

RESEARCH

7 STEPS TO SELLING SUCCESS SERIES

RAB LIVE PRESENTATION
MAY. 1 AT 12PM CT

STARTS SOON

The "Seven Steps To Selling Success" series of live presentations helps sellers navigate the seven critical steps to making a sale. In this session, we share the importance of research



800-232-3131
MemberResponse@Rab.com



Annette Malave
SVP Research
and Insights



Each month we will announce an RAB member, via Radio Sales Today (RST) who is a superuser of RAB tools and services based on their activity. As a follow-up, we will highlight the RAB Superuser in RST and ask them to share some of their best tips - giving them the opportunity to share their RAB.com know-how.

RAB Superuser
JAMES THOMAS
*General Sales
Manager*

**WTLS-AM, Tallassee,
Alabama**

"For sales managers, RAB provides a great deal of information that can impact your sales teams by providing better training, increase productivity and it can also make a very informative sales meeting."



Favorite RAB Tools:

**The Pitch, Top Business Trends and
RAB's Prospecting Report**

Contact James:

Jthomas.1300wtls@gmail.com

334-391-7866

Consultant Style Selling...

- Different from traditional selling
- It's not about you, it's about the client
- Focused on solving problems
- Positions you as the expert
- Establishes you as a trusted advisor



1. ANNVA
2. ANNVA
3. PRO
4. C

Four Types of Sellers

1. The Commercial Visitor
2. The Product Peddler
3. The Consultant Seller
4. The Sustaining Resource

7 STEPS

7

Close

6

Presentation

5

Proposal

4

CNA

3

Research

2

Appointments

1

Prospect

Four Levels of Selling Checklist

Identify your relationship level at each of the 7-Steps. Then, level up

PROFESSIONAL
DEVELOPMENT



Prospecting

Appointments

Research

CNA

Proposal

Presentation

Close

Attitude

1
Commercial
Visitor

2
Product
Peddler

3
Consultative
Seller

4
Sustaining
Resource

"Just checking in" "Stopping by" "Limited territory - "The Good Ole Boys"	Prepared packages to meet sales goals	Finding qualified prospects to solve problems and increase business	Find additional departments to solve problems for greater share
Route system - Same accounts consistently - rarely any new business efforts	Credibility based on product knowledge and expertise	Credibility based on empathy, expertise, problem-solving skills	Perceived as unpaid member of staff. Part of the internal Problem Preventers
Call reports for sales manager: Dials, contacts, conversions, call reports	Planned work focused on closing the sale - Heavy management pressure on activity	Source of Business Advantage. Information relevant and significant to client	Customer requests are for business help and advice more than for the product
Make the buyer like me - Measures activity not results	Being a product expert "Do you need any?"	Open-ended questions - Objective identify the customer's needs from customer's point of view	Being an "insider" and problem preventer
Memorized script presentation - off the shelf solutions"	Feature/benefit analysis, point by point review of product	Research clients current position, competitors, industry information	Research based - customer focused. Contains "insider" information
Verbal only or pre-packaged - presented to buyer	Low level stakeholders in addition to buyer - Heavy selling-tool usage	Customized presentation based on needs presented to Mid-level management	Connected to all levels of company management/stakeholders - true "insider"
Become friends - close personal relationship, gifts, social activities	Product literature customized to solve identified problem	Systems and solutions that may include resources outside your company - Team selling	Profit driven to improve return on investment - profit hero
"I like you - You like me, let's do business together	I remember when working for this company was fun but if that's what they want	Being of sincere value to clients - help their business achieve objectives	Being a sustaining resource to client. Know the customer's business as well my own

PROFESSIONAL
DEVELOPMENT
RAB

RAB
jschmidt@rab.com | 972-753-6765
Checklist inspired by "The Yes Syndrome" - Don Beveridge

7 STEPS

Prospecting

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Attitude

1 Commercial Visitor

2 Product Peddler

3 Consultative Seller

4 Sustaining Resource

"Just checking in"
"Stopping by"
"Limited territory - "The Good Ole Boys"

Prepared packages to meet sales goals

Finding qualified prospects to solve problems and increase business

Find additional departments to solve problems for greater share

Route system - Same accounts consistently - rarely any new business efforts

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Call reports for sales manager: Dials, contacts, conversions, call reports

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Being a product expert
"Do you need any?"

Open-ended questions - Objective identify the customer's needs from customer's point of view

Being an "insider" and problem preventer

Memorized script presentation - off the shelf solutions"

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"I like you - You like me, let's do business together

I remember when working for this company was fun but if that's what they want

Being of sincere value to clients - help their business achieve objectives

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Prospect

When you're known for being a
problem solver, people come
to you for help.

RAB Resources (research) to build
long-term clients

#1 Publications

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.

RAB April 2, 2024

RADIO SALES TODAY

AS A BENEFIT OF RAB MEMBERSHIP


HOME | DAILY SALES TIPS | RET ARCHIVE | TRAINING CALENDAR | PRESS | SUBSCRIBE | ARCHIVE | ADVERTISE

7 STEPS TO SELLING SUCCESS SERIES

APPOINTMENTS

RAB LIVE PRESENTATION APR. 3 AT 12PM CT [REGISTER NOW](#)


INDUSTRY NEWS



Many Americans are skeptical of electric cars

A majority of U.S. adult citizens say they don't own — and would not consider buying — an electric car, and many doubt electric cars are more efficient or better for the environment than traditional gas cars.


[READ MORE](#)



Dealers' body shops repair bottom lines

Collision repair isn't a service immediately associated with a dealership, but around a third of franchised dealerships have body shops, according to National Auto Dealers Assoc.

[READ MORE](#)



Survey: 57% of sports fans willing to pay \$50 monthly for live streaming app

The finding comes as Disney, Fox Corp., and Warner Bros. Discovery have partnered to launch a sports-themed app later this year, in addition to Disney bowing a rebooted ESPN+ streaming service in 2025.

[READ MORE](#)

CERTIFIED RADIO MARKETING CONSULTANT FOR CONTENT CREATORS

"WE'RE ALL IN SALES." CRM **NEW** [FIND OUT MORE](#)



Need-to-know: Radio Mercury Awards Call for Entry

It's time to **#TouchThatDial** and enter the premier creative competition for your radio work:

- **Deadline: Monday, April 8.**
- **Eligible Entries:** Broadcast radio spots and campaigns, multi-platform campaigns and nonbroadcast audio (see entry guidelines for details).
- **Categories:** Single spot and campaign categories plus specific categories for Promotional Spot, Humor, Use of Songs/Music and Sound Design, short broadcast spots (under :15), Branded Podcasts and more.
- **Eligibility Period:** January 1, 2023, to April 8, 2024.
- **Questions?** Download the [entry kit](#), read our [FAQs](#), [email us](#) or call 212.681.7212.
- **Ready to Enter?** Check out [online entry](#) and guidelines here.

Multifamily Dive

Rents rise slightly, ending 7-month decline

Market trends are in flux, with deliveries on the rise and occupancy falling.

READ MORE



Supermarket News

Private brands' power continues to capture wallet spend amidst inflation

With consumers continuing to try to ease wallet spend amidst inflation, private brands are on the rise — exceeding \$217 billion in sales in the U.S., according to market research firm Circana.

READ MORE



MediaPost

QSR sales heat up as temperatures rise

It appears the negative effect of severe winter storms on QSR business earlier this year is waning. According to the latest report “Where Is Retail and Dining Foot Traffic Thriving in Early 2024?” from foot traffic research firm Placer.ai, as temperatures warm up across the country, so do fast food sales.

READ MORE





Jeff Schmidt, SVP of Professional Development

Want more business? Look inside.

I could feel and hear her frustration. Ava used a great strategy to reach out to prospective clients, but she was frustrated: "Nobody is responding."

Sound familiar? A common theme in our industry is MORE. Whether it is a publicly held or privately owned company, that theme is the same. More revenue creates more opportunities for companies to do the things we are great at. I have yet to meet a manager who believes, "We have enough right now."

One commonly overlooked place for new business is your current customers. Depending on which research you read, getting a current customer to spend more is about five times easier than finding a new customer. Yet, in our haste and zest for new business, we look outside rather than inside. The reality is we should do both.

A recent MediaPost blog entitled [Looking For Growth? Start With Your Current Customers](#) reveals five innovative ways to drive growth from your current customers:

1. **Better understand and optimize their journey to conversion.** No matter how well you are converting prospects into users, there are likely parts of the process of conversion that can be improved and optimized. Review how current customers became buyers and identify process gaps and leaks that are softening conversion.
2. **Onboard new users to ensure they begin using your product.** You may have converted a customer into a sale, but it's important to ensure that they begin using and gaining value from your product or service.

3. **Improve customer engagement to turn users into fans.** Just because customers use your products or services doesn't make them loyal supporters of your brand. It's important to communicate with them so they feel connected beyond the transactional, and that your product/service is more than just its attributes.
4. **Increase lifetime value of current customers.** Current users have chosen you for a specific solution you provide. But they may not know about others you have – or higher tiers of your offering they might grow into.
5. **Learn from them to improve your offerings, your marketing and your success moving forward.** A less obvious but no less tangible way current users can help you grow is to learn from them to create the conditions for growth. Dig into your customer data to know what makes them tick.

Because we have been fielding lots of RAB member calls lately on prospecting and new business development, we'll focus on the topic again on Monday, and give you another perspective on current and past customers and how to approach them.

If the old ways are no longer working, it's time to explore new ways. As always, if you have successes, we would love to share them with other members, so please email or call. We love celebrating your success!

Happy Friday!

Jeff Schmidt is the SVP of Professional Development. You can reach him at Jeff.Schmidt@RAB.com. You can also connect with him on [X](#) and [LinkedIn](#).



Spring has officially sprung! I hope you enjoy all the wonderful things this season has to offer.



I also hope you've been enjoying the new **RAB.com** we released last month. We've received lots of positive feedback and suggestions from many of you, and just know, we're implementing many of them over the coming weeks and months. Today, we are launching a new component to the website, the Manager's Dashboard. We know sellers and managers use RAB.com very differently and that is why we've developed this enhanced feature to make the experience even more comprehensive for managers.

Let me take a moment to make you aware of several enhancements we believe will make your experience on RAB.com more productive.



For starters, the new RAB.com Manager Dashboard features a set of shortcuts running down the left side of the page. This menu includes links to sections and pages managers visit most often. You will also see a summary of your own team's sign-in activity, what's new this week from RAB and have the opportunity to register for a custom Member Benefits Webinar to ensure your team is getting the most from your RAB membership.

Finally, your new Manager Dashboard will provide you with the opportunity to manage your registered users. At the bottom of the screen, you are now able to remove former users, add new ones, update certifications and even see who is making the most of the resources provided by RAB.



I'm really excited to share that RAB is launching a truly unique new training certification program - Certified Radio Marketing Consultant Content Creators. This course is something I've been thinking about since I first joined RAB. As I like to say, we are all in sales, and while there are many at your radio station who are not directly accountable for advertising sales, everyone at a station today has a direct influence over revenue coming into the company. RAB's Jeff Schmidt has custom-produced this brand-new certification course based on the hallmarks of RAB's Certified Radio Marketing Consultant course specifically tailored for content creators. The course is focused on helping to build a greater understanding between sales and content creators. The 10 online training modules include topics such as branding, negotiation, working with advertising agencies, effective communications and much more. We're launching the course with an introductory offer. To find out more information on how you and your colleagues can benefit from CRM Content Creators reach out to Kim Johnson, vice president, professional development, at 972-753-6759 or KJohnson@rab.com.



If you missed last month's **Radio Works for Political** live presentation featuring Steve Passwater of Silver Oak Political and Tony Herrera of Nielsen, it is now available on demand at RAB.com. The webinar focused on how leveraging radio optimizes and delivers for political campaigns in 2024 and the opportunities for radio in local political races. You can view the presentation on demand [here](#).

While on the topic of political, don't forget to review **RAB's political page** which houses products focused on this growing category.

- **The Political Handbook and FAQs** (Frequently Asked Questions) can help answer basic advertising questions.
- **Political Insights** available by format and ethnicity/race can provide you with information about your radio station listeners.
- **Radio Gets Out the Vote** presentation contains data points on radio's ability to reach, inform and influence a potential candidate's constituents.

Don't forget some of the other important items available on RAB.com you can use for nonpolitical campaigns and planning.

- **Top Business Trends** - Use this to determine "hot" months when an advertiser should be on air. Based on three-year averages from the U.S. Department of Commerce, Top Business Trends can help with planning a campaign or determining when a competitor might be on air.
- **Ad-to-Sales Ratios** - When a prospect wants to know how much to budget, this data can help to determine and substantiate the cost for a proposal.
- **Media Facts** - The Media Facts section, continuously updated, has data points of how consumers are using other media. Recent updates include newspapers, out of home and television/video. Today's marketing professional should have a full understanding of the media landscape and data points of alternative advertising options.
- **Instant Backgrounds** - All business categories have challenges and opportunities. Knowing when, why and how consumers buy certain goods and services will not only help you with prospecting, but it can also help you serve your current advertisers better!
- **Consumer Behavior Reports** - Available by format, lifestyle groups and more, these reports are designed to give you a top-line view of the "lifestiness" of a consumer segment to use, purchase or own a specific service or product.
- **Listener Profiles** - Powered by MRI-Simmons data, these reports list insights about your listening audience - demographic, geographic, socio-economic and more. Want some fast data points? The Listener Profile Highlights do just that.



The National Radio Talent System (NRTS) continues to fulfill some of the brightest industry professionals to speak at this year's upcoming Radio Talent Institute. The **NAB/NRTS Radio Talent Institute** at Western Kentucky University this spring is proud to have **Beard Walters**, president/owner of Conrad Group, Inc. also Conrad Media, joining us as well as **Allison Warren**, vice president-market manager for Circulus Media in Nashville. At each Radio Talent Institute, we have a lunch meeting where broadcasting live from the university. Western Kentucky will be no exception with Alpha Media's Livestock meeting room. **Join David & Kelly!** from 10:30-12:00.

These talented professionals combine their time and energy to empower and inspire college students who are launching their careers and looking to find their dream job. We will continue to encourage many of the professionally speaking this year at the Radio Talent Institute planned for this. And if you know of someone at your company or in your network who may benefit from the program, please send them to the **National Radio Talent System website**.



Radio Mercury Awards Call for Entry is open, and I encourage you to check out this year's event categories as there are more opportunities for those of you who are creating radio content to win! And if you don't believe me, just watch former Radio Mercury Awards winner **Jim Brunner** of **Midland Radio** talk about what it's like to win a Radio Mercury Award [here](#).

Speaking of Jim and creative, there's still time to register for **Winnipeg's live presentation** featuring Jim and **Lisa O'Brien** of **The Radio Report**. This hands-on Radio Mercury Awards creative session is designed to provide you with actionable tips you can use in up your client's creative. You can register for the live presentation, scheduled at noon CT [here](#).



Next month, NAB will be at the **NAB (National Association of Broadcasters) Show** in Las Vegas. We will be presenting several sales and marketing sessions focused on revenue lift, retention and importance in radio broadcast including political advertising, advertising sales, digital advertising sales, bringing the new revenue programming and sales and media's point of purchase, growing and how it drives revenue for clients. To learn more about these sessions, as well as the entire NAB agenda, check out the NAB Show [link here](#).



Congratulations to **Mitch's** Supervisor of the Month, **James Thomas**, general sales manager, **WISL-AM** in Tallahassee, **Florida**.



This is my last official job newsletter to you, and while I'm not stepping down from RAB until the end of April, I wanted to take the opportunity to thank you for your friendship and partnership throughout my tenure as RAB's leader. It has been an honor to represent you and oversee your radio organization. I do hope you will continue to stay in touch!

See you next month along with my successor **Mike Hickey**.

With warm regards,

Erica
Erica Farber
President & CEO
RAB

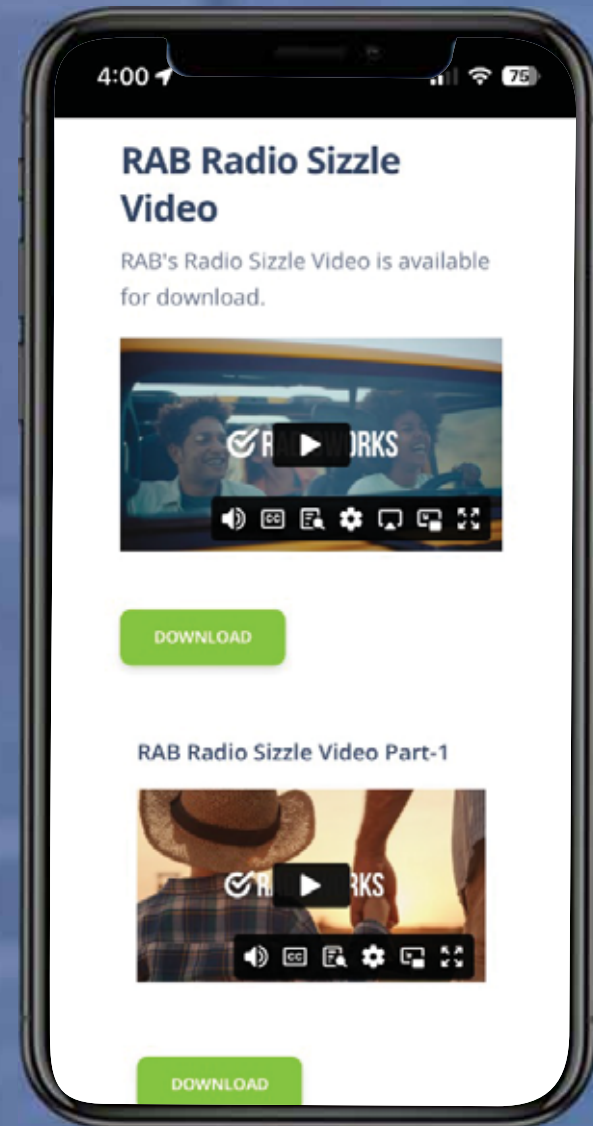


We're Mobile

See us on all your devices

www.rab.com

Same USER ID and PASSWORD



RAB

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Largest time spent

Download the Radio Sizzle video

 GET IT

Welcome! Would you like a quick tour?

[TOUR RAB.COM](#)

[TOUR DASHBOARD](#)

7 STEPS

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Prospect

#2

Consumer Behavior by Format

(one of my favorites!)



RADIO
FACTS

PLANNING /
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SALES
TOOLS

CREATIVE

TRAINING

STAFF

MY
RAB

DASHBOARD



Members Only

Live Presentations

Don't miss these upcoming RAB Live Presentations. Register and get on the list. Click below.

Register Now

Prospecting

Qualify and find new prospects

Appointments

Get more 1st appointments

Research

Prepare for your client meetings and presentation

CNA

Uncover your client's biggest marketing challenges

Presentations

Write client-focused presentations

Daily Sales Tip

Great advice from sales leaders

Political Advertising

The latest guides for political advertising

Radio Sales Today

Visit the archive for RAB's daily newsletter

RAB Video Wall

RAB LIVE PRESENTATION
**RADIO
MAKES
DIGITAL
MORE
EFFECTIVE**

MAR. 27 AT 12PM CT

REGISTER NOW

TOUR DASHBOARD



Welcome! Would you like a quick tour?

Prospecting



Automotive

As one of radio's top spending categories, it's important to have all the tools you need in one place. The Automotive section has that and more, including **Auto Toolkit**. The Toolkit populates charts and graphs on auto owner's characteristics, your radio station's format compared to the auto buyer and more - all created on a totally customizable PowerPoint template for download. **Auto Buyer Profiles** are also available for download on this page.



Consumer Behavior by Format (Gold Digger Reports)

These reports are designed to give you an in-depth look into the areas where your audience base is extremely strong in consumption of products and services or media and personal attitudes. They can help you zero in on areas of business where your format might hold potential to increase business for an advertiser.



Cold Call Script

Taken from RAB's Radio Marketing Professional certification, this script is intended as a guideline for making cold calls. As with any such script, we strongly encourage you to make it your own, customizing the language to meet your needs. Don't forget the purpose of the phone call: GET THE APPOINTMENT!



Co-op

Join the thousands of radio sales professionals who constantly find new ways to fund radio campaigns with the cooperative advertising information contained in the RAB Co-op files. The Co-op Directory has over 8,000 freshly updated listings, weekly sales leads for retailer promotions, new digital co-op plans with ready-to-use web ads and quick and easy video tutorials.



Instant Backgrounds

The key to selling big accounts is understanding your prospect's business, but who has the time to collect all that information? We do. Instant Backgrounds quickly tells your sales pros the "who, when, where, why and how" for over 100 different business and product categories. As an informed marketing consultant, use the Instant Background information to easily include the insights in your correspondence and presentations.



