

## RADIO'S REACH

An analysis by Media Dynamics Inc., of varied weight level schedules illustrates that the greater the number of stations included within a buy will deliver higher reach and lower frequency when compared to those same weight levels purchased on fewer stations.

The analysis also showed that as weight levels increased, reach levels also increased. The same was also true as additional stations were included within the buy at those same increased weight levels.

It is important to determine the goal of the overall campaign. The goal will determine the structure of the plan. Simply stated: A reach campaign should include numerous stations over an extended period of time. If the goal is to increase frequency, then the converse is true: Reduce the number of stations and weeks and increase the number of spots placed on the stations purchased.

### Estimated Reach By Multiple GRP, Week and Stations Levels

	3-Station Buy		5-Station Buy		7-Station Buy		10-Station Buy	
GRPs	1 WK.	4 WK.	1 WK.	4 WK.	1 WK.	4 WK.	1 WK.	4 WK.
100	26.6	28.9	28.9	30.9	30.3	32.2	31.0	34.8
150	30.9	34.0	39.3	36.5	36.5	39.5	38.5	42.4
200	35.0	38.8	44.3	43.5	42.0	45.0	43.9	49.1

[www.mediadynamicsinc.com](http://www.mediadynamicsinc.com)