




## Radio Matters. In today's world of time-starved consumers, radio is an important component of any media mix designed to reach them.

This one-sheet summarizes many of the key points that buyers and sellers want to know about Radio. To obtain materials reinforcing each point, click on the underlined words to link to presentation materials. 

- ✓ Radio reaches everyone. Its high penetration of all [consumer segments](#) provides an exceptional vehicle to deliver ad messages – regardless of target gender, age, [language](#) or [race](#). And listening is constant all [year round](#).
- ✓ Radio is ubiquitous. It's a constant companion, [throughout the day](#) and in all locations. People listen [in-car](#), at [home -- even work](#).
- ✓ Radio is [tops among all audio listening options](#). While perception is that newer digital audio services outrank radio, the reality is very different – AM/FM radio reaches the most people.
- ✓ Radio complements [other media](#) to help drive messaging, brand preference and increase sales. Using radio in the media plan provides you with a [smarter mix](#).
- ✓ Radio is cost effective. Businesses of all sizes and in a wide range of category see results from radio campaigns, with an average return on investment of [\\$6 for every \\$1 spent](#).
- ✓ Radio increases [brand awareness](#), [drives traffic](#) and [increases sales](#). Radio does all this and more for [brands](#).
- ✓ Radio is theater of the mind. It lets listeners create an image in their minds and boost their [happiness](#). Good [radio creative](#) keeps brands top of mind.
- ✓ Radio gets out the vote. [Numerous formats](#) allow for narrow targeting to reach a candidate's constituents or deliver issue-oriented messaging to interested parties. Radio outperforms all other media when reaching the "[opportunity vote](#)" – those still undecided.