Radio Format Profiles

The more you understand listeners, the better you can tailor custom marketing solutions for your advertising clients. MRI-Simmons Radio Format Profiles are a key resource for current listener research. Click to get started and choose a format profile from the list. Also, the reports are packed with data, so be sure to see the "How to Read" guide. It's first on the list and it is a great resource for helping you understand the data.



Prospecting Report

Creating promotional opportunities for existing clients and developing prospective clients can be challenging. This special section of RAB.com features a variety of tools, special reports, articles and more to help you maximize your selling efforts by exploring new opportunities and emerging categories.



Ad-to-Sales Ratios

How much should advertisers allocate to their advertising budgets? To help answer this important question, RAB offers highlights from Schonfeld & Associates, Inc.'s annual Advertising Ratios & Budgets publication. Based on data from government filings and published financial records for approximately 320 major industries, these tables now break out historical revenue and historical advertising dollars spent by each industry; annual revenue and ad growth rates; and ad dollars as percent of sales. This information is based on fiscal versus calendar year.



Prospecting Success Indicator

Not every potential client is a "good" prospect. There are a number of reasons some prospects are better than others. This Excel worksheet will help you pre-qualify potential accounts so you can focus your time, effort and energy on targeting the very best prospects for your station.



Top Business Trends

Based upon the latest three year average, this data from the U.S. Department of Commerce lists sales trends for key advertiser categories. Use this document to identify periods within the annual sales cycle where clients must advertise.



The Pitch

Assists members in driving sales on the local, regional and national level by providing in-depth industry overviews and customizable presentations that include insight-based ideas for over 125 categories of business.

MRI-SIMMONS

Consumer Behavior by Format (Gold Digger Reports)

Find advertiser who a perfect fit for your station(s).

You have in your hands a powerful sales development tool. The MRI-Simmons Gold Digger PROSPECTING REPORT that you have requested from RAB is designed to give you an in-depth probe into the areas where your audience base is extremely strong in consumption of products and services or media and personal attitudes. The purpose of the reports is to help you zero in on areas of business where your format might hold potential to increase business for an advertiser. Each line of data can serve as a talking point to open a dialogue regarding the clients needs and how your station can work to build trade. We don't recommend that you deliver the entire MRI-Simmons Gold Digger PROSPECTING REPORT to a client. Pull out a few bullet points and make them part of a comprehensive presentation for your client.

Take note of the retailers your listeners frequent, too. If they index high for On the Border, Taco Bell and Chipotle, you have the ammunition to contact any restaurant that serves up this type of food and make the case that your audience represents a prime prospect.

What does this mean?

The "norm" for consumption or use (among Adults 18+ in the U.S.) for every single data point in the MRI-Simmons Gold Digger PROSPECTING REPORT will be 100. In the MRI-Simmons Gold Digger PROSPECTING REPORTS we are comparing an exclusive group (the listeners to your format) to this broad population segment. The index is calculated by dividing the percentage of listeners to your format who use a given product by the percentage of the 18+ population who are users of that product. (This data is not shown on the MRI-Simmons Gold Digger PROSPECTING REPORT.)

If the percentage of format listeners is lower than the population as a whole, the index will be under 100; if the percentage of format listeners is greater, the index will be over 100. In the MRI-Simmons Gold Digger PROSPECTING REPORT you have in your hand, we only look at areas where the index is higher than the norm - meaning your audience is more likely to use the product or service. With the "norm" at 100, an index of 150 shows that your format's audience is 50% more likely than the U.S. population in general to buy this product. An index of 250 would indicate that your audience is 1-1/2 times more likely to buy the product.

Title	Description
* HOW TO USE/READ	How to read your Gold Digger Report and suggestions for use.
* REPORTS LIST	A list of all the Gold Digger reports that are currently available through the Radio Advertising Bureau through this Web site.

PDF

EXCEL

RAB / MRI-Simmons Gold Digger Report: Country

How to Read: Subtract 100 from the index to understand the percentage more likely to engage in specific behavior.

INDEX COUNTRY CONSUMER BEHAVIORS

281 CMT (Country Music Television) (watched/past 7 days)

246 RFD-TV (Rural Free Delivery TV) (watched/past 7 days)

229 Outdoor Channel (watched/past 7 days)

158

HH owns motor home

184 HH owns any ATV/UTV

176 Dish Network

174 ...

173

173 Chewing & Smokeless Tobacco/nicotine

172 MAVTV (watched/past 7 days)

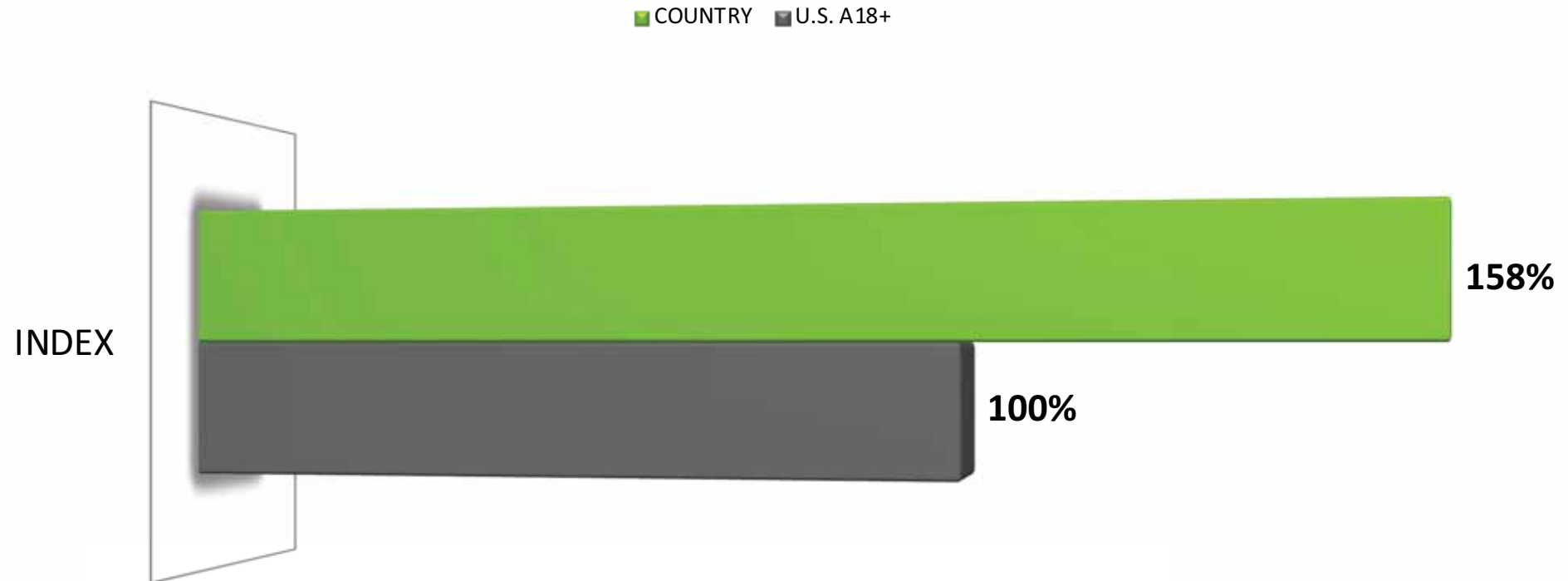
171 Type of Music/Audio Listen to: Country/last 6 mos

169 ...

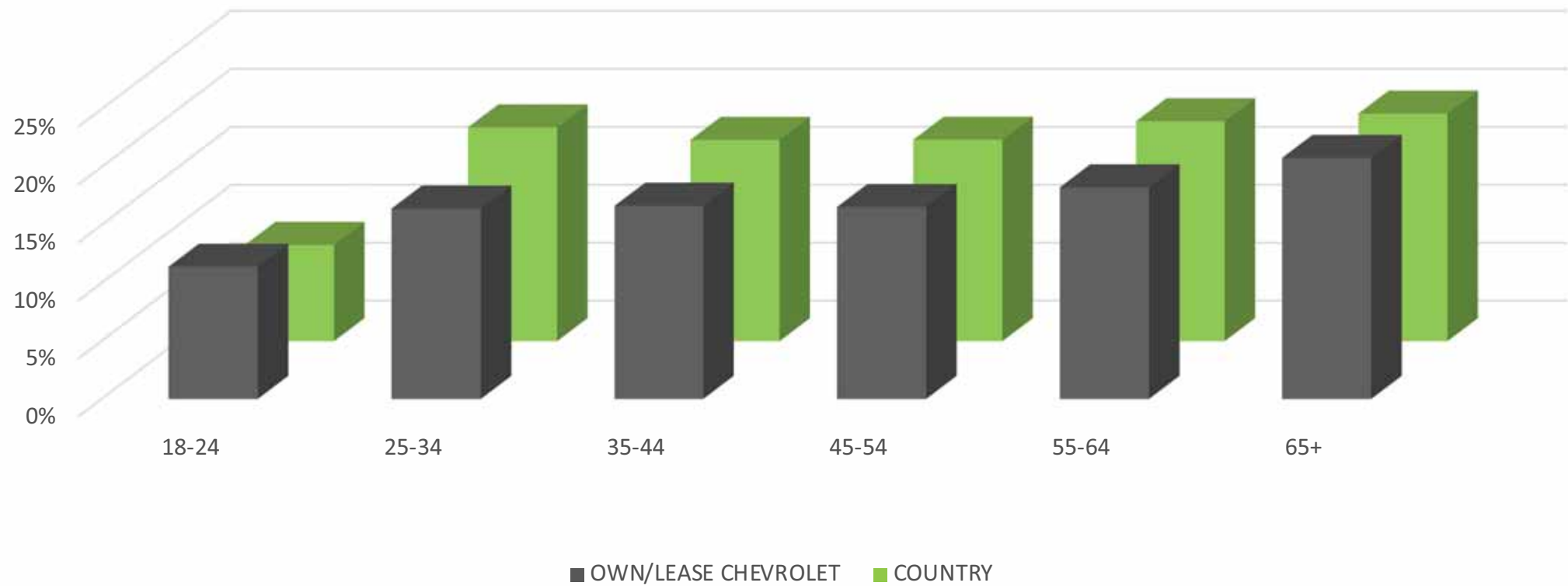
Custom Charts

Country Format Indexes High for Recreational Vehicles

THE COUNTRY FORMAT AUDIENCE IS 58% MORE LIKELY TO OWN A MOTOR HOME THAN THE U.S. POPULATION IN GENERAL



Country Delivers The Market For Chevrolet



Available Reports

- AAA
- Adult Contemporary
- Adult Hits
- Adult Standards
- All News
- All Sports
- All Talk
- Alternative
- CHR
- Classic Hits
- Classic Rock
- Classical
- Country
- Gospel
- Hispanic
- Hot AC
- Jazz
- Mexican/Tejano/Ranchera
- News/Talk
- Oldies
- Public
- Religion/Christian
- Rhythmic
- Rock
- Soft Adult Contemporary
- Spanish AC
- Tropical
- Urban
- Urban AC
- Urban Contemporary
- Variety/Other

Demographics/Lifestyle Groups

- Affluent Adults: HH Income 150K
- African American Adults 18-34
- African American Adults 25-54
- African American Adults 55+
- Blue-Collar Men
- College Or University Student
- County Size: C or D
- Employed Women
- Generations: Boomers (b. 1946-1964)
- Generations: Early Boomers (b. 1946-1955)
- Generations: GenXers (b.1965-1976)

- Generations: Late Boomers (b. 1956-1964)
- Generations: Millennials (b.1977-1996)
- Generations: Pre-Boomers (b. before 1946)
- Grandparent or Great Grandparent of Child Under 18
- Hispanic 18-34
- Hispanic 25-54
- Hispanic 55+
- Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend
- Mature couples I: Adults Age 40-54, No Children 17 or Under Living at Home
- Mature Couples II: Adults Age 55-64, No Children 17 or Under Living at Home
- Mature Couples III: Adults Age 65+, No Children 17 or Under Living at Home
- No. Of Adults In HH 25-34: 1 Adult
- No. Of Adults In HH 35-49: 1 Adult
- No. Of Adults In HH 50-64: 1 Adult
- No. Of Adults In HH 65+: 1 Adult
- Occupation Summary: Professional and Related Occupations
- Parent of Child 12-17 Years Old Currently Living With Respondent
- Parent of Child 6-11 Years Old Currently Living With Respondent
- Parent of Children Under 18 Living in HH
- Professional Women
- Race: Asian
- Self-Employed in Own Business
- Self-Employed Professional
- Teenage Households: Adults Living in HH with 12-17 year old(s)
- Young Couples: Adults Age 30-39, No Children 17 or Under Living at Home
- Young Singles: Adults Age 18-24, Single

Digital and Satellite Radio

- Downloaded Music on the Internet Last 30 Days
- Household Subscribes to SiriusXM Radio
- Listened Online to Streaming AM/FM Broadcast Radio Stations Last 30 Days
- Listened to Any Podcast Last 30 Days
- Listened to Internet-Only Radio or Other Online Music or Audio Services (eg. Pandora, Spotify, etc.) Last 30 Days
- Listened to Radio on Cellular/Mobile Phones/Smartphones
- Radio Listening: Any Internet/App or Satellite Listening

Sports and Traffic Reports

- Listen To Sports Events On Radio: Auto racing - NASCAR Last 12 months
- Listen To Sports Events On Radio: Auto racing - Other Last 12 months
- Listen To Sports Events On Radio: Baseball - College Last 12 months
- Listen To Sports Events On Radio: Baseball - MLB Regular Season Last 12 months
- Listen To Sports Events On Radio: Basketball - College Last 12 months
- Listen To Sports Events On Radio: Basketball - NBA Regular Season Last 12 months
- Listen To Sports Events On Radio: Basketball - WNBA Last 12 months
- Listen To Sports Events On Radio: Boxing Last 12 months
- Listen To Sports Events On Radio: Football - College Last 12 months
- Listen To Sports Events On Radio: Football - NFL Monday, Thursday or Sunday Night Games Last 12 months

- Listen To Sports Events On Radio: Golf - PGA Last 12 months
- Listen To Sports Events On Radio: High School Sports Last 12 months
- Listen To Sports Events On Radio: Horse racing Last 12 months
- Listen To Sports Events On Radio: Ice Hockey - NHL Regular Season Last 12 months
- Listen To Sports Events On Radio: Olympics - Summer Last 12 months
- Listen To Sports Events On Radio: Olympics - Winter Last 12 months
- Listen To Sports Events On Radio: Soccer - MLS Last 12 months
- Listen To Sports Events On Radio: Wrestling - WWE Last 12 months
- Traffic Reports: Regularly

#3

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Prospecting



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All Retail Sales	8.4	8.3	8.2	25.0	8.3	8.3	8.3	24.9	8.4	8.4	8.5	25.3	8.4	8.2	8.2	24.8
Appliance Stores	7.9	7.5	8.6	24.0	7.7	8.4	8.6	24.8	8.2	9.1	8.3	25.5	8.4	8.9	8.5	25.8
Auto Dealers (New)	7.6	7.5	8.8	24.0	8.4	8.9	8.8	26.1	8.6	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	9.0	9.2	8.6	26.8	8.4	9.1	8.3	25.7	7.8	7.1	6.6	21.5
Auto Parts, Acc.&Tire Stores	7.5	7.4	8.6	23.5	8.3	8.9	9.0	26.2	8.6	9.2	8.6	26.5	8.2	7.9	7.7	23.8
Beer, Wine, Liquor Stores	7.1	7.1	7.9	22.1	7.9	8.6	8.6	25.1	8.7	8.3	8.2	25.2	8.2	8.6	10.9	27.6
Book Stores	11.0	6.7	7.1	24.8	6.9	7.8	7.0	21.7	7.0	10.5	8.7	26.2	7.0	7.4	13.0	27.4
Building Supply Stores	7.1	6.8	8.3	22.3	8.4	9.9	9.2	27.5	8.5	9.0	8.1	25.5	8.7	8.2	7.8	24.7
Consumer Electronic Stores	8.0	7.4	8.2	23.6	7.2	7.9	7.9	23.0	7.8	8.3	8.3	24.4	8.0	9.4	11.5	28.9
Department Stores	5.9	6.9	7.5	20.4	7.6	8.3	7.5	23.4	7.1	7.2	7.1	21.4	8.3	10.6	16.1	34.9
Discount Stores	7.2	7.1	8.0	22.2	7.9	8.1	7.8	23.8	8.1	8.9	7.7	24.7	8.2	9.2	11.9	29.3
Drug Stores	8.2	7.7	8.6	24.4	8.1	8.7	8.6	25.4	8.3	8.8	8.5	25.6	8.2	7.9	8.5	24.6
Electronic Shopping & Mail-Order Houses	7.7	7.3	8.2	23.2	8.0	8.6	8.2	24.8	8.4	8.6	8.1	25.1	7.9	9.1	9.9	26.9
Family Clothing Stores	6.0	6.2	7.9	20.0	7.9	8.3	8.0	24.2	8.5	8.9	7.8	25.2	8.2	9.7	12.7	30.5
Food and Beverage Stores	8.1	7.6	8.3	23.9	8.2	8.5	8.3	25.0	8.5	8.5	8.2	25.2	8.3	8.4	9.1	25.9
Fuel Dealers	12.2	10.8	10.4	33.4	6.6	5.9	5.6	18.1	4.6	5.7	6.1	16.5	9.4	10.0	12.6	32.0
Furniture Stores	8.0	7.8	8.8	24.6	7.6	8.1	8.4	24.1	8.2	8.5	8.4	25.0	8.7	8.9	8.7	26.3
Gasoline Stations	7.5	7.1	8.2	22.8	8.0	8.5	8.4	24.9	8.5	9.1	8.7	26.3	9.4	8.6	7.9	26.0
Gift, Novelty & Souvenir Stores	5.7	5.9	7.1	18.7	7.1	8.1	8.4	23.7	9.3	8.2	8.7	26.2	12.5	7.7	11.2	31.5
Grocery Stores	8.2	7.6	8.3	24.1	8.2	8.5	8.3	25.0	8.5	8.5	8.2	25.2	8.4	8.4	8.9	25.7
Hardware Stores	6.9	6.6	8.3	21.8	8.5	9.8	9.5	27.8	8.6	8.9	8.1	25.7	8.2	8.0	8.5	24.7
Health/Personal Care Stores	8.1	7.7	8.6	24.4	8.1	8.7	8.6	25.4	8.2	8.7	8.5	25.4	8.0	8.0	8.8	24.8
Hobby/Toy/Game Stores	7.1	6.8	7.6	21.4	6.8	7.1	7.1	21.0	7.0	7.5	8.1	22.6	8.6	12.7	13.7	34.9
Home Furnishings	8.0	7.7	6.8	22.5	3.6	5.7	7.9	17.2	8.6	9.5	9.2	27.3	8.9	9.7	10.6	58.4
Jewelry Stores	10.2	9.9	5.7	25.8	1.8	4.4	8.4	14.6	9.5	9.9	10.0	29.4	9.9	9.6	10.6	60.2
Limited Service Eating Places	7.7	7.5	8.7	23.8	8.5	8.9	8.9	26.4	9.0	8.9	8.5	26.5	8.0	7.5	7.9	23.4
Men's Wear Stores	11.6	11.9	10.6	34.1	9.3	3.9	7.6	20.8	10.2	9.5	10.1	29.8	9.9	10.6	15.0	71.0
Motor Vehicle and Parts Dealers	7.5	7.6	9.0	24.1	8.5	9.1	8.9	26.5	8.6	9.0	8.5	26.2	8.0	7.5	7.8	23.3
Office Supply Stores	9.3	7.6	8.7	25.7	7.6	7.9	7.5	23.1	8.0	10.5	8.2	26.7	7.9	7.3	9.3	24.5
Paint & Wallpaper Stores	6.8	7.0	8.7	22.5	8.2	9.8	9.6	27.6	8.8	9.7	8.7	27.2	8.7	7.4	6.6	22.8
Full-Service Restaurants	7.6	7.6	8.7	23.9	8.2	9.0	8.8	26.0	8.7	8.9	7.9	25.5	8.0	7.8	8.8	49.2
Shoe Stores	5.9	6.7	8.4	20.9	7.9	8.3	7.8	24.0	8.6	10.6	7.8	27.1	7.9	8.7	11.4	28.0
Sporting Goods Stores	6.3	6.4	8.2	20.9	8.2	8.5	9.0	25.7	8.9	9.3	7.7	25.9	7.7	8.2	11.5	27.5
Supermarkets	8.2	7.6	8.3	24.2	8.2	8.5	8.3	25.0	8.5	8.5	8.2	25.2	8.3	8.4	8.9	25.7
Used Merchandise Stores	8.3	8.0	8.9	25.2	9.3	8.5	7.9	25.7	8.1	8.2	8.3	24.6	8.0	8.6	7.9	24.5
Warehouse Clubs/Superstores	7.7	7.3	7.8	22.8	8.2	8.5	8.4	25.1	8.5	8.6	8.2	25.3	8.5	8.6	9.8	26.8
Women's Wear Stores	6.2	6.8	8.4	21.4	8.3	9.1	7.8	25.1	8.0	8.1	7.9	24.0	8.3	9.6	11.5	29.4

RAB Member Response

Hotline: 800.232.3131

Email: member_response@rab.com

Web: www.rab.com

READING THIS CHART:

Numbers are monthly percentages of each category's yearly business.

