILY AUDIO TIME
SPENT WITH ANY
AD-SUPPORTED
PLATFORM



Source: Edison Research, "State of Music" Q4 2023. Data is based on monthly listening and household ad-supported audio services.

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142

PEOPLE
LISTEN
AND
LISTEN



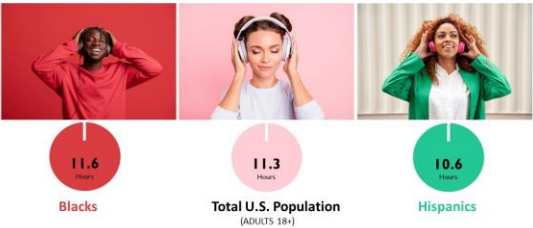
143

HIGH TUNE-IN ACROSS GENDER



144

TUNE-IN TIME IS HIGH ACROSS ALL
POPULATION SEGMENTS



145

Radio has a solid position in time spent with electronic devices among all adults.
Radio captures 12% of all content hours.



Over 90 hours of content each week across radio, TV, online and mobile by average U.S. adults.

Source: Nielsen Audio, September 12, 2022. U.S. listening population, 18+.

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146



RADIO IS
IMPORTANT
TO LISTENERS

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147



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148

RADIO
IS THE MOST
TRUSTED
MEDIUM

2x MORE TRUSTWORTHY
THAN SOCIAL MEDIA

75% trust RADIO
66% trust television
57% trust websites
38% trust Twitter
37% trust Facebook

Source: KantarMedia, [Trustworthy Media Survey, July 2022](#), Engagement Lab, Total panel, Jan 2018-July 2022

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149

ONE OF RADIO'S
TOP ATTRIBUTES
IS ITS LOCAL FEEL



techsurvey
2023

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150

LISTENERS ARE EMOTIONALLY
CONNECTED TO RADIO

18

average number of years adult listeners have been
tuning into their favorite station

- 82% of radio fans would truly miss their favorite radio station if it were gone
- 77% of radio fans feel their favorite station improves their mood
- 68% of radio fans have a favorite station

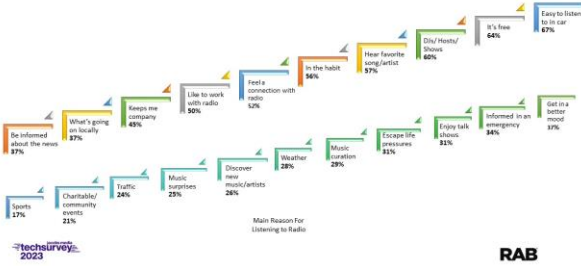


Source: RadioMarket Group Survey, April 2022

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151

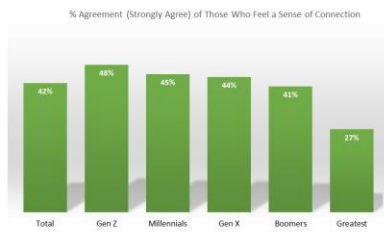
RADIO'S EQUATION EASY + PERSONALITIES + EMOTION + CONNECTION



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152

NEARLY 4 IN 10 FEEL A CONNECTION WITH THEIR HOME RADIO STATION



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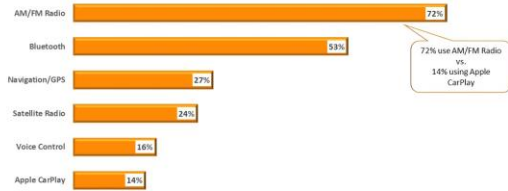
153



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154

RADIO IS THE MOST USED FEATURE IN-VEHICLE



Source: NPD surveyed 289 U.S. car owners/drivers via an online panel in Dec 2022.

