Radio Reaches Broad Target Audience for Government Office

Background:
- Dial Report is the only large sample platform that can prove radio's ability to reach larger target audiences.
- Dial Report provides agencies, brands and broadcasters with data on radio listening, behaviors, interactions and exposures.

Objective:
- Demonstrate the power of radio to reach a broader target audience for government offices.

Solution:
- Campaign included 24 radio stations in 7 markets.
- Campaign ran for 3 weeks, across formats including: Adult Hits, Hip Hop, Oldies, Rock, Soft R&B, Sports and Top 40.

Results
- Campaign exposure of 21.7% was two times higher than NextRadio norms.
- 29% of those exposed to the campaign fell within the 18-34 age range.
- Strongest exposure occurred across the Rock format, followed by Sports and Hip Hop.
- Fringe dayparts and weekends proved higher listening to viewing conversion – heavier use of these days/dayparts could lead to an increase in the current 20% rate we saw in this campaign.

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<th>Office of Highway Safety</th>
<th>NextRadio benchmark of completed campaigns</th>
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<tr>
<td>Campaign reach as a % of NextRadio audience reach</td>
<td>21.7%</td>
<td>9.2%</td>
<td>236</td>
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</table>

*D Marquette, Muskegon & Traverse City are not represented