"HOT" months (8.6% or more of annual sales) are in **RED**.

Average months (8.0% - 8.5%) are in **BLUE**.

Below average months (under 8%) are in **BLACK**.

These trends are based on national three-year industry averages to minimize such variables as moveable holidays, inflation or recession, product shortages, and so forth. Actual local or regional curves may differ due to climate, market variation, etc.

Note: Full data for categories highlighted in **yellow** was not available for 2023 at the time of this report.

Source: [Data from the U.S. Department of Commerce](#) as of November 2023.



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The Pitch provides
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Private & Charter Schools

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THE PITCH NEWSLETTER

Private and Charter Schools

- The Private Schools industry comprises primary (grades K-6) and secondary (grades 7-12) educational institutions that are predominantly funded through tuition fees and other private sources. (Source: IBISWorld, February 2024)
 - While these schools may receive indirect government funding through special programs, such sources of income constitute a small portion of industry revenue.
- There are over 31K private schools in the U.S. with revenue anticipated to grow to over \$100B by 2029. (Source: IBISWorld, February 2024)
 - Students left public schools in 2020 for private schools' smaller classroom sizes and in-person instruction with elementary and secondary private schools gaining 10.6% and 6.1% enrollment, respectively.
 - Revenue from tuition jumped with enrollment, bringing an atypical spike in revenue as parents with growing disposable income could afford better schools for their kids.
 - The spike continued into 2021 but began to decline again in 2022 as strained household budgets and normalizing public schools pulled many students back to public schools.
- Secular schools (those that do not have a religious orientation), boast the lowest share of private school enrollment but command the largest share of industry revenue (49.8%) due to tuition rates that are well above those of religious schools.
 - Private secular schools are much more expensive (on average \$30K per year) than private religious schools (on average \$8K-\$12K per year).
- Catholic schools represent 18.4% of private school industry revenue and serve both Catholic and non-Catholic students. (Source: IBISWorld, February 2024)
 - The low cost has preserved enrollment in the past several years in spite of a long-term trend of declining Catholicism among U.S. parents.
 - High-cost Catholic schools geared toward wealthy students have seen higher enrollments and revenue while lower cost schools supporting urban, lower income families are struggling.
- Non-Catholic affiliated religious schools serve local markets where there are concentrations of various populations and represents 31.8% of industry revenue. (Source: IBISWorld, February 2024)
 - Baptist, Lutheran, Jewish, Episcopal, Calvinist, Nondenominational Christian and other religious schools are included in this segment.
 - These schools are typically smaller and serve concentrated markets. Jewish schools in cities with large Jewish populations tend to target the Jewish community as a market. Smaller Christian schools serve the local community in the same way.
- Elementary enrollment is falling as consumers have fewer children while middle and high school enrollment surges despite demographic concerns. (Source: IBISWorld, February 2024)
 - Dropping birth rates are translating to shrinking youth populations and a smaller base for kindergarten and elementary private schools.
 - Middle and high schools' share of total private school enrollment has made leaps and bounds as households enrolled in these schools have higher incomes and understand the cost of tuition, and the strong reputation of private high schools keeps students enrolled and revenue volatility down.
- Charter schools are nonprofit entities and can receive donations from private sources and also receive government funding, but are subject to fewer rules, regulations and statutes than traditional public schools. (Source: IBISWorld, November 2023)
 - Charters receive less public funding than traditional public schools, typically a fixed amount per pupil.
 - Their students are still required to take state-mandated exams.
- There are over 8,500 charter schools in the U.S. with revenue anticipated to grow to \$50B by 2029. (Source: IBISWorld, November 2023)
 - Charter schools are siphoning away enrollment as parents looking for an alternative to public schools are often opting for more affordable charter schools, especially amid inflation.
- From only 1.6% in 2004, charter school students are expected to reach nearly a tenth of the public school population by 2028. (Source: IBISWorld, November 2023)
 - Growth is primarily a result of charter schools' increasing importance in inner cities like New York City and Los Angeles, coupled with continued growth in urban populations.
 - Seven states with less than 1% of their public school students enrolled at charter schools are expected to be solid sources of growth for the industry.
 - States include: Wyoming, Mississippi, Kansas, Alabama, Washington, Virginia and Iowa.

- Over the last four school years (2019-20 to 2022-23), charter schools gained more than 300K new students, an increase of 9%. (Source: National Alliance for Public Charter Schools, December 2023)
 - Meanwhile, district public schools lost 1.5M students at the beginning of the pandemic and enrollment has not rebounded over the past three years, creating a net loss of 3.5%.
- Nearly every state in the U.S. gained charter students between the 2019-20 and 2022-23 school years. (Source: National Alliance for Public Charter Schools, December 2023)
 - Over the past four years, 40 of 42 states included in the analysis saw an increase in students enrolling in charter schools.
 - These enrollment increases range from 35 students in Virginia and Wyoming to 67,148 students in Texas.
- Charter elementary schools account for the largest share of all public schools and a 48.1% share of revenue for the Charter School industry. (Source: IBISWorld, November 2023)
 - The United States Department of Education (USDOE) defines "regular" public schools as neighborhood-based schools mandated to accept all children living in the area.
- Charter high schools and middle schools are less popular with the percentage of students enrolled having dropped because of a declining number of adolescents aged 10 to 19, but still represent 37% of industry revenue. (Source: IBISWorld, November 2023)
 - Nominally, the number of charter high schools has increased steadily as more parents have come to favor charter schools over traditional schools. Through the remote learning brought on by the COVID-19 pandemic, parents became less swayed by the environments private schools provide and instead chose cheaper options where possible.
- The remaining 15% of industry revenue for charter schools comes from nontraditional, ungraded and mixed schools which are all declining in share. (Source: IBISWorld, November 2023)
 - Mixed schools are charter elementary and secondary schools that offer a mix of different education levels, such as middle and high school hybrids and K-12 schools.
 - Nontraditional education is intended to address the needs of students that cannot be met in a regular school or simply as an alternative to traditional schooling including:
 - Special education schools focus on students in the following areas: deaf, blind, hard of hearing, health-impaired, mentally handicapped, multi-handicapped, orthopedically impaired, seriously emotionally disturbed, speech-impaired or visually impaired.
 - Vocational education schools primarily focus on career, technical or vocational education; they also educate and train students in at least one semiskilled or technical occupation.
 - Alternative schools cater to student needs not met by traditional public schools and provide curricula that vary from language immersion to teenage pregnancy.
- Charter schools are mostly located in urban areas and have recently become prevalent in rural areas. (Source: IBISWorld, November 2023)
- Charter schools specializing in performing arts and STEM (Science, Technology, Engineering and Math) are attractive to top-quality students from private schools that are interested in those areas. (Source: IBISWorld, November 2023)
 - Many of these students are children of well-off parents who can afford private schooling, so charter schools will need to prove their educational experience is comparable to compete with private schools.

- Private schools account for half of charter school enrollment growth and are the fastest growing demographic, increasing by almost 14% since 2019. (Source: National Alliance for Public Charter Schools, December 2023)
 - Based on a subpopulation analysis of 26 states, the overall number of Hispanic students in charter schools increased by 13.03%, or 140,734 students, from 2019-20 to 2022-23.
- Charter school enrollment for Black students has continued to grow since 2019. Most states, 16 of 26 studied, gained Black students in the charter sector—a total of 40,808 students or 4.28%. (Source: National Alliance for Public Charter Schools, December 2023)
- White students are the most likely to leave public education entirely. (Source: National Alliance for Public Charter Schools, December 2023)
 - While the number of white charter school students in a 26-state subgroup increased by 15,223, or 1.90%, from 2019-20 to 2022-23, almost 1.2M white students have left district schools since 2019—a loss of 2.79%, or 1,141,788 students.
 - This translates to nearly three quarters of the total enrollment loss—1.5M students—across all 42 states in the study.
- School parents are most likely to say core academic subjects are extremely important (78%) followed by: (Source: SBChoice, Morning Consult Public Opinion Poll Tracker, December 2023)
 - To become independent (64%)
 - Skills for future employment (47%)
 - Socialization (33%)
 - How to be good citizens (27%)
 - Values, moral character, religious values (27%)
 - To be social problems (20%)
- School parents see skills for future employment (59%) and independent thinking (50%) as extremely important for grades K-12 followed by: (Source: SBChoice, Morning Consult Public Opinion Poll Tracker, December 2023)
 - Core academic subjects (49%)
 - How to be good citizens (44%)
 - Socialization (32%)
 - Values, moral character, religious values (32%)
 - To be social problems (21%)
- Private school parents are much more likely to say they are "very satisfied" with their child's/children's schooling experiences (60%) than district school parents (49%). (Source: SBChoice, Morning Consult Public Opinion Poll Tracker, December 2023)
- Private school parents (72%) are much more concerned than district school parents (71%) about the effects of artificial intelligence (AI) on their child's learning. (Source: SBChoice, Morning Consult Public Opinion Poll Tracker, December 2023)
- Support for charter schools is highest among conservatives, Republicans and adults living in the West. Liberal and Midwestern adults are least likely to support them. (Source: SBChoice, Morning Consult Public Opinion Poll Tracker, December 2023)
- Parent power, networking, enrichment and career technical education for every student are some of the trends rippling through K-12 education. Following are the top trends for educators, parents and policymakers. (Source: Forbes Feb 15, 2024):
 - The rise of homeschooling
 - Homeschooling has grown significantly since the start of the pandemic, and diversified even more with mainstream media offering to it as the hottest growing segment of schooling.
 - Rapid growth
 - Parents are feeling much more empowered to make choices about their children's education.
 - More families are choosing alternative forms of schooling, such as private schools, charter schools, virtual schools, microschools and a variety of hybrid homeschooling arrangements in which parents are working together for their child's schooling from a range of options.
 - Parents are also exerting themselves within schools by advocating for changes in curriculum and instruction—whether that's to move to making instruction in line with the expertise of local students become good readers or in the way the books in a school library reflect a community's values.
 - Education savings accounts
 - Related to the parent power trend is the growth of education savings accounts (ESAs)—with 13 states now having such policies.
 - ESAs are not vouchers; they are a much deeper form of supporting educational choice in which the state directly funds a savings account, and a family is allowed to spend the dollars in that account on a wide range of educational goods and services.
 - With an ESA, there is an incentive for a family to stop for value and save money until they find the right service for their child as they can spend the dollars across school tuition, private tutors, online courses, music therapy and more.
 - There is an ongoing discussion about the accountability for these dollars, with some arguing that parents/employers/teachers is the ultimate accountability, whereas others want to see more traditional measures of accountability put in place.
 - Challenges for traditional school districts
 - Many traditional school districts have lost students, particularly in urban and high-poverty districts, to other schools.
 - They're shrunk because there are fewer students thanks to a broader demographic decline in new births and struggle with chronic absenteeism.
 - Repeal of a graduate and retraining assessment
 - An increasing number of states have moved to create portals of a graduate—what they believe students should know and be able to do upon graduation.
 - These measures are much harder than just the standards underlying required graduation requirements but are not backed by assessments that verify a student has actually mastered the competencies underlying such portals.
 - CTE for all
 - There is a growing realization that the "college-for-all" movement of the last several decades has not served all students well.
 - There is a growing recognition that career technical education (CTE) should be brought back, but that it must not repeat the mistakes of vocational education, which was often a tracked system based on race.
 - The path forward should be to make sure all students experience meaningful work-based learning as part of their middle and high school experiences so that they can start to learn about different career options, build their sense of what they like and dislike about them, understand what it takes to be certain careers—the path, the work, the money, and build social capital so they can go out and seize the opportunities that speak to them.



IMPORTANT NOTES FOR MEMBERS:

This presentation was created on a blank, basic PowerPoint template to allow you the ability to add graphics and branding (logos) for your station(s).

You will also note that throughout, we indicate (insert advertiser here) or identify an advertiser as “*Advertiser X*” – please replace those with the name of the advertiser you are pitching.

In addition, we refer to your station(s) as “radio station” – please fill in your call letters or station ID.

Please delete this slide prior to your presentation.

Presented by:
Insert your name and title

Leveraging Radio and *(insert station name)* for
(Private or Charter School Advertiser)

(Insert date of meeting)

INSERT RADIO STATION LOGO(S)



Agenda

- Why radio
- Insight-based ideas for “*insert advertiser*”



RADIO
INFORMS



RADIO
ENTERTAINS



RADIO
ALLEVIATES



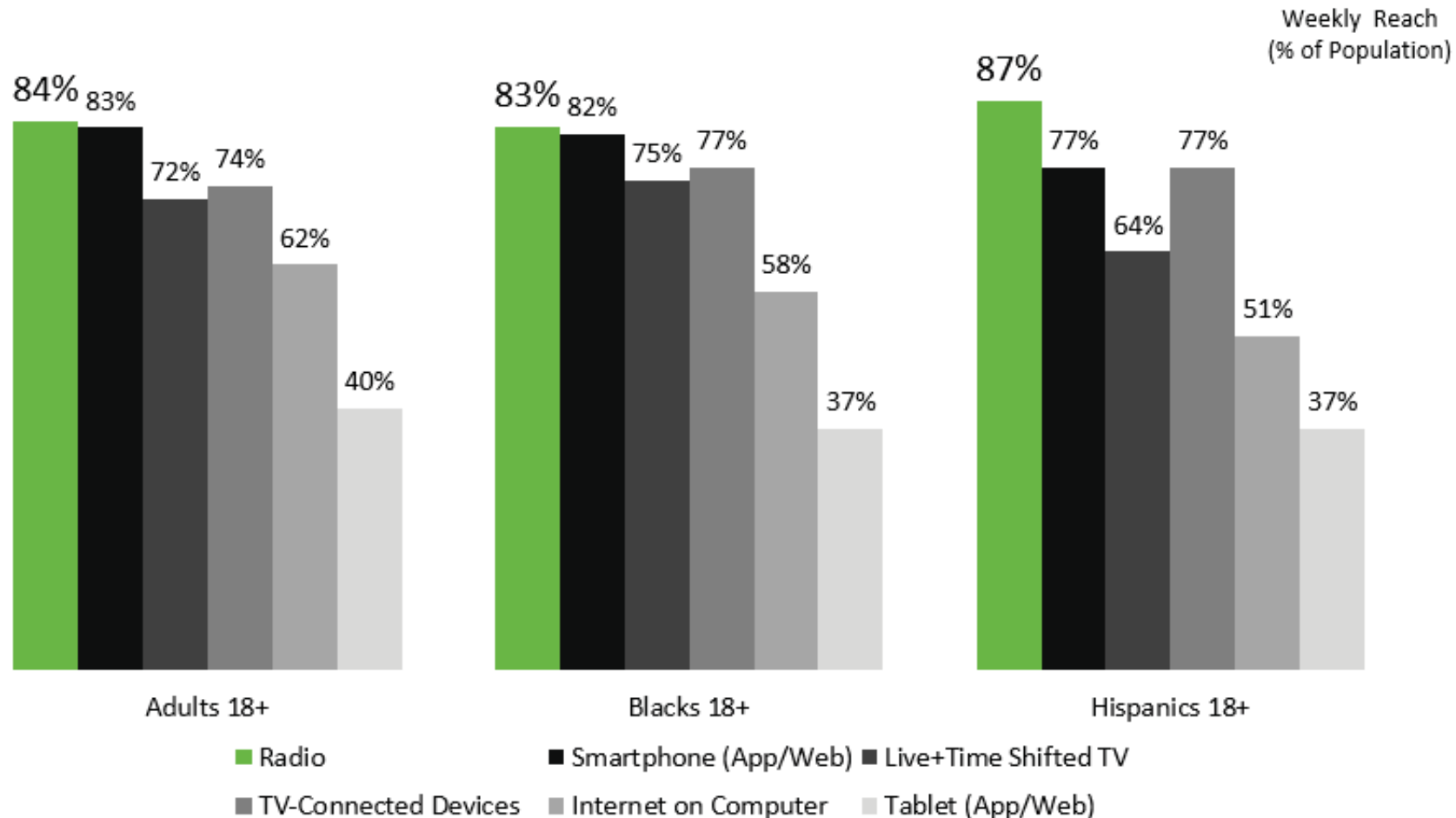
RADIO
HELPS



RADIO
DRIVES RESULTS

Radio Rules!

Radio is a top reach medium for all adults.
Highest among traditional media.



Radio Reaches Private & Charter Elementary School Prospects

85%

Households with
children 6-11

87%

African American households
with children 6-11

89%

Hispanic households
with children 6-11

Radio Reaches Private & Charter High School Prospects

85%

Households with
children 12-17

88%

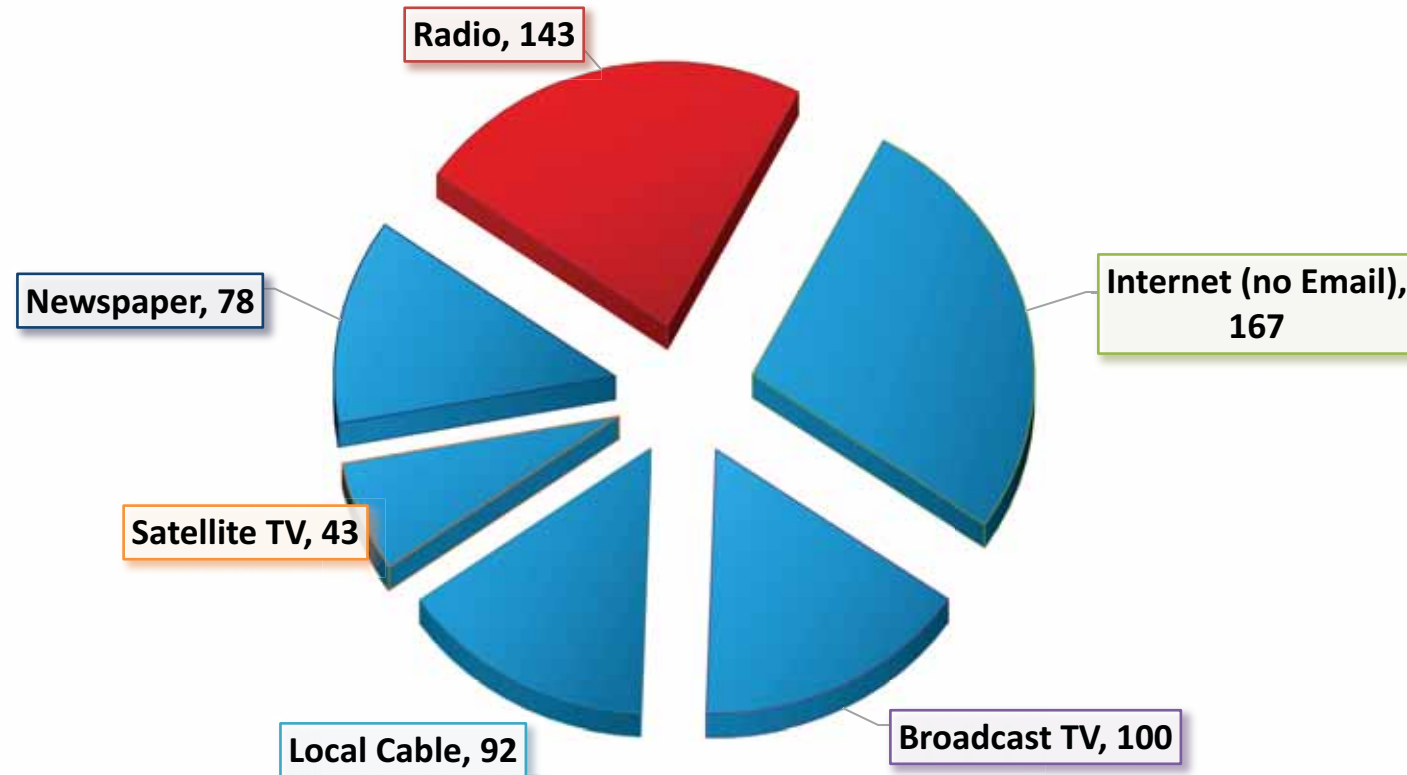
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Radio Engages Parents of Elementary Kids