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156



radio is a top in-car device

73%

AM/FM radio while in car

more than...
 owned digital music – 53%
 podcasts – 38%
 online audio – 37%
 CD player – 29%
 SiriusXM – 20%

% currently ever used in car last month

Source: The InfoQ 2023 Global Research / Technology Adoption Study: Smart in-car in the past month

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157

RADIO IS EASY

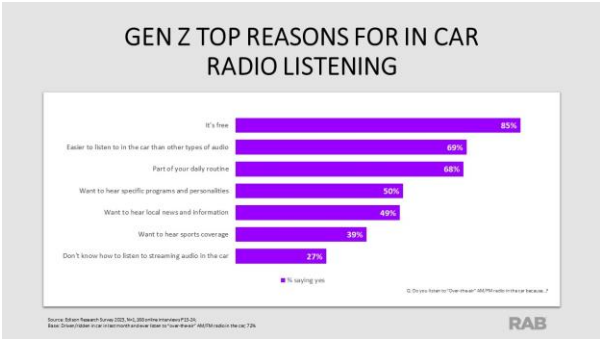
67%
 of radio
 listeners say
 that it is the
 easiest to listen
 to while in-car.



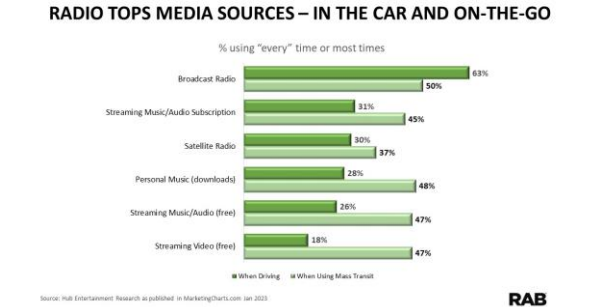
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158



159



160

HD RADIO CONSUMER SATISFACTION

Artist & Advertiser Experience Images

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161

BROADCAST RADIO IS WHAT CONSUMERS TURN TO
FOR IN-VEHICLE MUSIC



Radio XPERI

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162

RADIO
ACROSS
PLATFORMS
& DEVICES



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163

RADIO'S DIGITAL PLATFORMS ARE
STEADILY GROWING



Source: Voicebot.ai Smart Speaker Consumer Adoption Report, 2022; HD Radio stat from Xperi/HD Radio, 2022; The Infinite Dial 2023 - Edison Research/Straton Music/November 2022; PodcastTrak.com, 2022; commercial and non-commercial stations

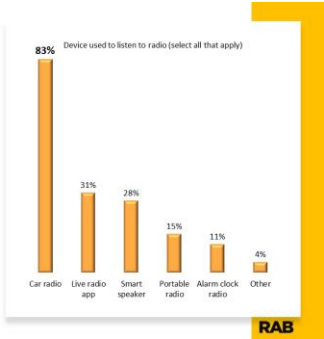
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164



HOW DO PEOPLE LISTEN TO RADIO?

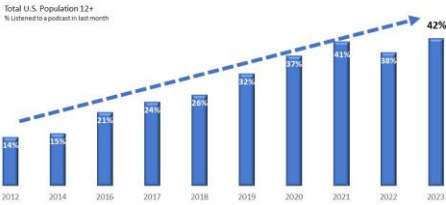
provoked
insights



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165

MONTHLY PODCAST LISTENING GROWTH



Source: The Infinite Dial 2023 - Edison Research/Amazon Music/Wonder/Orbit3

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166

PODCAST ADVERTISING INFLUENCES



45%

Podcast Super Listeners trust their hosts

Believe the hosts of podcast they regularly listen to are actual users of the products/services mention on their podcasts

Source: Edison Research, PodcastOne, Spotify/Spotify Research Study (2022). Based on 10,000+ podcast listeners surveyed in 2022.

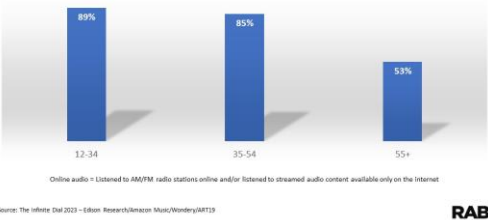
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167



168

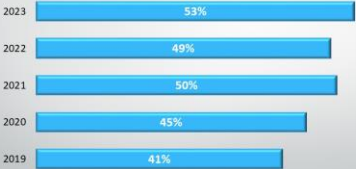
MONTHLY ONLINE LISTENING
% listening to online audio in the last month



169

GROWTH OF ONLINE LISTENING IN-CAR VIA CELLPHONE

Online listening in-car grew from 41% in 2019 to 53% in 2023



170



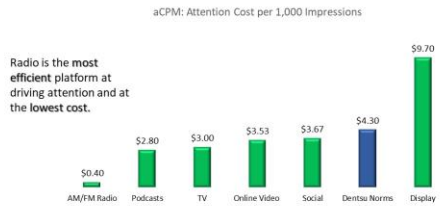
171

RADIO IMPACTS KEY ASPECTS OF THE PURCHASE JOURNEY

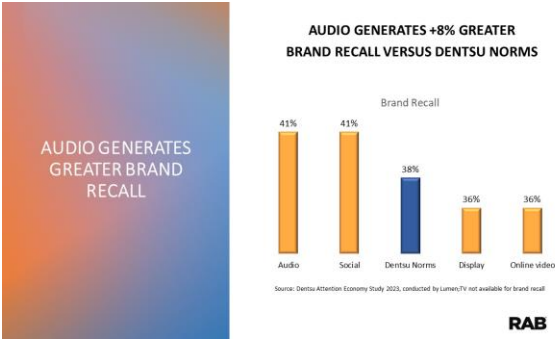


172

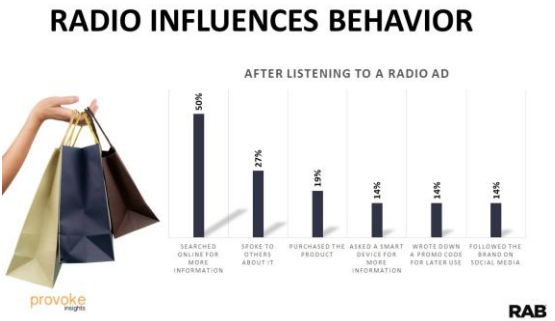
ATTENTION: RADIO IS MOST EFFICIENT



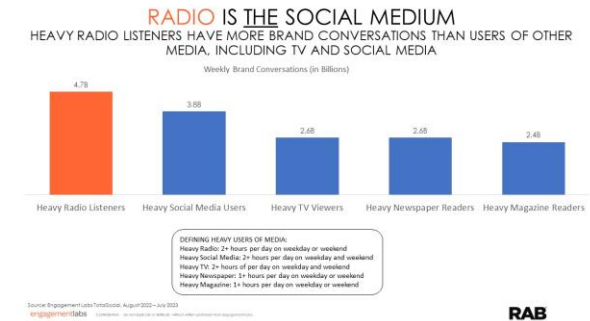
173



174



175



176

RADIO LEADS TO PURCHASE
MORE THAN HALF OF BRAND CONVERSATIONS AMONG HEAVY RADIO LISTENERS LEAD TO PURCHASE INTENT, HIGHER THAN AVERAGE



51%
of brand conversations
among Heavy Radio Listeners
result in
intent to purchase.
That's ahead of
the national avg (49%)

Radio performs
particularly well in:

- Auto: +14%
- Sports: +13%
- Telecom: +10%
- Technology: +9%
- Beverages: +5%
- Healthcare: +5%

engagementlabs

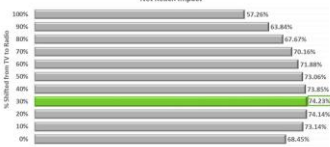
Source: Engagement Labs/TotalStation, August 2021 - July 2022

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177

RADIO ADDS VALUE

IMPACT WHEN TV AD DOLLARS ARE SHIFTED TO RADIO



| Category | Net Reach Impact |
|-------------|------------------|
| Auto | 97.30% |
| Healthcare | 84.80% |
| Technology | 82.67% |
| Telecom | 79.10% |
| Sports | 71.80% |
| Beverages | 73.00% |
| Radio | 73.85% |
| Other | 74.23% |
| TV | 70.14% |
| Print | 72.10% |
| Out of Home | 68.45% |