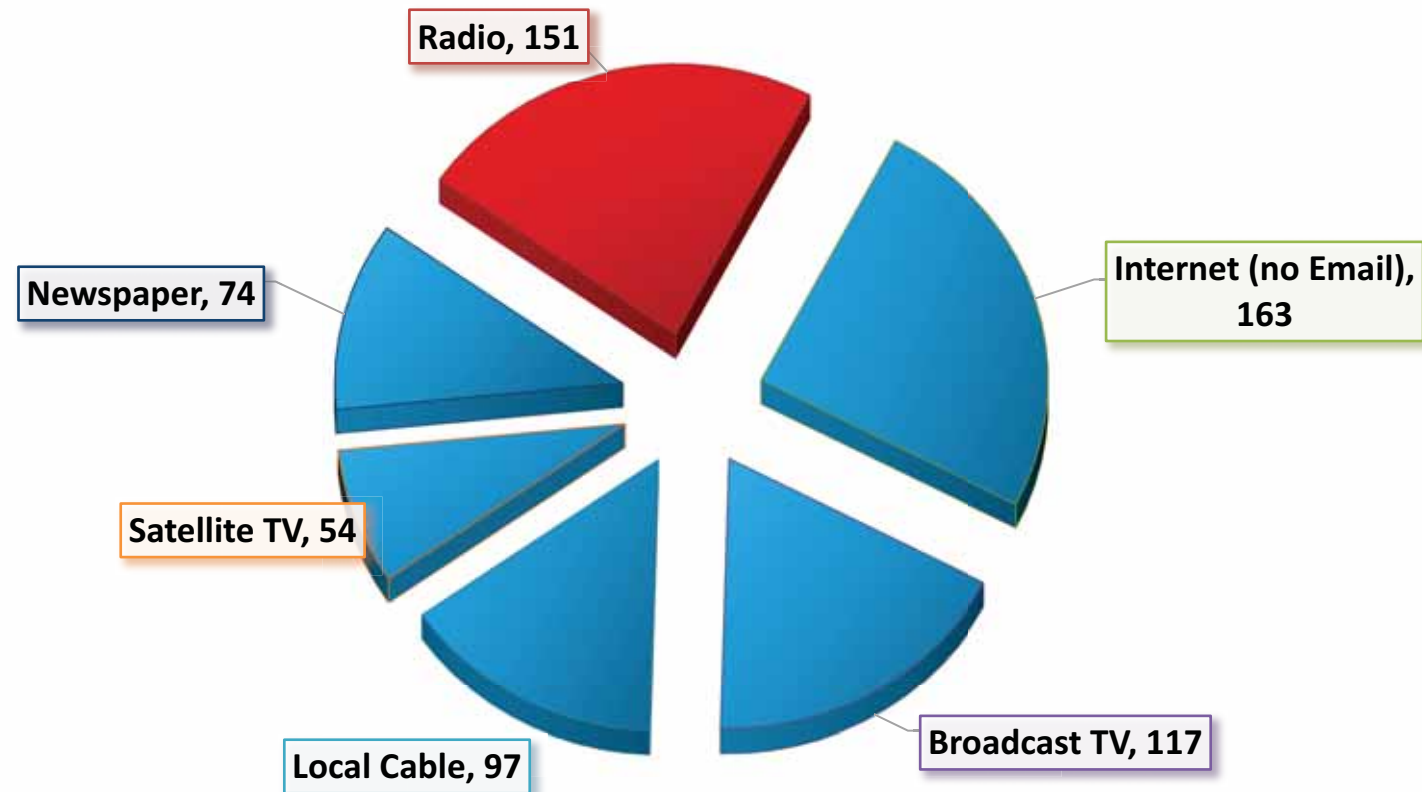
Average Minutes a Day Spent with Media



Adults with children ages 6-12 in the home spend more time with radio each day than they do with any other traditional media.

Radio Engages Parents of High School Kids

Average Minutes a Day Spent with Media



Adults with children ages 13-17 in the home spend more time with radio each day than they do with any other traditional media.

Why YOUR Radio Station

- Insert key facts as to why your radio station is the right medium for the *Private or Charter School Advertiser*.

*Leveraging Radio for a
Private or Charter School Advertiser*

Objectives

- Build awareness for the private or charter school in the local market/region.
- Drive qualified inquiries, tours and applications for the school.
- Promote the core equities of the institution and its benefits versus the competition.

Strategies

- Leverage all radio station platforms to engage the core target audiences.
 - On-air
 - Online
 - Mobile
 - Social media
 - Experiential (in-market/on-site)
- Create marketing solutions that will drive interest and influence choice for the private or charter school advertiser.
- Deliver turnkey programs that integrate into the radio station content in a relevant way.

Leveraging Radio for
(Private or Charter School advertiser)

Insight-Based Ideas

Idea: Education Today

Radio station creates a vignettes series focused on the

Idea: Education Today

For parents, it is often overwhelming to make a decision as to which school is right for their children. Every parent wants the best education for their children, but the decision can be confusing because school choices are much wider than they used to be.

In an effort to help parents fully explore everything Advertiser X has to offer, radio station will create a series of :60 “news” segments that are exclusively sponsored by *Advertiser X* and focused on the what, why and how for education today.

Education Today

How it works:

- Segments will run in fixed position spots and may include on-air discussion between the *Advertiser X* dean of students, teachers or other experts discussing topics such as:
 - Student-to-teacher ratios and why that matters.
 - Personalized approach to education.
 - Importance beyond core subjects of English and math.
 - College prep and other specialists.
 - Internships/real world experience.
 - Safety and inclusion.

Education Today

How it works:

- Segments will run in fixed position spots and may include on-air discussion between the *Advertiser X* experts and talent discussing topics such as (cont.):
 - Greater parent involvement.
 - Track record of standardized testing scores/higher lifetime earning.
 - The differences between private, charter and public education.

Education Today

How it works:

- Listeners will be invited to visit the radio station website to post questions for experts featured in the Education Today reports.
 - Answers will receive responses directly from *Advertiser X* and may potentially be included in future Education Today reports.
- Education Today reports will be available on-demand on the radio station website accompanied by published articles for each of the subject matters.

Idea: Are you Smarter Than an *Ad X* Student?

Radio station creates a weekly on-air and streaming game show that demonstrates the academic and extracurricular prowess of *Advertiser X* students.

Are you Smarter Than an *Ad X* Student?

How it works:

- *Advertiser X* sponsors a custom created feature where listeners are invited to register to compete against educators and students from *Advertiser X* in a trivia-based game show.
- Each week, radio station will host a new feature presented by *Advertiser X* called “Are you Smarter than an Ad X Student?” a 60-second to two-minute game show.
- “Are you Smarter than an Ad X Student?” presented by *Advertiser X* will include all the bells, buzzers and applause that listeners would expect from a game show.

Are you Smarter Than an *Ad X* Student?

How it works:

- Prior to the launch of the “Are you Smarter than an Ad X Student?” game show feature, radio station will run a series of short-form promotional spots announcing the game show and inviting listeners to sign up via the station’s website to be a contestant.
- Radio station will create a “Are you Smarter than an Ad X Student?” game show feature page on its website where listeners can fill out a short form to apply for a spot as a contestant and sign the relevant releases to allow the station to include them on-air, online and in the station’s stream.
- Contestants will be randomly selected, and the game show will be pre-taped for air on the station, in-stream and via webisode video versions on the station’s website.
- Station talent that is broadcasting in the daypart will host each *Advertiser X* “Are you Smarter than an Ad X Student?” game show.

Are you Smarter Than an *Ad X* Student?

How it works:

- Game show questions will be categorical and include all academic and extracurricular activities offered at *Advertiser X*, for example:
 - Music: Name the instrument (a la name that tune in three notes).
 - Languages: Translate everyday phrases to Spanish, Japanese, Chinese, French, etc.
 - Math: Featuring common core equations.
 - English: Ranges from spelling to grammatical questions.
 - Sports (lacrosse, football, soccer, tennis, etc.) questions focus on “rules” of the game and athletes that earned a private school education.

Are you Smarter Than an *Ad X* Student?

How it works:

- *Advertiser X* “Are you Smarter than an Ad X Student?” game show will air one time per week in a fixed position within the daypart.
- Radio station will run promo spots throughout the week, each week, to drive tune-in traffic to the “Are you Smarter than an Ad X Student?” feature page on the station’s website and encourage listener and contestant participation.
- “Are you Smarter than an Ad X Student?” show flow:
 - “Are you Smarter than an Ad X Student?” audio signature/jingle will cue the show, followed by an *Advertiser X* billboard.
 - Talent will open the show, tell the listening audience how it will work and introduce each week’s contestants.
 - *Advertiser X* contestant will tell the listening audience a little bit about themselves and their experience at *Advertiser X*.
 - The listener contestant will do the same (with the exception of their experience with *Advertiser X*).
 - Game show runs. Winner announced and rewarded.
 - “Are you Smarter than an Ad X Student?” audio signature/jingle will close the show followed by an *Advertiser X* billboard and :30/:60 spot follows.

Idea: Student of the Week

Each week, *Advertiser X* shines a spotlight on a current or former student who has achieved greatness across the myriad of areas that the school supports. (e.g., sports, the arts, academics, volunteerism, etc.)

Student of the Week

- Radio partners with *Advertiser X* to identify students (current or alumni) to be featured in a Student of the Week vignette series.
- One vignette will be introduced each week on Mondays and run across dayparts every day.
- Students that will be featured will have demonstrated achievements across various categories:
 - Academics
 - Sports
 - Arts
 - Community service

Student of the Week

- *Advertiser X*-branded feature page will include:
 - On-demand audio and video vignettes and long-form vignettes. Current vignettes will be highlighted and all will be archived.
 - Photo gallery of *Advertiser X* campus and click for more information or to schedule a tour.
 - Link to the *Advertiser X* website.
- Once the program gains momentum, radio station will work with *Advertiser X* to invite students to apply to become “Student of the Week.”
- All applicants would be included on the *Advertiser X* feature page with a 100-word essay as to why they believe they are the best candidate.

Student of the Week

- Listeners will be invited to vote for their favorites and ultimately, *Advertiser X* will determine students to be featured.
- Each quarter, radio station will host a banquet honoring all students of the week along with live entertainment.

Idea: Radio Interns

Radio station opens its doors to a select number of interns from
Advertiser X each semester.

The interns will work at the station after school and also record
segments “live” from school.

Radio Interns

- *Advertiser X* in partnership with the radio station identifies and recruits a select number of students to be granted an internship opportunity for a semester.
- Radio interns will be under the employment of the radio station during the term (it's a real job!).
- *Advertiser X* interns will be introduced to the station's listening audience on-air and will join the conversation from time to time to convey what they are working on.

Radio Interns

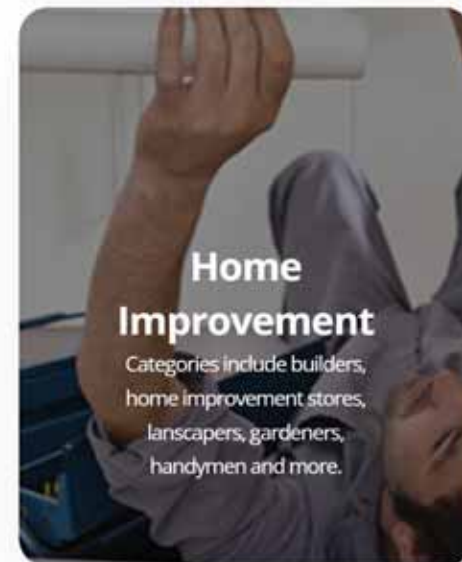
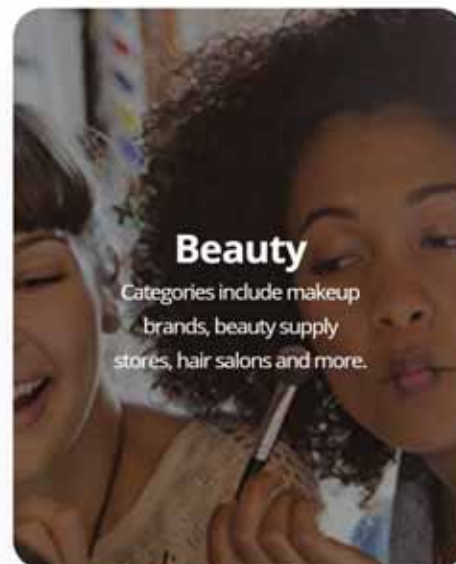
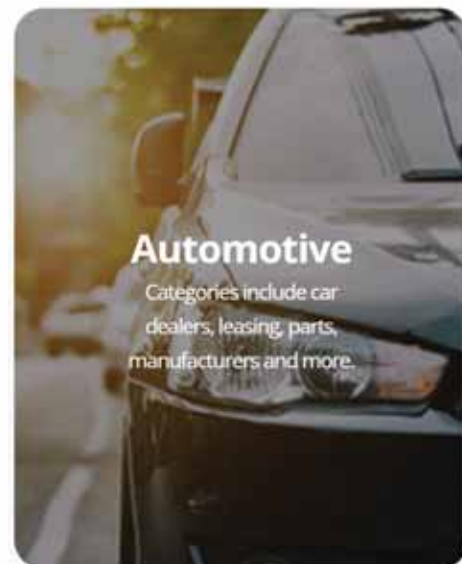
- *Advertiser X* radio interns will also be responsible for creating “Live from *Advertiser X*” on-location segments.
- Radio station will create a custom streaming and HD2 channel to broadcast all “Live from *Advertiser X*” on-location segments.
 - Segments will be created daily and throughout the day and can be served as the school’s “Network News” program. (could be close-circuited if necessary)
- Radio interns will receive *Advertiser X* credits for participating in the program.
- In addition, radio interns will recruit their colleagues to assist with radio station-hosted events and “street team” guerilla marketing opportunities.

Next Steps

- Gain feedback on ideas.
- Station to revise based on feedback and propose schedules and costs.
- Plan activation timeline including commercial creative and station-produced spots (if required).
- Discuss how campaign success will be measured.
- Launch campaign.

The Pitch Catalogue

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





Miscellaneous

Categories include non-profits, agricultural machinery, florists and more.



Pets

Categories include pets, pet stores, pet supplies and more.



Political

Categories include politics, political advertising and more.



Professional Services

Categories include lawyers, photographers, moving & storage, insurance brokers and more.



#5

Instant Backgrounds

Prospecting



Automotive

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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

Favorite
Add to MY RAB menu

Get to know your clients

RAB Instant Backgrounds

RAB Instant Backgrounds include the who, what, where, why why and how for the top radio business categories. Get up to speed quickly on product or service categories, and be sure to watch for additional categories.

Select a category and click SUBMIT to begin

Legal Services

SUBMIT

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- Why Radio statistics
- Links to additional resources
- Snapshot of your advertiser's customers

Who Buys

Profiling adults 18+ who used a lawyer, a paralegal or online legal services in the last 12 months:

	Used a lawyer in last 12 months	Used paralegal in last 12 months	Used an online legal provider in last 12 months
Male	49.3%	47.1%	47.5%
Female	50.7%	52.9%	52.5%
18-24	7.0%	7.9%	13.8%
25-34	14.0%	13.9%	14.7%

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25-34	14.0%	13.9%	14.7%
35-44	15.3%	14.8%	16.0%
45-54	16.4%	20.3%	14.5%
55-64	19.2%	19.6%	18.3%
65+	28.1%	19.5%	19.0%

What They Buy

The overall products and services segmentation of U.S. law firms: Commercial law services, 49.5%; criminal law, civil negligence and personal injury, 19.4%; real estate law, 10.6%; labor and employment, 7.2%; other services (wills, estates and trusts, family law, immigration law, healthcare law, environmental law, legal research/document services, and arbitration/mediation), 13.3%. (Source: IBISWorld, 2023)

The products and services segmentation for personal injury attorneys: Auto accidents, 65.9%; personal injury (maritime), 9.4%; medical malpractice, 12.1%; personal injury (airline), 1.4%; other (product and premise liability cases, etc.), 11.2%. (Source: IBISWorld, 2023)

Products and services segmentation for family law & divorce attorneys: Divorce and related issues, 38.1%; child custody, visitation and move-away cases, 34.8%; child support, 9.2%; other issues involving adoption, domestic violence, paternity, guardianship, etc., 17.9%. (Source: IBISWorld, 2023)

Race: Black/African American	50.4%	51.7%	51.3%
Race: Other Race/Multiple Classifications	12.9%	16.9%	16.8%
Ethnicity: Latino or Spanish Origin	11.8%	21.1%	14.1%
Census Region: North East	19.9%	14.4%	10.3%
Census Region: South	39.2%	46.9%	40.9%
Census Region: Midwest	21.6%	13.7%	16.6%
Census Region: West	19.3%	27.1%	32.3%

When They Buy

Most clients want the option to meet or at least communicate with their lawyer during evenings or weekends. This is likely because meeting during a regular business day can be inconvenient for clients. Some may also appreciate the convenience of being able to speak to their lawyer at any time of any day, especially when faced with an urgent problem. (Source: Clio, 2022)

74% of lawyers offer to communicate with clients on the weekend, while 69% offer to communicate in the evening. (Source: Clio, 2022)

Where They Buy

According to the 2022 ABA National Lawyer Population Survey, one in four lawyers live in just two states - New York (187,246 lawyers) and California (170,306 lawyers). Combined, they have 27% of the nation's lawyers. The state with the fewest lawyers? North Dakota with 1,685. (Source: American Bar Association, 2022)

States with the highest levels of employment in lawyers in the United States 2022: California, 87,780; New York, 86,230; Florida, 54,080; Texas, 50,070; District of Columbia, 33,610. (Source: Bureau of Labor Statistics, 2023)

The highest average hourly billable rate by state is \$434 in Washington D.C. The lowest average hourly billable rate by state is \$168 in West Virginia (Source: Clio, 2022)

Major reasons legal consumers for the most common reasons for seeking services: legal advice, 11.8%; all other reasons, 10.3%.

(Source: IBISWorld, 2023)

Business and corporate legal markets often command higher fees than households due to their extreme complexity. Legal work for these clients often requires large firms that have ample capacity and specific skill sets. Many corporations that require commercial law services must choose between an in-house legal team, an outsourced legal team or a combination of both. Firms often seek a combination when they need specialization.

(Source: IBISWorld, 2023)

While households account for a high share of industry work volume, the majority of cases are not as specialized as corporate work, resulting in a lower price point. Many individuals seek to resolve consumer disputes such as divorce, child custody, personal property damage and other issues.

(Source: IBISWorld, 2023)

Why They Buy

Despite more clients preferring virtual meetings over in-person meetings, they still want their lawyers to be local. Jurisdictional preference could play a role here, since clients may prefer that the lawyer they hire has familiarity with local laws and court procedures. (Source: Clio, 2022)

Firms that are quickest to respond to potential clients—and to make a good impression with relevant and thorough information—are most likely to earn new business. (Source: Clio, 2022)

Personal injury lawyers compete on a regional or local basis for clients. As a result, reputation is key to their business. Lawyers and attorneys who are successful in court are most likely to benefit from word of mouth recommendations, which many rely on to sustain their practice. Personal injury lawyers may also strengthen their reputation through community service and pro bono work. Many industry operators also spend a significant portion of revenue on marketing to bolster local awareness of the services they offer. (Source: IBISWorld, 2023)

Why Radio

Radio has established itself as an excellent vehicle for advertisers to deliver their messages to an increasing number of potential buyers. Each week, radio reaches 83% of persons ages 18+, and 53% of these consumers on a daily basis. In all, more than 215 million Americans ages 18-and-older listen to radio every week. (Source: Nielsen Audio RADAR 157, 2023)

Business Information

In 2022, a combined gross revenue of approximately \$131 billion was reported by the 100 highest grossing law firms in the United States. (Source: The American Lawyer, 2023)

There are more than 1.3 million lawyers in the United States according to the 2022 ABA National Lawyer Population Survey. (Source: American Bar Association, 2022)

Revenue generated by U.S. law firms totaled \$397.1 billion in 2022. (Source: IBISWorld, 2023)

How They Buy

25% more clients prefer virtual meetings over in-person meetings with lawyers — and the rest indicated no strong preference either way, meaning they're adaptable (Source: Clio, 2022)

Over the past several years, structured settlements have become more common in personal injury law. Structured settlements occur when damages are paid out over a specified period of time rather than in one lump sum. (Source: IBISWorld, 2023)

Miscellaneous Facts / Category Trivia

As the global economy shows signs of increasing strain, legal professionals will be competing for a smaller slice of the market as fewer consumers find themselves with the resources to access legal services. (Source: Clio, 2022)

Helpful Links

American Bar Association:

www.americanbar.org

National Association for Law Placement:

www.nalp.org

Altman Weil:

www.altmanweil.com

American Lawyer:

www.americanlawyer.com

FindLaw.com:

www.findlaw.com

AttorneyFee.com:

www.attorneyfee.com

American Academy of Matrimonial Lawyers:

#6

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Ad to Sales Ratios

Industry Name	SIC Code	2022 Revenue (\$Millions)	2021 Revenue (\$Millions)	2022 vs. 2021 Annual Revenue Growth Rate %	2022 Advertising Spend (\$Millions)	2021 Advertising Spend (\$Millions)	2022 vs. 2021 Annual Advertising Growth Rate %	2022 Ad Dollars as % of Sales
ABRASIVE, ASBESTOS & MISC NONMETALLIC MINERAL PRODS	3290	9761.000	8498.000	14.86	125.000	110.000	13.64	1.28
ACCIDENT & HEALTH INSURANCE	6321	19502.000	22106.000	-11.78	204.000	229.000	-10.92	1.05
AGRICULTURAL CHEMICALS	2870	4586.370	5527.955	-17.03	127.198	171.622	-25.88	2.77
AGRICULTURAL PROD-LIVESTOCK & ANIMAL SPECIALTIES	200	2341.234	1777.159	31.74	13.569	12.600	7.69	0.58
AGRICULTURAL PRODUCTION-CROPS	100	6515.622	6080.500	7.16	62.749	39.229	59.96	0.96
AGRICULTURAL SERVICES	700	2253.137	1962.788	14.79	2.994	1.578	89.73	0.13
AIR COURIER SERVICES	4513	104151.957	93512.000	11.38	516.121	470.000	9.81	0.50
AIR TRANSPORTATION, NONSCHEDULED	4522	1725.880	1244.785	38.65	15.040	14.189	6.00	0.87
AIR TRANSPORTATION, SCHEDULED	4512	200463.543	121013.269	65.65	1020.900	760.600	34.22	0.51
AIR-COND & WARM AIR HEATG EQUIP & COMM & INDL REFRIG EQUIP	3585	5632.891	4753.715	18.49	35.078	28.722	22.13	0.62
AIRCRAFT	3721	528.077	461.623	14.40	4.062	4.836	-16.02	0.77
AIRCRAFT PARTS & AUXILIARY EQUIPMENT, NEC	3728	6.425	8.914	-27.92	0.427	0.332	28.61	6.65
AIRPORTS, FLYING FIELDS & AIRPORT TERMINAL SERVICES	4581	2747.614	712.296	285.74	1.654	0.915	80.79	0.06
APPAREL & OTHER FINISHD PRODS OF FABRICS & SIMILAR MATL	2300	37064.675	30249.567	22.53	2275.882	1606.651	41.65	6.14
AUTO CONTROLS FOR REGULATING RESIDENTIAL & COMM ENVIRONMENTS	3822	8.448	6.274	34.64	0.004	0.011	-66.73	0.04
BAKERY PRODUCTS	2050	1359.850	1144.701	18.80	62.803	51.857	21.11	4.62
BEVERAGES	2080	160179.850	145743.184	9.91	9590.724	9378.245	2.27	5.99
BIOLOGICAL PRODUCTS, (NO DIAGNOSTIC SUBSTANCES)	2836	76710.989	74998.755	2.28	2146.838	2002.738	7.20	2.80
BLANKBOOKS, LOOSELEAF BINDERS & BOOKBINDG & RELATD WORK	2780	4185.610	4047.497	3.41	147.531	164.861	-10.51	3.52
BOOKS: PUBLISHING OR PUBLISHING & PRINTING	2731	5624.220	4776.630	17.74	188.939	170.800	10.62	3.36
BOTTLED & CANNED SOFT DRINKS & CARBONATED WATERS	2086	10609.904	9254.708	14.64	634.331	537.618	17.99	5.98
BROADWOVEN FABRIC MILLS, COTTON	2211	386.442	382.199	1.11	0.128	0.408	-68.62	0.03
CABLE & OTHER PAY TELEVISION SERVICES	4841	246231.560	218284.095	12.80	16278.399	13332.781	22.09	6.61
CALCULATING & ACCOUNTING MACHINES (NO ELECTRONIC COMPUTERS)	3578	3712.935	4110.402	-9.67	8.500	7.100	19.72	0.23
CANNED, FROZEN & PRESERVD FRUIT, VEG & FOOD SPECIALTIES	2030	34515.802	33086.800	4.32	966.268	1068.500	-9.57	2.80
CANNED, FRUITS, VEG, PRESERVES, JAMS & JELLIES	2033	9302.640	9384.180	-0.87	141.514	178.700	-20.81	1.52
CARPETS & RUGS	2273	11737.065	11200.613	4.79	126.898	139.538	-9.06	1.08
CHEMICALS & ALLIED PRODUCTS	2800	2.637	2.033	29.68	0.441	0.441	0.08	16.72
CIGARETTES	2111	59308.488	60209.480	-1.50	784.307	811.464	-3.35	1.32
COATING, ENGRAVING & ALLIED SERVICES	3470	326.570	264.303	23.56	1.447	1.147	26.20	0.44
COMMERCIAL BANKS, NEC	6029	48133.048	43040.477	11.83	794.569	805.145	-1.31	1.65
COMMERCIAL PRINTING	2750	3260.354	2909.438	12.06	500.872	408.816	22.52	15.36
COMMODITY CONTRACTS BROKERS & DEALERS	6221	800.712	1626.228	-50.76	0.425	0.425	0.00	0.05
COMMUNICATIONS EQUIPMENT, NEC	3669	1892.795	1802.231	5.03	32.565	27.433	18.71	1.72
COMMUNICATIONS SERVICES, NEC	4899	14645.829	14954.109	-2.06	552.039	516.587	6.86	3.77
COMPUTER & OFFICE EQUIPMENT	3570	123513.000	120837.000	2.21	2026.000	2242.000	-9.63	1.64
COMPUTER COMMUNICATIONS EQUIPMENT	3576	61425.550	58801.711	4.46	272.777	306.953	-11.13	0.44
COMPUTER PERIPHERAL EQUIPMENT, NEC	3577	14314.463	13134.908	8.98	939.511	674.600	39.27	6.56

#7

Prospecting Report

Prospecting



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Ad-to-Sales Ratios

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Prospecting Success Indicator

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RAB PROSPECTING REPORT

RAB®



RAB PROSPECTING REPORT

RAB INSTANT BACKGROUND REPORTS: April 22nd, 2024 – April 28th, 2024

Category	Rank by # Views	RAB Observations
Furniture and Floor Covering Stores	1	Upgrading interior decor
4th of July/Independence Day	2	Preparing for the 4 th of July
Legal Services	3	Targeting attorneys
Mother's Day	4	Planning for Mother's Day gift shopping
Auto Dealers	5	Sales on new and used cars

Source: RAB.com, Instant Backgrounds, Top 5 Page Views (Weekly)

RAB

RAB PROSPECTING REPORT

RAB THE PITCH: April 22nd, 2024 – April 28th, 2024

Advertiser Category	Rank by # Views	RAB Observations
Insurance Agents & Brokers	1	Prospecting insurance brokers & agents
Auto Dealers	2	Targeting local auto shops
Pools & Spas	3	Pool repair and maintenance for the summer
Senior Living	4	Insights into assisted living facilities
Private & Charter Schools	5	Understanding the private school industry

Source: RAB.com, The Pitch, Top 5 Page Views (Weekly)

RAB

RAB PROSPECTING REPORT

RAB CO-OP CATEGORIES: April 22nd, 2024 – April 28th, 2024

Advertiser Category	% Searched	RAB Observations
Beauty Products	5	Offering aesthetic products and services
Automotive Acc	2	Auto accessory incentives
Boating, Accessories & Supplies	2	Providing supplies and accessories for boating
Home Furnishings	2	Upgrading window blinds & coverings
Pools, Spas, Hot Tubs & Supplies	2	Providing new pool accessories for the summer

Source: RAB.com, Co-op, Page Views (Weekly)



MEDIA MONITORS – SPOT 10 NATIONAL ADVERTISERS

Media Monitors reports the most-played commercials for national advertisers on the top-rated Radio stations in major markets: **March 25th, 2024 – March 31st, 2024**

Radio	TV	Cable
Account	Account	Account
Progressive	Nissan	TurboTax
Drop Technologies Inc	TurboTax	NCAA Basketball
ZipRecruiter	CDC Centers For Disease Control & Prevention	Progressive
Upside	Walmart	Burger King
Lowe's	Progressive	Domino's
Wendy's	Wendy's	Chase
Babbel	Morgan & Morgan	Consumer Cellular
Verizon Wireless	Ford Dealer Association	XFINITY Wireless
Jackson Hewitt	Tide	L'Oréal
Indeed	SKECHERS	SKECHERS

RAB Top line observations

- ZipRecruiter and Indeed are reaching job posters as well as job seekers.
- Lowe's and Walmart are promoting their various products.
- Domino's, Burger King, and Wendy's are promoting their quick meal options.
- Verizon Wireless, Consumer Cellular, and XFINITY Wireless are promoting their phone plans and internet services.
- Nissan and Ford Dealer Association promoting their auto deals.
- Chase is promoting their financial services.
- Jackson Hewitt and TurboTax are promoting their tax filing services.

TOP BUSINESS TRENDS

Among radio's top advertiser categories, the following businesses post high percentages of sales in these specific months. Ranking based on highest percentage of sales (top four only) in month (versus other categories).

MAY

Business Category	% of Annual Business in Month
Building Supply Stores	9.9%
Paint & Wallpaper Stores	9.8%
Hardware Stores	9.8%
Auto Dealers (Used)	9.2%

JUNE

Business Category	% of Annual Business in Month
Paint & Wallpaper Stores	9.6%
Hardware Stores	9.5%
Building Supply Stores	9.2%
Sporting Goods Stores	9.0%

JULY

Business Category	% of Annual Business in Month
Men's Wear Stores	10.2%
Jewelry Stores	9.5%
Limited Service Eating Places	9.0%
Sporting Goods Stores	8.9%

Source: RAB Top Business Trends 2023 – Monthly percentage of category's yearly business in applicable month.

PROMOTIONAL OPPORTUNITIES

These promotional events listed in Chase's Calendar of Events can be used to attract promotional or nonspot dollars -- monies that are not traditionally allocated to a broadcast schedule -- to your station. Look for additional promotional opportunities [here](#).

MAY

- National Hamburger Month
- National Salad Month
- Cinco de Mayo (5/5/24)
- National Coconut Cream Pie Day (5/8/24)
- Mother's Day (5/12/24)
- National Apple Pie Day (5/13/24)
- National Wine Day (5/25/24)
- Blueberry Cheesecake Day (5/26/24)

JUNE

- National Iced Tea Month
- National Rose Month
- National Donut Day (6/7/24)
- Cupcake Lover's Day (6/13/24)
- Lobster Day (6/15/24)
- Father's Day (6/16/24)
- Apple Strudel Day (6/17/24)
- World Music Day (6/21/24)

Source: Chase's 2024 Calendar of Events (Monthly)

RAB Observations on Promo Opportunities:

"Lettuce" continue to provide you with more holidays and events that can assist you with growing local business revenue. Two juicy and food-related holidays occur during May as National Hamburger Month and National Salad Month. Restaurants, grocery stores and diners should be on everyone's prospecting list. There are also some adult favorites - Cinco de Mayo and National Wine Day. Liquor stores, beer distributors, restaurants, grocers and party supply retailers as the perfect businesses to prospect. Dessert fanatics should be very happy as there are multiple dessert related holidays that would "sweeten" their entire month, such as National Coconut Cream Pie Day, Blueberry Cheesecake Day and National Apple Pie Day. Restaurants, grocery stores and bakeries should be on your prospecting menu. No matter the age, every child should be getting their mother something special for Mother's Day. Retailers, jewelry stores, flower shops, gift and card shops, as well as restaurants, are perfect business and sales opportunities.

June is unofficially considered the start of summer and the start of drinking cold beverages like iced tea. June is National Iced Tea Month, so restaurants, supermarkets, and retail stores are excellent prospects. June is also National Rose Month so reach out to nurseries, landscapers, and garden stores and help their business bloom. There are also a lot of 'sweet' holidays to celebrate, such as Cupcake Lover's Day, National Donut Day, and Apple Strudel Day. Bakeries, supermarkets, and restaurants are the primary targets to look at for those three exciting holidays. Now that Mother's Day has passed, Father's Day is on the horizon for celebration in June. Retailers of clothing and sporting goods, jewelry stores, gift card shops, and restaurants are the main places to prospect for Father's Day. Lobster Day 'claws' its way into the month as it is celebrated on the 15th. Seafood shops, restaurants, and supermarkets should be top targets for this occasion. Music lovers will be tuning into one of the exciting holidays of the month, World Music Day. Record stores and music accessory and instrument retailers should be 'key' targets on your prospecting list.

#8

Co-op Directory

Prospecting



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CO-OP Connect Concierge



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Use our Search and Advanced Search features to discover all co-op plans & promotions in our database, as well as additional tools needed when searching for co-op opportunities.

- Search All Available Co-op Plans
- NEW Weekly Co-op Promotions
- Ad Material Warehouse
- Top Business Trends



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03-15-24

Mopar Spring Tire Savings!

The Offers:

- Let your Mopar certified dealers know about this special offer. Buy 3 tires and get the 4th for \$1 on select tires in stock at participating dealerships. Visit your local Mopar certified dealer for complete offer details. Offer expires April 30, 2024. Use the co-op program to share all qualifying promotional costs.

These promotion details may be subject to change at any time. Verify specifics related to your certified Dealer(s) with the manufacturer before committing to any ad program. The featured image is for sample only.

Use the Stellantis Mopar co-op program to share the cost of local certified dealers' advertising. The certified dealer can receive 100% reimbursement for qualifying co-op ads. Please view link for detailed requirements. Prior approval is required for all co-op advertising.

Find your local Mopar Certified Dealers:

Ad Planner Availability:

Contact the regional sales representative for further ad materials.

This information is provided by Co>Op Connect to assist you in selling more advertising, both to new and existing clients. Use it to take a complete advertising solution to your local retailers.



03-14-24

Spring Savings From Overhead Door!

The Offers:

- Let your Overhead Door distributors know about this special offer. Spring into savings with \$100 back on Overhead Door Thermacore, Courtyard and Windstorm models. Visit your local Overhead Door distributor for complete offer details. Offer expires April 30, 2024. Use the co-op program to share all qualifying promotional costs.

These promotion details may be subject to change at any time. Verify specifics related to your Distributor(s) with the manufacturer before committing to any ad program. The featured image is for sample only.

Use the Overhead Door Corporation co-op program to share the cost of local distributors' advertising. The distributor can receive 50% reimbursement for qualifying co-op ads. Please view link for detailed requirements. Prior approval is required for all co-op advertising.

Find your local Overhead Door Distributors:

Accrual Period: 01/01 - 12/31 Prior Year

Performance Period: 01/01 - 12/31

Qualifying Media: Print, Radio, TV, Cable TV, Outdoor, Digital and Yellow Pages.

Ad Planner Availability:

Contact the regional sales representative for further ad materials.

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03-14-24

Get Your Garden Started With Miracle-Gro!

The Offers:

- Let your Miracle-Gro retailers know about this rebate offer. Purchase a minimum of two bags of Miracle-Gro Garden Soil All Purpose, Garden Soil Vegetables & Herbs, Potting Mix or Raised Bed Soil OR Whitney Farms Organic Raised Bed Mix and receive \$2 back per bag after mail-in rebate. Visit your local Miracle-Gro retailer for complete offer details. Offer expires June 30, 2024. Use the co-op program to share all qualifying promotional costs.

These promotion details may be subject to change at any time. Verify specifics related to your Retailer(s) with the manufacturer before committing to any ad program. The featured image is for sample only.

Use The Scotts Company co-op program to share the cost of local retailers' advertising. The retailer can receive 100% reimbursement for qualifying co-op ads. Please view link for detailed requirements. Prior approval is required for all co-op advertising.

Find your local Miracle-Gro Retailers:

Accrual Period: 12/01 - 11/30 Current Year

Performance Period: 12/01 - 11/30

Qualifying Media: Print, Radio, TV, Outdoor and Digital.

Ad Planner Availability:

Contact the regional sales representative for further ad materials.

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03-13-24

Polaris It's Go Time Sales Event!

The Offers:

- Let your Polaris Off-Road dealers know about this sales event. Do more outdoors with up to \$3,000 off or financing as low as 0.99% for 36 months on select new Polaris off-road models. Visit your local Polaris Off-Road dealer for complete offer details. Offer expires April 30, 2024. Use the co-op program to share all qualifying promotional costs.

These promotion details may be subject to change at any time. Verify specifics related to your Dealer(s) with the manufacturer before committing to any ad program. The featured image is for sample only.

Use the Polaris - Off-Road Vehicles co-op program to share the cost of local dealers' advertising. The dealer can receive 50% reimbursement for qualifying co-op ads. Please view link for detailed requirements. Prior approval is required for all co-op advertising.

Find your local Polaris Off-Road Dealers:

Accrual Period: 01/01 - 12/31 Prior Year

Performance Period: 01/01 - 12/31,

50% between Jan - June; 50% between July - Dec

Qualifying Media: Print, Radio, TV, Cable TV, Outdoor and Digital.

Ad Planner Availability:

Contact the regional sales representative for further ad materials.

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03-12-24

Spartan Mowers Spring Sales Event!

The Offers:

- Let your Spartan Mower dealers know about this sales event. Get a \$500 instant rebate on select Spartan R2 Series mowers or a \$1,000 instant rebate on select Spartan RT, SRT, KG and KGZ Series mowers. Visit your local Spartan Mowers dealer for complete offer details. Offer expires April 30, 2024. Use the co-op program to share all qualifying promotional costs.

These promotion details may be subject to change at any time. Verify specifics related to your Dealer(s) with the manufacturer before committing to any ad program. The featured image is for sample only.

Use the Spartan Mowers co-op program to share the cost of local dealers' advertising. The dealer can receive 50% reimbursement for qualifying co-op ads. Please view link for detailed requirements. Prior approval is required for all co-op advertising.

Find your local Spartan Mower Dealers:

Accrual Period: 11/01 - 10/31 Prior Year

Performance Period: 11/01 - 10/31

Qualifying Media: Print, Radio, TV, Cable TV, Outdoor and Digital.

Ad Planner Availability:

Contact the regional sales representative for further ad materials.

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03-12-24

Can-Am Specials to Get Riding!

The Offers:

- Let your Can-Am dealers know about this special offer. Get financing as low as 1.99% for 36 months and a rebate of up to \$2,000 on select 2022 Can-Am 3-wheel models. Visit your local Can-Am dealer for complete offer details. Offer expires April 30, 2024. Use the co-op program to share all qualifying promotional costs.

These promotion details may be subject to change at any time. Verify specifics related to your Dealer(s) with the manufacturer before committing to any ad program. The featured image is for sample only.

Use the BRP - Can-Am (Roadster) co-op program to share the cost of local dealers' advertising. The dealer may receive reimbursement for qualifying co-op ads. Please view link for detailed requirements. Prior approval is required for all co-op advertising.

Find your local Can-Am Dealers:

Performance Period: 02/01 - 01/31

Qualifying Media: Print, Radio, TV, Cable TV, Outdoor and Digital.

Ad Planner Availability:

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RAB

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- The RAB Co-op directory includes:
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 - Media plan information for radio, digital and other media.
 - Tutorial book and video.

RAB
Co-op Advertising Home Ad Material Warehouse Co-op Sales Leads Tutorials RAB.com

Quick Co-op Search Search

Quick Co-op Search

Simply type in a manufacturer name, manufacturer product or brand. If nothing pops up try just typing the first few letters of your search criteria. This should help in your search efforts.