Source: Local Modern Media Impact, scenarios based on \$1.00M ad budget

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179

DRIVING EMOTION AND ENGAGEMENT

An ad agency research study on storytelling found:

- ✓ Audio ads drive 21% stronger emotions than visual ads
- ✓ Audio ads drove 50% more emotional peaks than visual ads
- ✓ Audio ads have a consistent increase in emotional engagement for a brand than visual-only ads
- ✓ Audio makes call-to-action ads a uniquely positive emotional experience

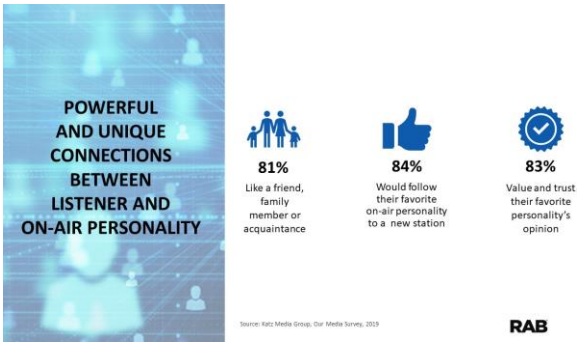
Source: MindShare, NeuroLab, 2019; 10 adults 18-54

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180



181



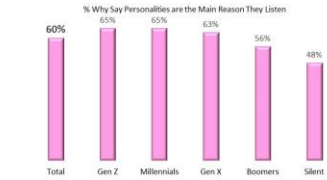
182



183



6 IN 10 SAY RADIO PERSONALITIES ARE THE MAIN REASON WHY THEY LISTEN



techsurvey 2023

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184

LISTENERS ARE PART OF A DJS INNER CIRCLE

What Listeners Know About Their Favorite DJ



Source: Katz Media Group, Our Media Survey, 2019

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185

Frequently Asked Questions

Click the radio button to explore through a variety of radio content, including general radio, news, sports, and the relationship between radio and social media.

Radio is an effective medium.

The top choice for audio and entertainment - at home, in-car and on the go.

Radio's reach

Radio reaches 92% of Americans 18+ monthly.¹

Radio continues to have a high reach among traditional media every week.²

- 18-34 88%
- 35-49 88%
- 50-64 89%

Radio - a trusted ad medium

Americans trust traditional media the most.

- 40% of Americans said they somewhat or very much trust advertisements heard on the radio.³

Listeners value radio - for news, entertainment and companionship

- 47% of A18+ said radio puts them in a good mood.⁴
- 49% of A18+ say that the radio relaxes them.⁵
- 44% of A18+ say that radio is pure entertainment.⁶
- 52% of A18+ say that radio keeps them informed up to date.⁶
- 52% state that they feel a connection while listening to the radio.⁷
- 37% state that radio keeps listeners informed about local news.⁸
- 31% state that radio allows them to escape pressures of everyday life.⁹

Radio is a part of everyday life

- 46% of A18+ listen to radio one to five hours weekly while 33% of radio listeners listen six+ hours per week.¹⁰

Future of Radio


In-Car Listening

186

[illegible]

AD SPENDING

Every day, advertisers turn to radio to build strong brands and drive sales. Who are the top spenders? Check out **Ad Spending** data and other resources in this section.



RADIO'S TOP SPENDERS

Choose a profile below

[Top 40 National Network & Spot Advertisers by Parent Company](#)

[Top 40 National Network & Spot Advertisers by Brand](#)

[Top 40 National Network & Spot Advertisers by Industry](#)

[Helpful Links to Other Revenue Resources](#)

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Rising Through the Ranks

PROFESSIONAL
DEVELOPMENT

TRAINING | CERTIFICATION | WEBINARS

Why We Do What We Do

To inspire, engage, educate, equip and empower people so they believe in themselves, have confidence in their abilities and achieve even greater levels of success.