Quick Search

Advanced Co-op Search

Search by:

Manufacturer Name	Starts with	<input type="text"/>
Participation %	Is	<input type="text"/> = to <input type="text"/> (0-100)
Expiration Date between		<input type="text"/> and <input type="text"/>
Year (Prior/Current):		<input type="text"/>

<input type="checkbox"/> Formal Co-op	<input type="checkbox"/> Special Arranged Co-op
<input type="checkbox"/> Fixed & Unlimited	<input type="checkbox"/> Accrual Dollars Found
<input type="checkbox"/> Website	<input type="checkbox"/> Dealer Locator
<input type="checkbox"/> Artwork	<input type="checkbox"/> Scripts
<input type="checkbox"/> E-mail	
Media <input type="text"/>	Print Media <input type="text"/>

Categories (*Select all desired)

Aircraft, Accessories and Supplies

Animal and Pet Supplies

Automobiles and Trucks

Automotive Accessories

Beauty Products and Toiletries

Bicycles, Accessories and Supplies

Shaw Floors

Plan ID #001937 -- Plan Type: **Active Plan**



Manufacturer & Manufacturer Brand Links

- Shaw Floors
- Mfr Web Site
- Dealer Locator
- Mfr Ad Planner
- All Artwork

Manufacturer Contact Information

Manufacturer Address

Shaw Floors
P.O. Drawer 2128
Dalton, GA 30722

Claim Address

Shaw Advantage Account
11149 Research Blvd., Suite 400
Austin, TX 78759

Manufacturer Contact

Jennifer Ward
Phone:
Fax:
800 #: (800) 441-7429
E-mail:

Co-op Administrator:

Carol
Phone: (866) 267-6768
Fax: 512-343-1717
E-mail: shaw@brandmuscle.com

Trade Promotion Structure

Qualifying Products	Accrual %	Accrual Comment	Participation %
Shaw and Anderson Tuftex		1 - 3%	50%
All residential brands: Shaw Floors, COREtec			
Anderson Tuftex, Philadelphia Commercial			
5th & Main and Floorigami			
Hardwood, Laminates, Resilient, Tile & Stone		(Does not earn co-op, but can be advertised with fiber funds)	

Accrual Info

Accrual Period:
01/01 - 12/31

Accrual \$\$ located by third party:
No

Authorization Paperwork: Standard
Authorization Required

E-Proofs Accepted - Submit to:
shaw@brandmuscle.com

Performance Info

Performance Period:
01/01 - 12/31

Availability:
Retailer

Claim Info

Claim Period:
W/I 6 months of ad run, 20 days after year end

Form of Reimbursement:
Credit Memo

E-Claims Accepted - Submit to:
shaw@brandmuscle.com

Plan Comments

The program applies both to the U.S. and Canada. The BDF program allows you to earn funds on all qualifying purchases of residential brands; You know how much you have to spend at the beginning of the year instead of expiring each month; Earn 1% of qualifying purchases to start; If your purchases increase at least 10% over prior year you earn additional 1%. If they increase 15% or more from prior year you earn additional 2%. You must have an annual minimum purchase of \$150k in residential purchases to be eligible. Shaw will confirm your annual minimum purchases in both January and July. Total purchases from previous year will be divided into two equal installments and loaded into your account in January and July. You can see your balance at ShawNow.com.

(Hide/Show Plan Comments)



Eligible Media (Radio)

Radio;

Media Approval Required

Advertising Specs

Must feature one of Shaw's primary brands; Cannot be combined with competitor's message; One of Shaw's primary brands must be mentioned at least once in a 15 or 30 second spot.

Claim Requirements

Date of ads/campaign; Invoice from service provider; Copy of the radio ad script.

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](#)
 - [ANAVRAB Tearsheets - Manual Billing](#)
 - [ANAVRAB Tearsheets - Digital Billing](#)
 - [Profiling your Account](#)
- [Co-op Request Form](#)
- [Co-op Authorization Letter](#)

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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

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CO>OP Connect Concierge



RAB Introduces CO>OP Connect Concierge

The number one barrier to stations maximizing 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 lineup 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-op. Pricing for RAB Members starts at \$550 per package. For more details or to discuss a package that might work for you, please email rab@coopconnect.com.

#9

Automotive Toolkit

Prospecting



Automotive

As one of radio's top spending categories, it's important to have all the tools you need in one place. The Automotive section has the and more, including **Auto Toolkit**. The Toolkit populates charts and graphs on auto owner's characteristics, your radio station's format compared to the auto buyer and more - all created on a totally customizable PowerPoint template for download. **Auto Buyer Profiles** are also available for download on this page.



Consumer Behavior by Format (Gold Digger Reports)

These reports are designed to give you an in-depth look into the areas where your audience base is extremely strong in consumption of products and services or media and personal attitudes. They can help you zero in on areas of business where your format might hold potential to increase business for an advertiser.



Cold Call Script

Taken from RAB's Radio Marketing Professional certification, this script is intended as a guideline for making cold calls. As with any such script, we strongly encourage you to make it your own, customizing the language to meet your needs. Don't forget the purpose of the phone call: GET THE APPOINTMENT!



Co-op

Join the thousands of radio sales professionals who constantly find new ways to fund radio campaigns with the cooperative advertising information contained in the RAB Co-op files. The Co-op Directory has over 8,000 freshly updated listings, weekly sales leads for retailer promotions, new digital co-op plans with ready-to-use web ads and quick and easy video tutorials



Instant Backgrounds

The key to selling big accounts is understanding your prospect's business, but who has the time to collect all that information? We do. Instant Backgrounds quickly tells your sales pros the "who, when, where, why and how" for over 100 different business and product categories. As an informed marketing consultant, use the Instant Background information to easily include the insights in your correspondence and presentations.



Radio Format Profiles

The more you understand listeners, the better you can tailor custom marketing solutions for your advertising clients. MRI-Simmons Radio Format Profiles are a key resource for current listener research. Click to get started and choose a format profile from the list. Also, the reports are packed with data, so be sure to see the "How to Read" guide. It's first on the list and it is a great resource for helping you understand the data.



Prospecting Report

Creating promotional opportunities for existing clients and developing prospective clients can be challenging. This special section of RAB.com features a variety of tools, special reports, articles and more to help you maximize your selling efforts by exploring new opportunities and emerging categories.



Ad-to-Sales Ratios

How much should advertisers allocate to their advertising budgets? To help answer this important question, RAB offers highlights from Schonfeld & Associates, Inc.'s annual Advertising Ratios & Budgets publication. Based on data from government filings and published financial records for approximately 320 major industries, these tables now break out historical revenue and historical advertising dollars spent by each industry; annual revenue and ad growth rates; and ad dollars as percent of sales. This information is based on fiscal versus calendar year.



Prospecting Success Indicator

Not every potential client is a "good" prospect. There are a number of reasons some prospects are better than others. This Excel worksheet will help you pre-qualify potential accounts so you can focus your time, effort and energy on targeting the very best prospects for your station.



Top Business Trends

Based upon the latest three year average, this data from the U.S. Department of Commerce lists sales trends for key advertiser categories. Use this document to identify periods within the annual sales cycle where clients must advertise.



The Pitch

Assists members in driving sales on the local, regional and national level by providing in-depth industry overviews and customizable presentations that include insight-based ideas for over 125 categories of business.

Favorite

Add to MY RAB menu

RAB | Automotive

A research gold mine for the most important category in radio advertising

RAB Auto Toolkit: Click the button to start a presentation.

START NOW

Instant Backgrounds

RAB Instant Backgrounds focuses on key business categories for radio.

Auto Buyer Profiles

Auto buyer profiles for 37 of the leading nameplates.

The Pitch

The Automotive category features the latest articles and research.

RAB Co-op Library

Find new funding for your automotive accounts.

RADIO DRIVES TRAFFIC FOR AUTO SERVICE

RAB

Radio Drives Traffic for Auto Service

Radio Matters Blog

AUTO ATTITUDES OF RADIO LISTENERS

RAB

Auto Attitudes of Radio Listeners

Radio Matters Blog

REACHING AUTO-BUYING RADIO LISTENERS

RAB

Reaching Auto-Buying Radio Listeners

Radio Matters Blog

RADIO DRIVES SEARCH FOR AUTO INSURANCE

RAB

Radio Drives Search for Auto Insurance

RAB | AnalyticOwl

RADIO DRIVES THE NEW AUTO BUYING PROCESS

RAB

Radio Drives the New Auto Buying Process

RAB | AnalyticOwl

RADIO: DRIVING THE PATH TO RECOVERY FOR AUTOMOTIVE (VIDEO)

RAB

Radio: Driving the Path to Recovery for Automotive (Video)

RAB | NADA 2020

THE PITCH - AUTOMOTIVE

RAB

The Pitch - Automotive

Valuable research into the auto industry from The Pitch

RADIO WORKS FOR AUTOMOTIVE

RAB

Radio Works for Automotive

Radio Matters Blog

Important Links

Links to help you with additional research.

NADA

ANNUAL REPORT

NEW CAR DEALERSHIPS

An annual report on America's franchised new-car dealerships.

NADA BUSINESS

POWER VALUATION SERVICES

FORMERLY NADA USED CAR GUIDE

NADA Business - J.D. Power Valuation Services, formerly NADA Used Car Guide.

THE VOICE OF THE AUTOMOTIVE WORLD

The Voice of the Automotive World!

autoblog

Car News, Reviews, & Pricing for New & Used Cars

automotive FLEET

The car & truck fleet and leasing management magazine.

J.D. POWER

Knowledge that illuminates and informs in the auto commerce ecosystem.

Research and Articles

The last 12 months of articles and other research materials from the RAB research archive.

Cybersecurity threat likely to grow exponentially as SDVs emerge

VIEW

Predicted APR drop expected to spur auto sales

VIEW

Cox Automotive's Forecast: 2024 – A Return to Normalcy in the U.S. Auto Market

VIEW

Dealers want to 'hit the brakes' on EVs

VIEW

Fisker says more than 100 dealers are interested in selling its EVs

VIEW

The 2024 Polly Embedded Auto Insurance Study

VIEW

Dealers' revenues fall

VIEW

Consumer satisfaction with car buying experience the highest since 2020

VIEW

2023 Cox Automotive Car Buyer Journey Study: Summary

VIEW

Complimentary services or quick services what after-sales services do US car owners value?

VIEW

AB

RAB Auto Toolkit: Select a Vehicle Brand

RAB's Auto Toolkit uses MRI-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.



[RADIO FACTS](#) ▾[PLANNING/BUYING](#) ▾[SALES TOOLS](#) ▾[CREATIVE](#) ▾[TRAINING](#) ▾[MY RAB](#) ▾

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.



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

Your RAB Auto Toolkit PowerPoint is opening ... 7.21

(Once your deck is open, you can close this window.)

If you are using Windows 10 or 2007 with Microsoft Edge or Internet Explorer, your download will appear at the bottom of the screen. Click **OPEN** to open your RAB Auto Toolkit in Microsoft PowerPoint.



If you are using Google Chrome, the download will appear in the lower left corner of the screen. Once it's complete, simply click the rectangle to open you slide deck.



Once your deck is open, be sure to click **ENABLE EDITING** at the top of the screen.



Office 365 Users: Your toolkit PowerPoint uses Master Slides to make changing the look and feel easy. Click the **DESIGN** tab at the top of the screen to see available templates.



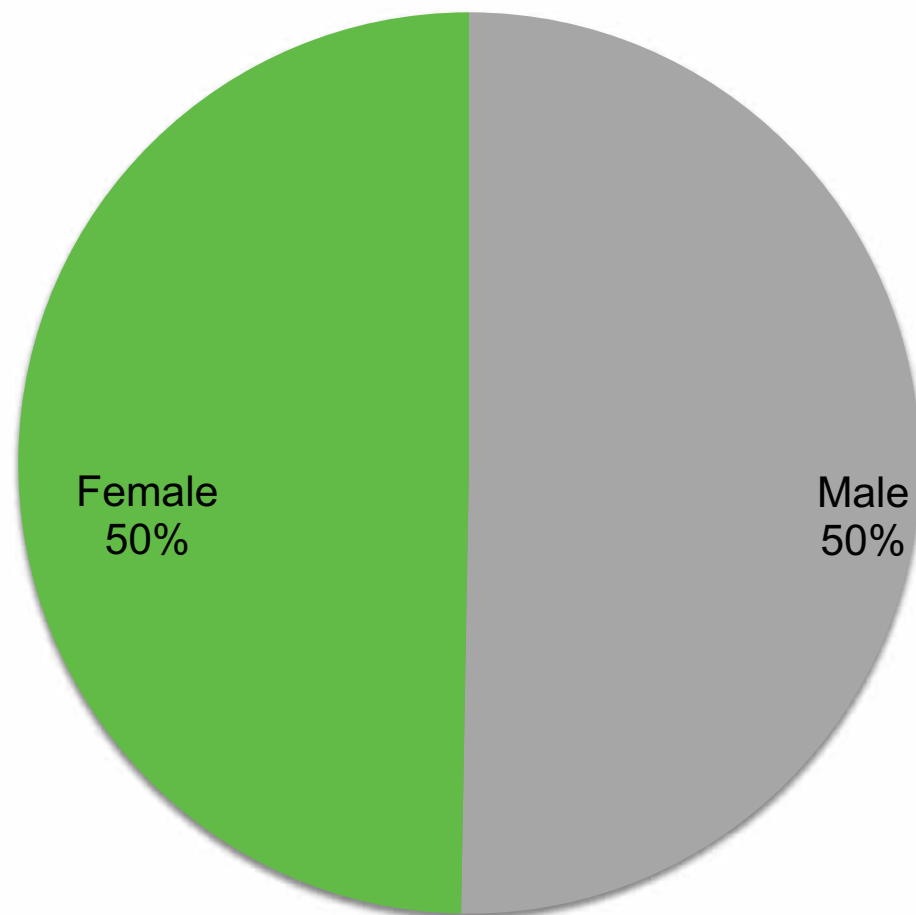
Office 365 Users: You can also use PowerPoint Design Ideas. Click the **DESIGN IDEAS** in the toolbar on the right side of your screen to see suggested design elements.



IMPORTANT NOTE: RAB recommends PowerPoint for Office 365. If you don't have this program, please talk to your IT support about upgrading.

Need more help? Ask RAB. Call 800-232-3131 or email memberresponse@rab.com.

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



Other Consumer Insights

Race

- 79.08% White
- 9.41% Black
- 14.79% Hispanic
- 1.96% Asian

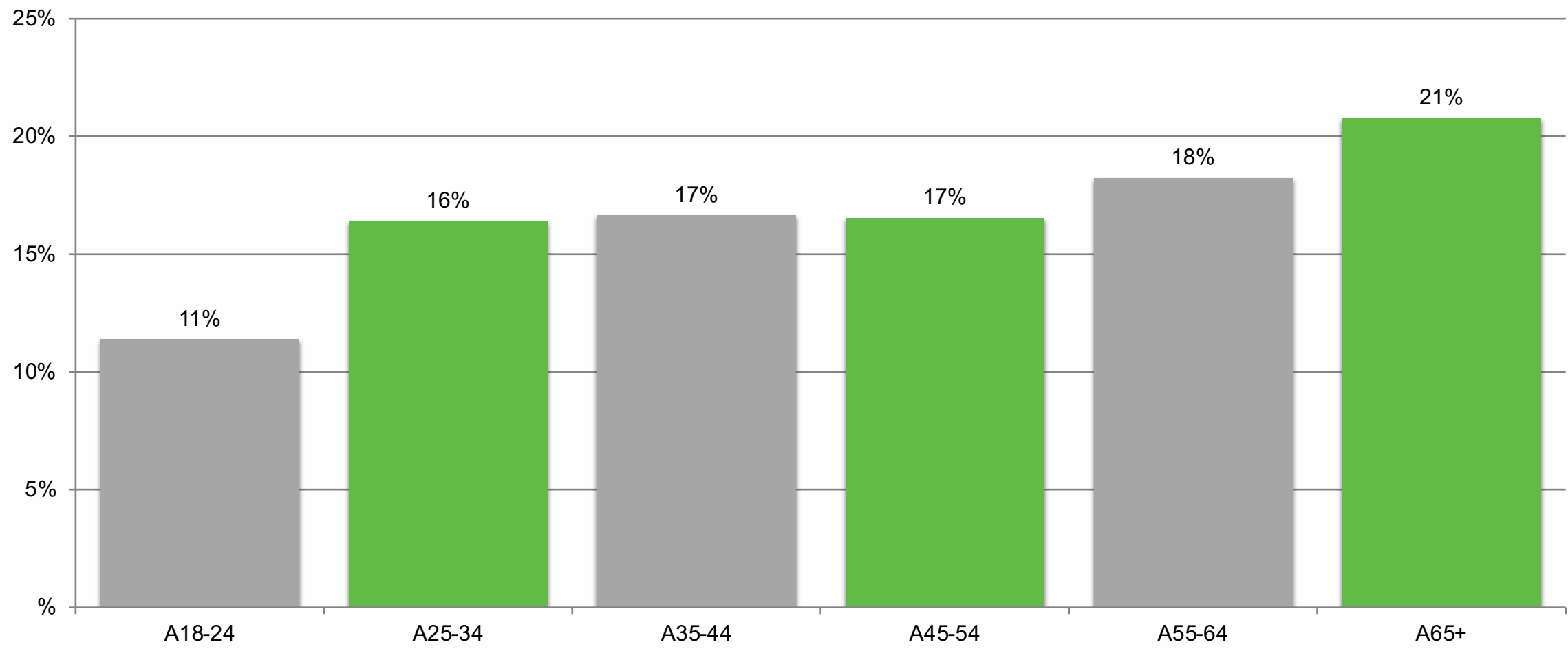
Employment

- 48.21% Employed Fulltime
- 21.6% Retired

Marital Status

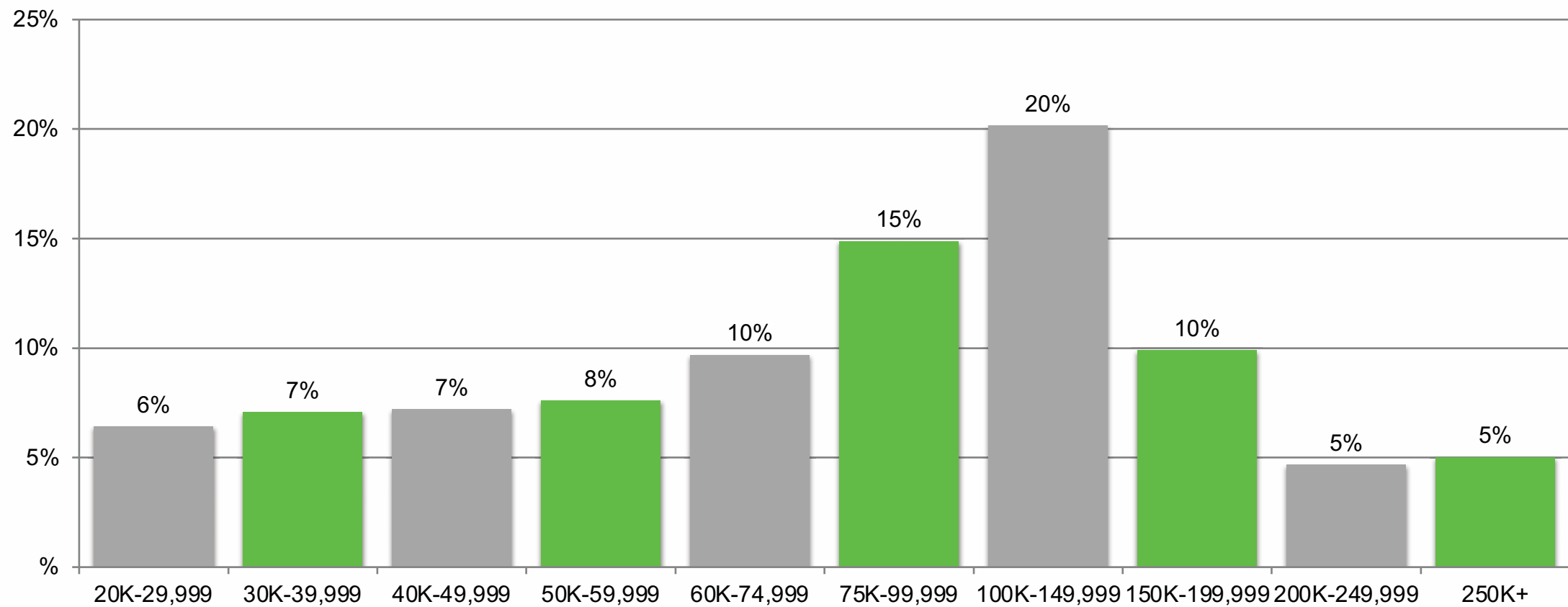
- 58.49% Married
- 25.99% Single or Never Married

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

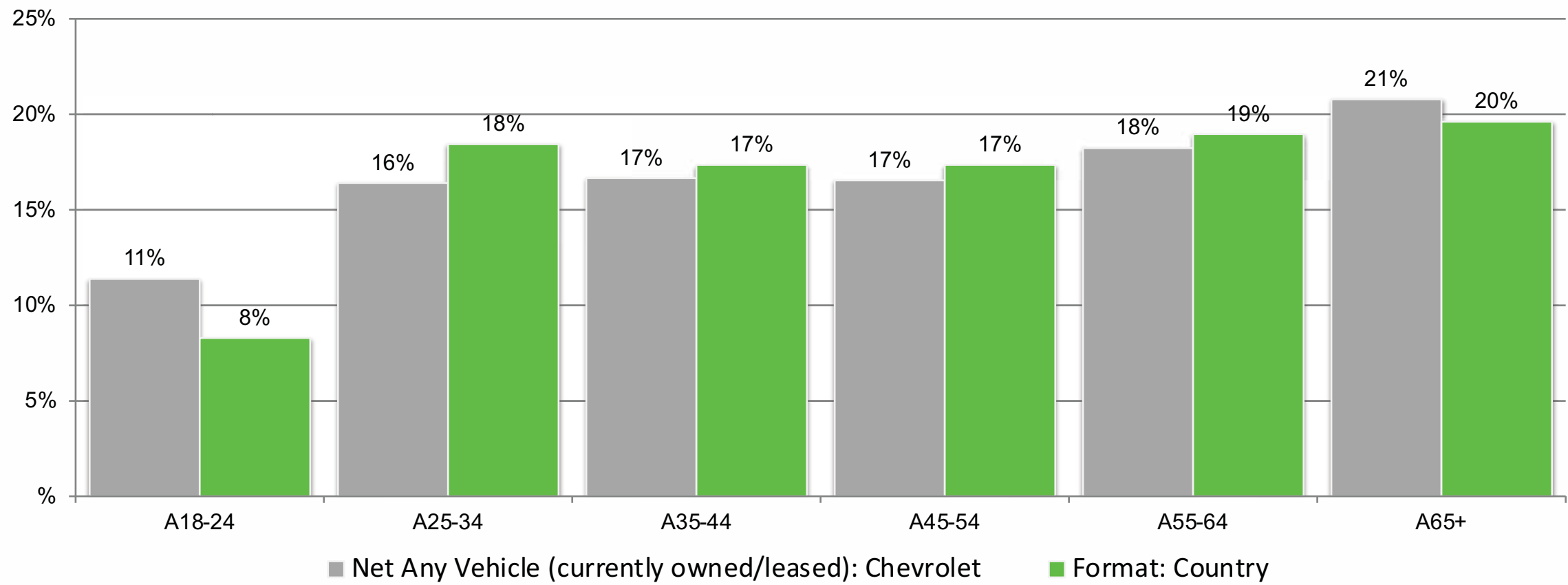


Source: MRI-Simmons Spring Doublebase 2023, Adults 18+, RAB (<http://www.rab.com>)n

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



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



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%.