SUCCESS PATHSINSTRUCTORS

Upcoming Live Presentations

RAB Live Presentation - Radio Works for Recruitment - Wed., December 20, 2023 12:00PM

Register

RAB Live Presentation - Key Takeaways from CES 2024 - Wed., January 17, 2024 12:00PM

Register

RAB Live Presentation - Top 10 RAB Resources - Wed., January 24, 2024 12:00PM

Register

190

Your Partner in Success

Our strategic culture, devoted training programs and a single point of contact bring you all this and more.

1

Real Live Presentations
Throughout the year we deliver live sessions that give you the opportunity to learn from experts. And the program is available to you at any time.

2

Radio Essentials Training™
A game plan to ensure you're a good listener. It's the foundation for building a successful radio career.

3

Radio Skills Training™
The next step in mastering radio, designed to help you become a more confident and effective radio personality.

4

Certified Radio Hosting Consultant™
Get your radio hosting skills up to the next level.

5

Certified Radio Marketing Consultant™
Learn how to use your radio skills to grow your business and build a successful radio career.

6

Radio Skills Training™
The next step in mastering radio, designed to help you become a more confident and effective radio personality.

7

Radio Skills Training™
The next step in mastering radio, designed to help you become a more confident and effective radio personality.



Contact Us

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For Radio Essentials Training, please call: 800.333.3333
For Radio Skills Training, please call: 800.333.3333
For Certified Radio Hosting Consultant, please call: 800.333.3333
For Certified Radio Marketing Consultant, please call: 800.333.3333

191

RAB Professional Development Team



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Jeff Schmidt is not only a professional, but a person. He is a man who is passionate about his work and his team. He is a man who is committed to his team and his company. He is a man who is committed to his team and his company. He is a man who is committed to his team and his company.


Kira Johnson is not only a professional, but a person. She is a woman who is passionate about her work and her team. She is a woman who is committed to her team and her company. She is a woman who is committed to her team and her company. She is a woman who is committed to her team and her company.

192

Guest Instructors



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63

What We'll Cover

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RAB.COM

Radio Sales Today



Member
Response

RAB

193

Member Response

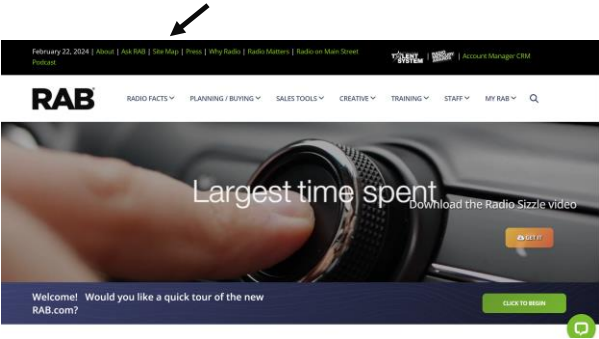


JACQUIE AYRES
Member Response Manager
javyres@rab.com

- 7:00 AM – 5:00 PM Central Time every business day
- 800-232-3131
- MemberResponse@RAB.com
- Chat with us on RAB.COM

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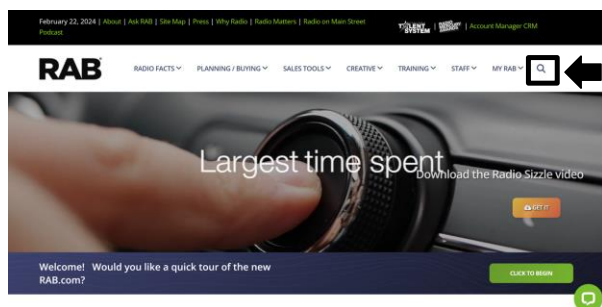
194