Radio Reaches Auto Customers

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



- 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.



#10

Misperceptions Of Radio



Research and Insights



Automotive 🔒

As one of radio's top spending categories, it's important to have all the tools you need in one place. The Automotive section has that and more, including **Auto Toolkit**.



Ad-to-Sales Ratios 🔒

How much should advertisers allocate to their advertising budgets? To help answer this important question, RAB offers highlights from Schonfeld & Associates, Inc.'s annual Advertising Ratios & Budgets publication.



Cannabis | Marijuana 🔒

Marijuana advertising is considered a new revenue opportunity for all media. As it pertains to radio advertising, there are some rules that should be considered. In this section find FAQs, whitepapers, blogs and more.



Co-op 🔒

Join the thousands of radio sales professionals who constantly find new ways to fund radio campaigns with the cooperative advertising information contained in the RAB Co-op files. The Co-op Directory has over 8,000 freshly updated listings, weekly sales leads for retailer promotions, new digital co-op plans with ready-to-use web ads and quick and easy video tutorials.



Digital Sales 🔒

Special reports, studies, research, training and more to help you understand and sell digital advertising to your clients.



Instant Backgrounds 🔒

The key to selling big accounts is understanding your prospect's business, but who has the time to collect all that information? We do. Instant Backgrounds quickly tells your sales pros the "who, when, where, why and how" for over 100 different business and product categories. As an informed marketing consultant, use the Instant Background information to easily include the insights in your correspondence and presentations.



Media Facts 🔒

RAB's Media Facts section provides an overview of key media categories competing with radio for advertising dollars. Each report provides a look at the state of the industry today for major media options.



Misperceptions of Radio 🔒

Drawing on the expertise of the RAB's Advisory Committee, get the facts on the 10 commonly held misperceptions of radio.



Multicultural Marketing 🔒

Based on input from media-buying professionals, listed in this document are some points that marketing professionals should share to validate the value of the multicultural consumer.



Provoke Insights 🔒

Provoke Insights, in partnership with the RAB, provides local radio sellers and managers strategic and insightful knowledge into the consumer mindset and audio's role in consumers' behavior across key business categories.



Research Studies 🔒

Research reports and studies that focus on HD radio, radio and digital, podcasting and more.



The Pitch 🔒

Assists members in driving sales on the local, regional and national level by providing in-depth industry overviews and customizable presentations that include insight-based ideas for over 160 categories of business.

Misperceptions of Radio

Radio Matters because it works.



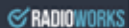
Designed in partnership with RAB's Sales Advisory Committee, below are 10 commonly-held misperceptions of radio, and a collection of one-sheets and Power Point slides to help you have a fact-based conversation with your clients about the power, resilience and versatility of America's number 1 reach medium -- radio.



MISPERCEPTION
IS ANYONE
LISTENING?

Is Anyone Listening? 🗕

With so many new and exciting options, AM/FM radio remains the top audio source and reaches more people every week than any other medium.



MISPERCEPTION
RADIO ISN'T
LOCAL ANYMORE

Radio Isn't Local Anymore 🗕

Radio is an engaging medium that connects with listeners in local communities coast to coast via on-air broadcasts, online websites, podcasts and streams, social media and local community events.



MISPERCEPTION
LISTENERS DON'T
CONNECT WITH DJs

Listeners Don't Connect with DJs 🗕

Listeners have a personal connection with radio's influencers. Listeners have a unique and personal connection with their favorite radio station because of their favorite radio personality.



MISPERCEPTION
EVERYONE IS
LISTENING TO
PANDORA/SPOTIFY/
SATELLITE

Everyone Is Listening to Pandora, Spotify or Satellite 🗕

Despite numerous audio options, radio continues to play an important role for music, entertainment and information.

Important Article: [Time Spent with Radio is Time Well Spent](#)

In Spanish: [El Tiempo con la Radio es tiempo bien invertido](#)



MISPERCEPTION
EVERYONE TURNS OFF
THE RADIO WHEN A
COMMERCIAL COMES ON

Everyone Turns Off the Radio When a Commercial Comes On 🗕

Radio ads engage and influence behavior. Listeners listen and listen and listen.



MISPERCEPTION
RADIO REACHES
ONLY LOW-INCOME
INDIVIDUALS

Radio Reaches Only Low-Income Individuals 🗕

Through its vast array of formats, radio reaches consumer audiences of all professions and lifestyles.



MISPERCEPTION
RADIO DOESN'T
DRIVE TRAFFIC
OR SALES.

Radio Doesn't Drive Traffic or Sales 🗕

As the original mobile medium, radio reaches consumers wherever they are, influencing product consideration and purchase behavior.



MISPERCEPTION
IT'S HARD TO TRACK
AND MEASURE RADIO'S
LOCAL RESULTS.

It's Hard to Track and Measure Radio's Local Results 🗕

Radio delivers results for advertisers - from Fortune 500 companies to Main Street retailers. With over 15,000* local radio stations across the country, radio provides measurable outcomes for advertisers in all markets.



MISPERCEPTION
RADIO CAN'T TARGET
A SPECIFIC AUDIENCE
LIKE CABLE.

Radio Can't Target a Specific Audience Like Cable 🗕

Radio touches the lives of millions of people weekly, more than any other medium.



MISPERCEPTION
SOCIAL MEDIA IS
MORE EFFECTIVE
THAN RADIO.

Social Media is More Effective Than Radio 🗕

Driving conversation and engagement among listeners is one of radio's greatest strengths, and the personalities on radio stations are the original social media influencers.

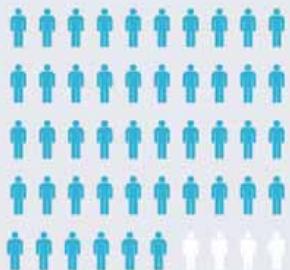
MISPERCEPTION IS ANYONE LISTENING?

With so many new and exciting options, AM/FM radio remains the top audio source and reaches more people every week than any other medium. Audio is in the midst of a renaissance. New digital audio platforms like podcasts, on-demand and streaming services and new and emerging technology in cars and mobile devices are driving a revolution in audio.

RADIO WORKS

RADIO: VIBRANT AND THRIVING

With so many new and exciting options, AM/FM radio remains the top audio source and reaches more people every week than any other medium. Audio is in the midst of a renaissance. New digital audio platforms like podcasts, on-demand and streaming services and new and emerging technology in cars and mobile devices are driving a revolution in audio.



215 MILLION PEOPLE

AMERICA'S #1 REACH MEDIUM

Radio is **America's #1 reach medium**, connecting more adults 18 and older than social media or TV via smartphones, tablets, PCs or apps and delivering a vast amount of content wherever and whenever listeners want it – on-air, online and on-demand. Regardless of advances in technology, radio remains the top source for music discovery and the most used audio source in car.



214MM¹
the number of people who listen online each month

183MM²
the number of people who have ever listened to a podcast

15,000+

Local Everywhere
with over 15,000 local radio stations, radio touches every corner of the nation.

NIelsen AUDIO INSIGHTS/RADAR 158
Multiple estimates

THE INFINITE DIAL 2023
Edison Research/Amazon Music/Wonderly/ART19

TOTAL NUMBER OF AM/FM STATIONS
FCC 2022
<https://www.fcc.gov/media/broadcast-station-totals>

WANT TO KNOW MORE?
Visit www.rab.com/whyradio for the complete story on how radio can help build brands, engage customers and drive sales.



RADIO WORKS

RADIO: LOCAL AND ENGAGING

Radio informs listeners of NEWS, traffic, weather, events – about what's going on locally.

With over 15,000 local stations across the country, radio continues to entertain, inform and serve the local communities. Radio personalities drive the emotional and personal connection that listeners have with their stations. And during times of disaster and need, radio serves as the lifeline for local communities.



According to Jacobs Media Tech Survey 2023, 49% of adults attribute radio's local feel as its key advantage.



15,000+ 214MM

Local Everywhere
with over 15,000 local radio stations, radio touches every corner of the nation.

Listen Everywhere
radio reaches consumers everywhere, at home, at work and in the car.



WOULD FOLLOW THEIR FAVORITE PERSONALITY IF THEY WENT TO ANOTHER RADIO STATION



VALUE AND TRUST RADIO PERSONALITY'S OPINIONS



SPEAK TO FRIENDS ABOUT WHAT THEY HEAR FROM THEIR FAVORITE RADIO PERSONALITIES



FOLLOW THEIR FAVORITE RADIO PERSONALITY ON SOCIAL MEDIA



77%

of listeners would try a brand recommended by their favorite radio personality

RADIO IS PERSONAL RADIO CONNECTS

Listeners have a unique connection with their radio station because of their favorite radio personality. They engage with the radio station personalities on air, online and across social media. As social media influencers, radio personalities speak to the local events and occurrences of listener's daily life.



(1) FCC, 2022; (2) Data Media Group Surveys; (3) Jacobs Media/Jacobs Media Tech Survey 2023; Radio in the Post-Pandemic Era; (4) Nielsen RADAR 158 P18+

#11

Competitive Media

Research and Insights



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Media Facts

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Media Facts from RAB

RAB's Media Facts Section provide an overview of key media categories competing 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 faces in the changing media environment
- Terminology used in buy/sell transactions
- Links to trade association and research service Web sites where you can find more in-depth information on the medium
- Lists of positives and negatives for consideration by those considering placing their messages on the medium
- Suggestions for how combining radio with the medium for enhanced advertising impact/ROI

Media Facts Reports

- Digital Audio / Satellite Radio
- Direct Mail
- Internet / Mobile / Social Media
- Local Search (Digital / Print)
- Newspaper
- Out of Home
- Television / Video



Making the Case for the Power of Radio

Engagement Labs study commissioned by RAB conveys and underscores radio's unparalleled potential as a driver of brand discussions for advertisers. The study further explores how radio driven brand conversations impact and influence behavior, social issues and purchase intent for a range of category verticals.

[READ MORE](#)

Choose a Media Facts Report

- Digital Audio / Satellite Radio
- Direct Mail
- Internet / Mobile / Social Media
- Local Search (Digital / Print)
- Newspaper
- Out of Home
- Television / Video

Television / Video

[MEDIA FACTS](#)[ADVANTAGES](#)[DISADVANTAGES](#)[PLUS RADIO](#)[GLOSSARY OF TERMS](#)[CREATE A PROFILE](#)

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.

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

- 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 services increases.

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

- As of January 2023, 85% of households had at least one TV-connected device.

(Source: Nielsen National TV Panel, 2023)

- As of January 2023, 36% of U.S. TV Households accessed their TV content solely through a broadband internet connection.

(Source: Nielsen National TV Panel via NPOWER, 2023)

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.

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

- 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 services increases.

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

- As of January 2023, 85% of households had at least one TV-connected device.

(Source: Nielsen National TV Panel, 2023)

⬆ Advantages

Total TV/Video Advertising Advantages

- Is deliverable 24/7
- Combines all the elements of sound, sight and motion to deliver a powerful impact on the senses
- Is intrusive, 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 timespan
- Exclusivity of product category is usually available at a price
- May reach consumers who tend not to access any other form of media
- Has largely moved away from seasonal viewing shifts as networks rose 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.
- Growing use of alternate video devices (computer, tablet, streaming services) creates an opportunity
- VOD (Video on Demand) opens growth area for consumer usage and awareness

Network TV Advantages

- Reaches virtually all U.S. markets, households
- Broad reach allows for fairly rapid cume 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 sponsorships are available
- Nets and program producers are increasingly offering product placement and digital sponsorship deals
- Pricing for short commercials is fair
- Primetime hours are relatively uncluttered with commercials. Clutter rates had risen earlier in this decade but have stabilized more recently
- Upfront audience delivery guaranteed on broad demographics
- Audience research through Nielsen's PeopleMeter provides a degree of precision in data compared to most other media
- Nielsen's commercial ratings give advertisers an ad-relevant overview

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

⚠ Disadvantages

Ad-Supported Cable TV Disadvantages

- Full-market coverage is only available in 1+ markets; advertisers must supplement with ADS (satellite/telcos) to achieve full-market saturation
- Bundling – or the packaging of multiple channels by cable access providers – forces consumers to pay for channels they don't watch
- Due to rising costs of subscriptions and increasing availability of other video options, more and more consumer are "pulling the plug" on cable services
- Approximately 13.6% of U.S. households only have access to broadcast TV, not cable
- While excellent programming is abundant, cable also fills a lot of air-time with reruns
- The large – and growing – number of cable channels creates a high degree of audience fragmentation, resulting in lower program ratings in general
- Number of channels makes buying difficult, placing commercials, tracking makegoods, doing post-analysis is time cumbersome and time consuming
- Clutter is a major issue on some channels, leading to even more avoidance than on broadcast TV
- Commercials give cable a downscale image
 - Glut of infomercials aired in late night and early morning
 - Poorly produced "local" spots may surround your well-executed spot
- Nielsen data on smaller cable channels, especially digital channels, is limited due to sample size issues
- Digital services such as Netflix pose a threat to cable and broadcast as they offer on-demand viewing, original content
- The top 7 cable companies lost an estimated 1,915,000 subscribers in 2020 (Source: Leichtman Research Group, 2020)

Total TV/Video Advertising Disadvantages

- Is expensive to produce and to buy
- Prime placement may not be available due to limited airtime within the most popular programs
- May be less demographically selective as other media forms, although cable TV options may be more focused
- Is typically cluttered, so spots may be placed deep within a string of commercials. Viewers may head to the fridge during long commercial breaks, or switch channels. Messaging may get lost in the shuffle, long-term recall may be lost.
- May be fast-forwarded if program is recorded for later viewing
- Increased use of social media in conjunction with TV-viewing may diminish or eliminate any attention to advertising messages aired
- Over 70% of adults feel that broadcast TV, cable/satellite TV has too many ads (Source: Nielsen 2023 Consumer Survey Report)

Network TV Disadvantages

- Ratings have eroded considerably with the growth of cable viewing and increased competition from various digital media
- Viewer loyalty has declined due to excessive stunting, schedule changes and program preemptions
- Audiences are increasingly older, more downscale as younger consumers move to other platforms
- Primetime is no longer the ultimate vehicle to reach mass audiences. Between 20-25% of the population is not reached weekly by combined ABC/CBS/NBC/Fox prime
- Ad exposure and impact have declined based on increased clutter, dial switching and ad skipping via DVRs
- No capacity to target specific areas within a given market
- Expensive – Highest CPM of any form of TV
- High commercial production costs
- While Nielsen's TV are superior to other media research, challenges remain re sample balancing, editing rules and measurement of new forms of transmission

🔊 Plus Radio

Environment: Radio is relatively uncluttered compared to television, especially versus local TV stations and cable. Even if viewers stay tuned during commercial breaks on TV, messages aired in long pods not register, or may become lost to memory by the end of the pod; and competitive advertisers may find their spots placed directly adjacent to each other. Many of the spots aired on TV/cable 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 TV/cable viewers who may not clearly recall ads they had been exposed to

Cost: Good radio advertising is inexpensive to produce in relation to TV/cable production costs. Creative for the same product can be tailored to appeal to a distinct consumer audience within a unique format such as Country, Talk, Urban, etc.

Speed: The time to create a radio spot, produce it and get it on the air is shorter than the time to get a good TV/cable spot ready for airing. Radio can be the advance team for messaging that needs to get out quickly, or for timed sales or events

#12

Radio Facts

The POWER of Radio



RADIO
FACTS



PLANNING /
BUYING



SALES
TOOLS



CREATIVE



TRAINING



STAFF



MY
RAB



DASHBOARD



Audience Research

Who listens, consumer trends and more

Effectiveness

Power your marketing

Misperceptions of Radio

Radio is vibrant and thriving. Find out more.

Radio Matters

Blogs, podcasts and more

Why Radio

All about radio in one place

RADIOWORKS for Multicultural Marketing

DOWNLOAD THE VIDEO NOW

Welcome! Would you like a quick tour?

TOUR RAB.COM

TOUR DASHBOARD



1

Hi!

Welcome to the new Why Radio microsite! Let's take a tour. Click NEXT to begin. Would you like a video tour instead? [Click here](#) to begin.

Next

%

of marketers polled agree their brand needs to establish audio cues on radio for the growing adoption of voice-activated devices.

Learn more about marketer intentions and how radio delivers.

[CLICK HERE](#)

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.

Please choose



Medium

Choose the medium you would like.

Please choose



Estimate

Select a estimate.

Please choose



Audience

Choose an audience type.

Please choose



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

[Submit](#)

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.

Automotive Customers



Medium

Choose the medium you would like.

Radio



Estimate

Select a estimate.

Amount HHLD plans to pay for nev



Audience

Choose an audience type.

All



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

Submit

Ask RAB

EFFECTIVENESS

Radio is America's #1 reach medium. Explore here for ideas on how to put radio's unique marketing power to work for you.



FREQUENTLY ASKED QUESTIONS

Browse through a variety of topics covering commonly-asked questions about radio and its extraordinary ability to build brands and motivate consumers.



MORE RESEARCH

Find other important research studies including various studies from Nielsen Catalina Solutions, The Infinite Dial, the Jacobs Media Tech Survey and more.



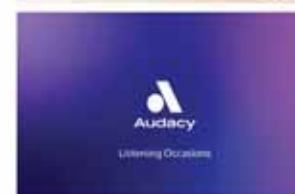
MATTER OF FACT

Keeping the advertising community in the know about radio across all platforms with information, insights and more. [Click here](#) to subscribe.

Research Studies

This set of research reports and studies focus on radio in all its forms. Be sure to scroll down for research reports on HD radio, radio and digital, podcasting and more.

ALL RADIO LISTENING CREATIVE MULTICULTURAL DIGITAL PODCASTING RADIO AND AUTOMOTIVE ROI
RADIO AND OTHER MEDIA RADIO DRIVES TRAFFIC



RAB



Attribution Whitepaper

RAB's attribution white paper has been prepared to showcase methodology currently available to measure the effectiveness of radio by and across platforms. Attribution is of paramount importance to the advertising community and there are many providers with capabilities to measure campaign success across radio forms.

[Read More](#)



Making the Case for the Power of Radio

Engagement Labs study commissioned by RAB conveys and underscores radio's unparalleled potential as a driver of brand discussions for advertisers. The study further explores how radio driven brand conversations impact and influence behavior, social issues and purchase intent for a range of category verticals.

[Read More](#)



Top Cultural Trends of 2023

Horizon Media's WHY Group has identified major cultural shifts and key forces at play influencing the nine trends we're seeing unfold for 2023. They include ongoing inflation, an uncertain job market, a new Congress with a new party in power and a relaxing of the hypervigilance we held for the past three years. We're starting to see the practical uses of technology that just a few years ago seemed futuristic, and at the same time, we're grappling with the broader societal impact of these technologies.

[Read More](#)



A Bright Future: The Evolution of Radio

This report shows how radio is evolving and continues to embrace technological advances to stay current and engage with the modern consumer. It also shares a glimpse into radio's future from the perspective of audio professionals.

[Read More](#)



Inflation Nation: The status of the "American Dream" and how brands can help.

The U.S. is facing its highest inflation period in 40 years. And this time, a once-in-a-generation event is taking place on the heels of another once-in-a-generation event. Just as people emerge from two years of COVID lockdowns, they're being greeted by nearly high prices for everything from gas and groceries to hotels and airfare - leading to a stalled lockdown.