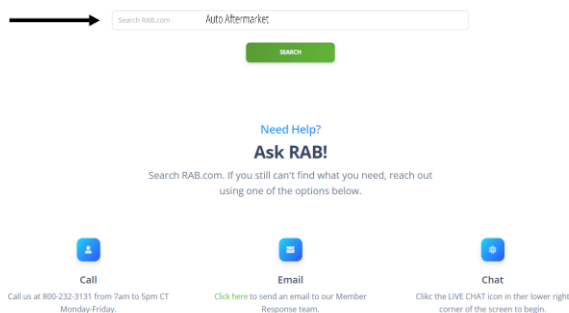
195



196



197



198

Displaying results for Auto Aftermarket

RAB.com Resources

| Title | Date | Source |
|----------------------------------------------------------------------------------------------------------------------------|-----------|--------------------------|
| Consumer U.S. automotive and mobility rankings 2022: Best brands, Automotive Mobility Awards, 26-6 Cradley Arts Park, 2015 | 06/15/22 | Hyundai, 2022 |
| Quick Wins Forecast: Total U.S. aftermarket sales to increase 17.2% | 06/10/22 | AftermarketNews, 2022 |
| The Most Fuel-Proof Car Cuts | NAE, 2021 | |
| Quick Wins: Get out from experience dramatic increase | 05/12/22 | Modern Tire Dealer, 2022 |
| Quick Wins: OEM products 375,700 units will ship this year | 03/04/22 | Modern Tire Dealer, 2022 |
| Quick Wins: Ford's drive 2022 surge in auto parts a contrast | 02/04/22 | Hyundai Auto, 2021 |
| Quick Wins: U.S. tire shipments to drop 17.0% due to COVID-19 | 04/27/22 | Modern Tire Dealer, 2022 |
| Quick Wins: Car dealers and repair shops seek an automation upgrade overhaul | 11/04/19 | News, 2019 |
| Quick Wins: Car have a problem: The car engine, and the means the engine get, gradually and eventually | 04/01/19 | Car Today, 2019 |
| Quick Wins: These vehicles are top for parts...and their repairs | 06/05/19 | Auto-Remediation, 2019 |
| Quick Wins: Online sales of automotive accessories continue to see growth, according to the NPD Group | 08/05/19 | The NPD Group, 2019 |
| Quick Wins: U.S. automotive aftermarket sales grew 3.3 percent in 2016, reports NPD | 02/07/19 | The NPD Group, 2019 |
| Auto Profile: 2022 trends Background: Auto Aftermarket | | |

Radio Sales Today

Get the RTT in 10

| Title | Date | Source |
|--------------------------------------------------------------------------------------|----------|--------------------------|
| Quality/rate both rose in innovation as problems reach a record high U.S. Power Grid | 04/05/22 | 20 Power, 2022 |
| U.S. aftermarket automotive sales a surprise | 04/02/22 | Auto-Service World, 2022 |
| Imports from the EU hitting industry market in 2022 | 02/16/22 | Emerging Tech News, 2022 |

199

Instant Backgrounds

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| Title | Date | Source |
|--------------------------------------------------------------------------------------------------------|----------|--------------------------|
| U.S. auto industry to report record revenue in 2022, says NPD Group | 04/05/22 | U.S. Auto Industry, 2022 |
| Quick Wins: Ford's drive 2022 surge in auto parts a contrast | 02/04/22 | Hyundai Auto, 2021 |
| Quick Wins: U.S. tire shipments to drop 17.0% due to COVID-19 | 04/27/22 | Modern Tire Dealer, 2022 |
| Quick Wins: Car dealers and repair shops seek an automation upgrade overhaul | 11/04/19 | News, 2019 |
| Quick Wins: Car have a problem: The car engine, and the means the engine get, gradually and eventually | 04/01/19 | Car Today, 2019 |
| Quick Wins: These vehicles are top for parts...and their repairs | 06/05/19 | Auto-Remediation, 2019 |
| Quick Wins: Online sales of automotive accessories continue to see growth, according to the NPD Group | 08/05/19 | The NPD Group, 2019 |
| Quick Wins: U.S. automotive aftermarket sales grew 3.3 percent in 2016, reports NPD | 02/07/19 | The NPD Group, 2019 |
| Auto Profile: 2022 trends Background: Auto Aftermarket | | |

200

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Board Portal


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201

Most Used Tools

- 1. Instant Backgrounds
- 2. Why Radio
- 3. Radio Sales Today (RST)
- 4. Co-op
- 5. Radio Works for Business
- 6. Copy
- 7. Webinars on Demand
- 8. The Pitch
- 9. Sales Tips
- 10. Commercial Audio

202



QUESTIONS?

203

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204