[Read More](#)



The Power of Actionable Audio Ads

Create stronger, more meaningful brand associations and drive sales by tapping into the powerful combination of conversations and voice commerce.

[PDF](#)

Time with Radio is Time Well Spent

Time With Radio is Time Well Spent

Radio, across its platforms, is a go-to source for its great storytelling, the emotional connections it provides, the talent that consumers consider to be their friends and the trusted information and entertainment, whenever and wherever the listener wants and needs it. From rock to religion, from country to hip-hop, to Spanish, English or another language, radio is there offering diversity of content for a diverse listening audience.

No other media option can do all this. No other media offers this to consumers for FREE. The reality is quite simple: time spent with RADIO is time well spent.

[Latter](#) | [In Spanish](#) | [PAC](#)



Audio Pulse: Capturing Perceptions, Opinions and Intentions Among Marketers

Radio serves many purposes in the lives of its listeners. It's a medium that is very special to local communities - big and small, as it brings many together in a way that feels very intimate. Radio is known for its great storytelling, the trust it for information and entertainment - for social information, such as where to take the kids this weekend or to simply turn it up and dance to the latest hits.

New research shows how radio can help brands build relationships with consumers through the power of storytelling and shared passions.

In conjunction with the Association of National Advertisers (ANA), RAB brings you this presentation, which provides opinion poll results among marketers and a glimpse at how radio delivers on those insights.

[ANA | RAB Presentation](#)



Radio Drives Store Traffic

As a truly mobile medium, radio is the medium closest to purchase. So, when a consumer hears a radio commercial, are they more inclined to visit the advertiser they heard? Does exposure to the radio commercial on certain days of the week have a greater influence on when they visit? The Radio Advertising Bureau (RAB) already proved that radio ads drive online behavior in Radio Drives Search, but what about store traffic? Can radio advertising be attributed to a lift in store/location traffic? The RAB, partnered with Taggitalia's Dial Report team to not only answer that question, but to attribute radio's traffic lift across various retail ad categories.

[Visit Radio Drives Store Traffic](#)



Radio Drives Search

In today's digital world, consumers' path to purchase almost always includes using a search engine. In fact, according to recent Forrester Research data, 71% of consumers begin their journey by using a search engine to discover new products and services (initiation), and 74% report using a search engine for consideration and purchasing research, comparison, transaction). One of the most common questions posed to the Radio Advertising Bureau (RAB) by its members and advertisers is: Does radio advertising drive online behavior? Does radio advertising drive search?

[Visit Radio Drives Search](#)

TOOLS

These tools are designed to help you understand and use radio effectively. Click below to begin.



WHY RADIO SLIDE DECK

A complete PowerPoint presentation illustrating radio's effectiveness

Why Radio - All Black | Hispanic



FAQ'S

Answers to some of the most commonly asked questions about radio



RADIO MATTERS

Radio Matters is an overarching Radio Advertising Bureau initiative that showcases the strengths of radio in meaningful and impactful ways



10 REASONS TO ADVERTISE

Targeting, immediacy, ubiquity and more. Here are 10 reasons why radio advertising works



WHY RADIO

RAB[®]

RADIO

A group of four young adults, two men and two women, are shown from the waist up against a solid yellow background. They are all wearing large, colorful over-ear headphones (red, pink, yellow, and white). They are all smiling and making 'rock on' hand gestures with their right hands. The man on the far left has curly brown hair and is wearing a yellow t-shirt under a blue zip-up hoodie. The woman next to him has dark hair and is wearing a purple hoodie. The man in the center has short dark hair and is wearing a green zip-up hoodie over a white t-shirt. The woman on the far right has long reddish-brown hair and is wearing a red hoodie. A semi-transparent yellow banner with white text is positioned across the lower half of the image.

A mass medium delivering audio content to passionate and loyal listeners across multiple platforms

RAB

THE MEDIA UNIVERSE

P18+ WEEKLY REACH


SOCIAL MEDIA

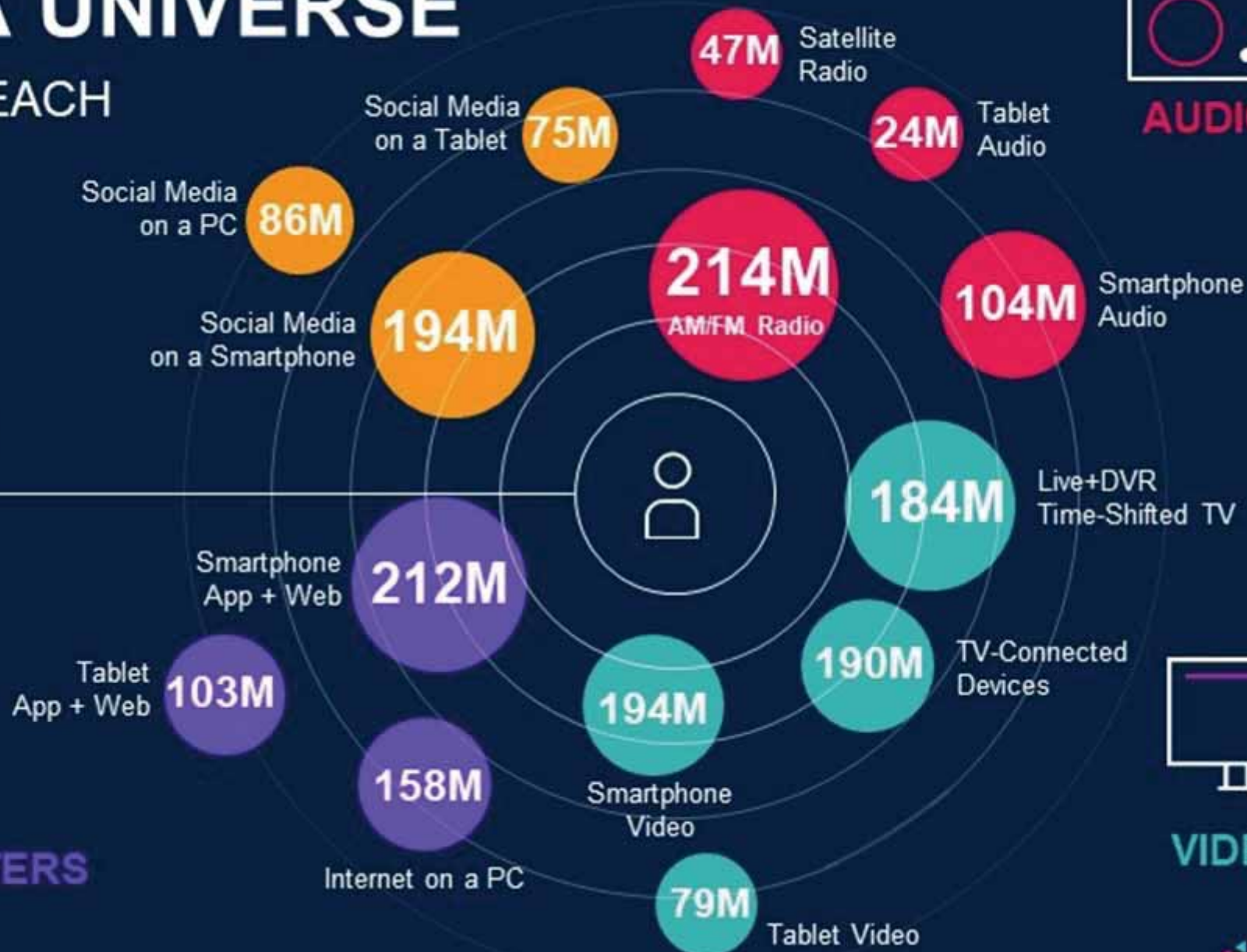
THE CONSUMER



MOBILE & COMPUTERS


AUDIO


VIDEO





ONLINE



Digital capabilities offering interactive opportunities

Complements and enhances on air campaign by reaching consumers across multiple touchpoints

Delivers content wherever and whenever listeners want it

ON AIR



A mass medium capable of easily delivery your message to many people

Targetable assuring the right people are exposed to your message

Trusted medium and always available especially during times of crisis

ON TARGET



An environment delivers consumers who are engaged and passionate about the content

Offering companionship and information

Exposure to the message when and where consumers are ready to buy or shop



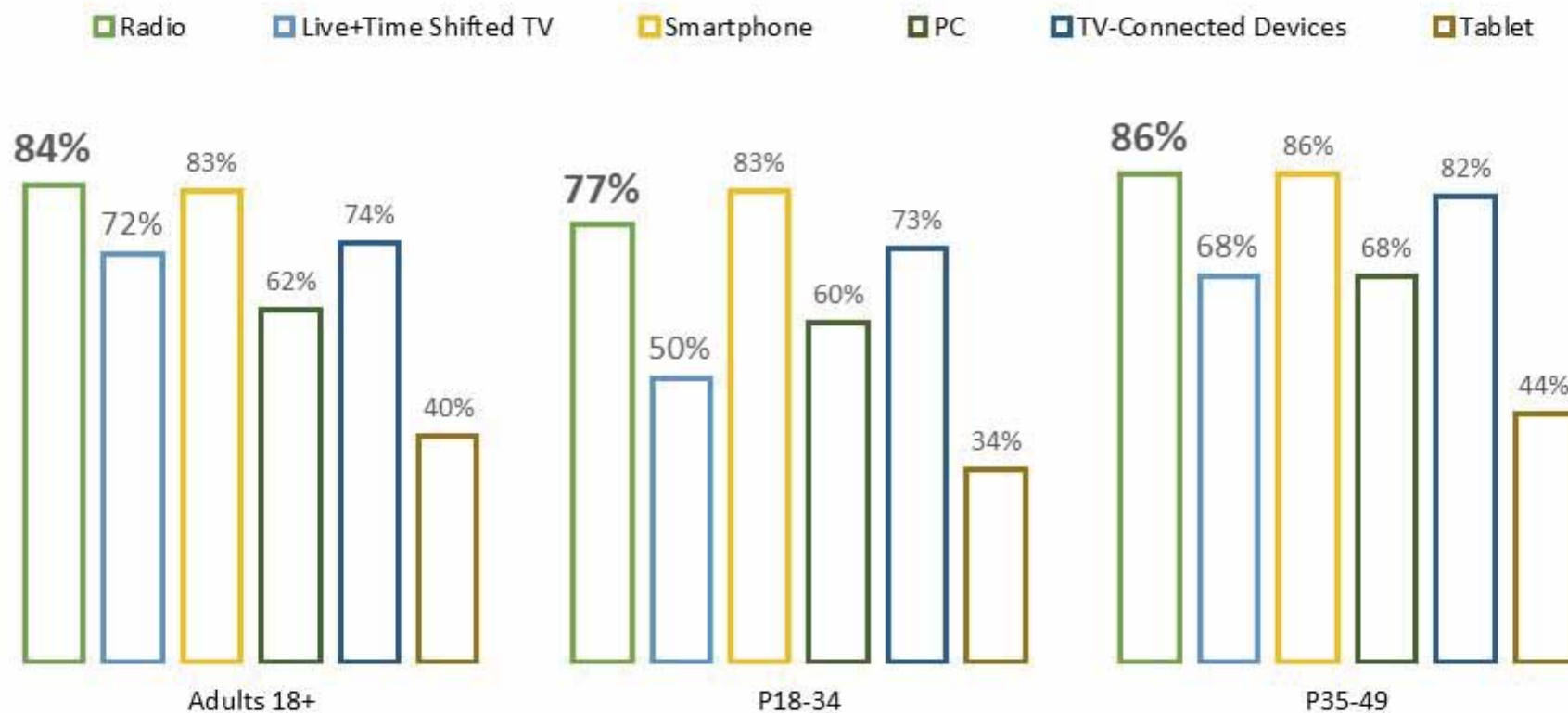
RADIO'S INCREDIBLE REACH

RAB



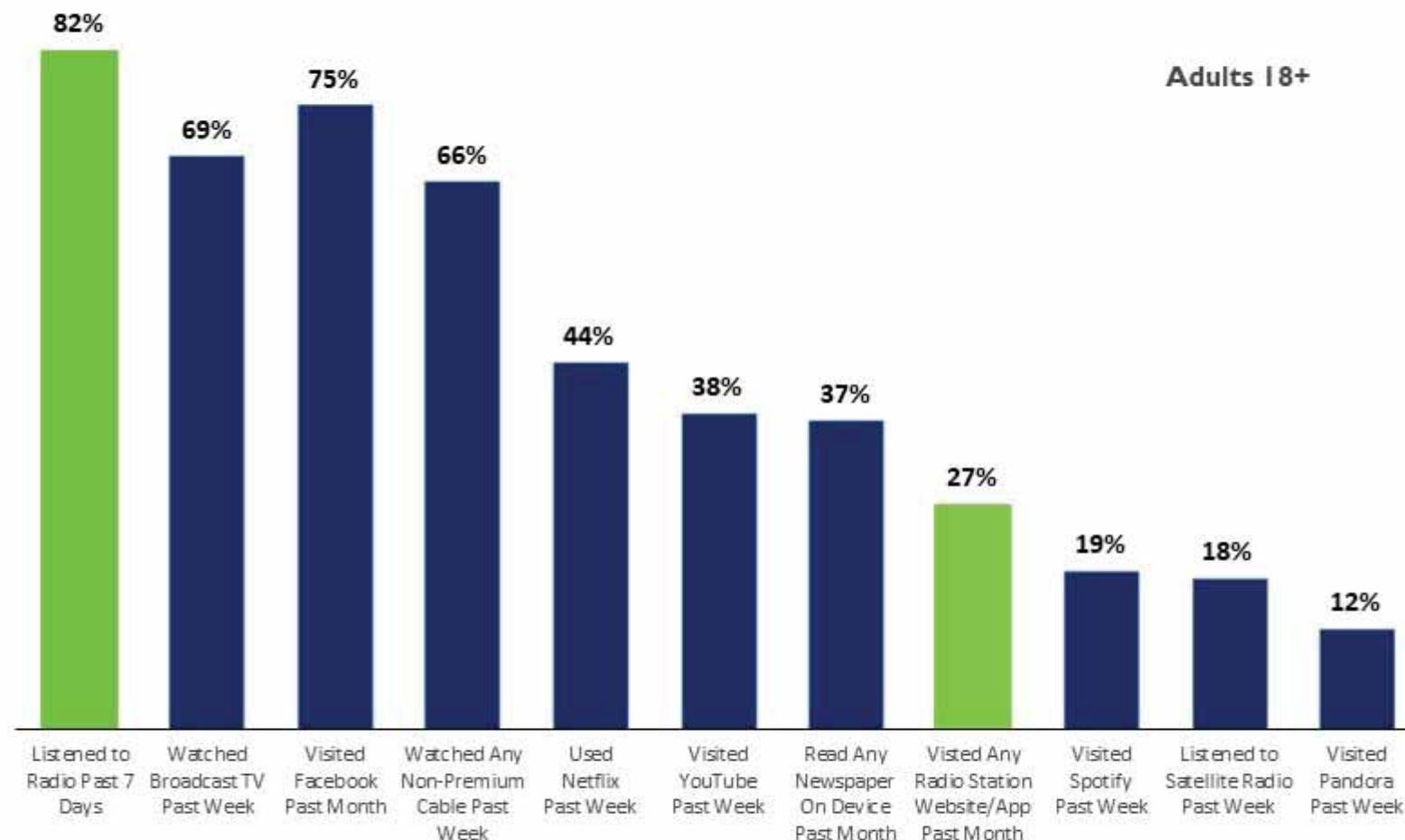
radio reaches
232 million
P12+ every week

RADIO BOASTS HIGHEST MASS REACH AMONG TRADITIONAL MEDIA



Source: Nielsen Audience Insights, Q3 2023; weekly reach

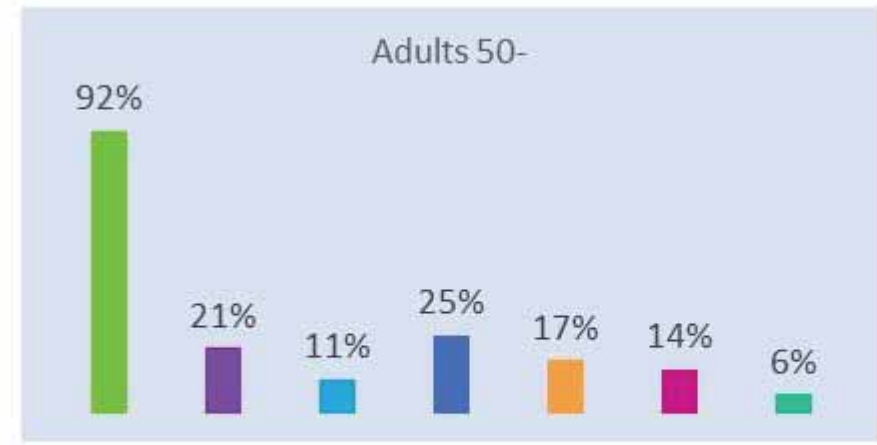
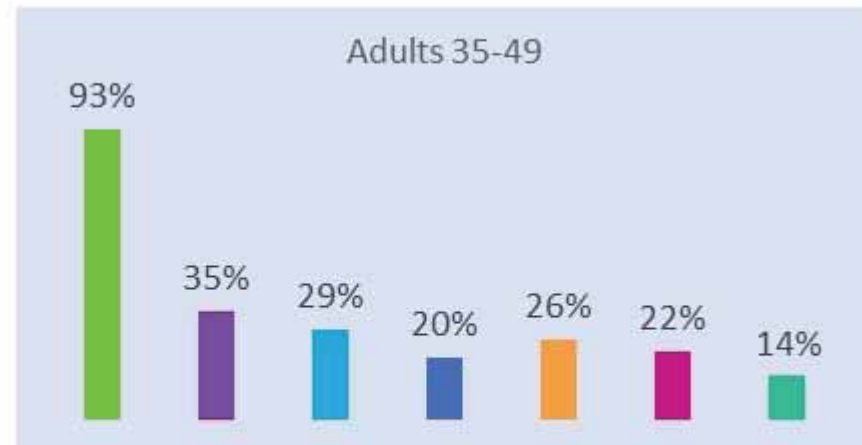
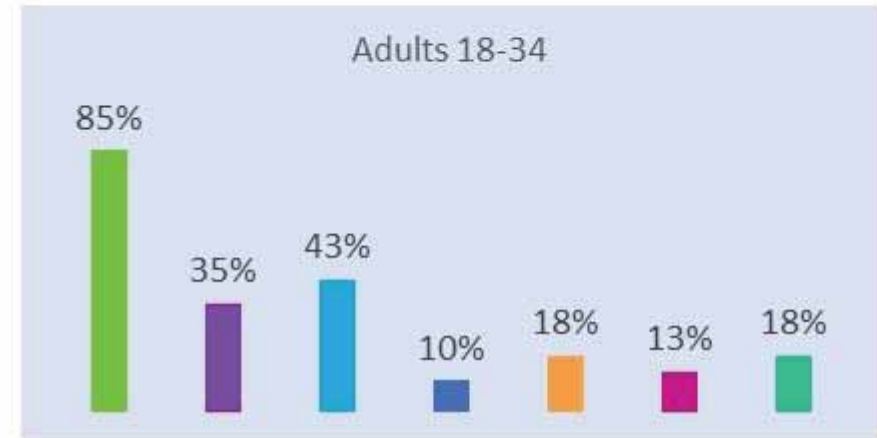
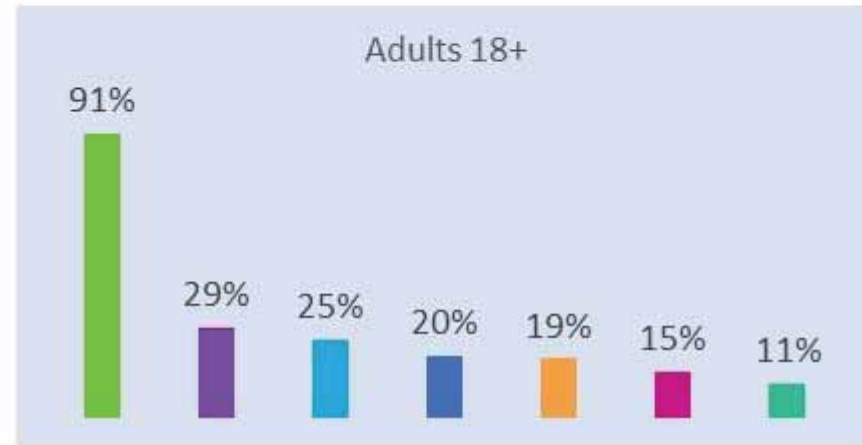
HIGHEST REACH AMONG ALL MEDIA OPTIONS



Source: Scarborough USA+, 2023 Release 1 Adults 18+ (Dec 2021–May 2023)

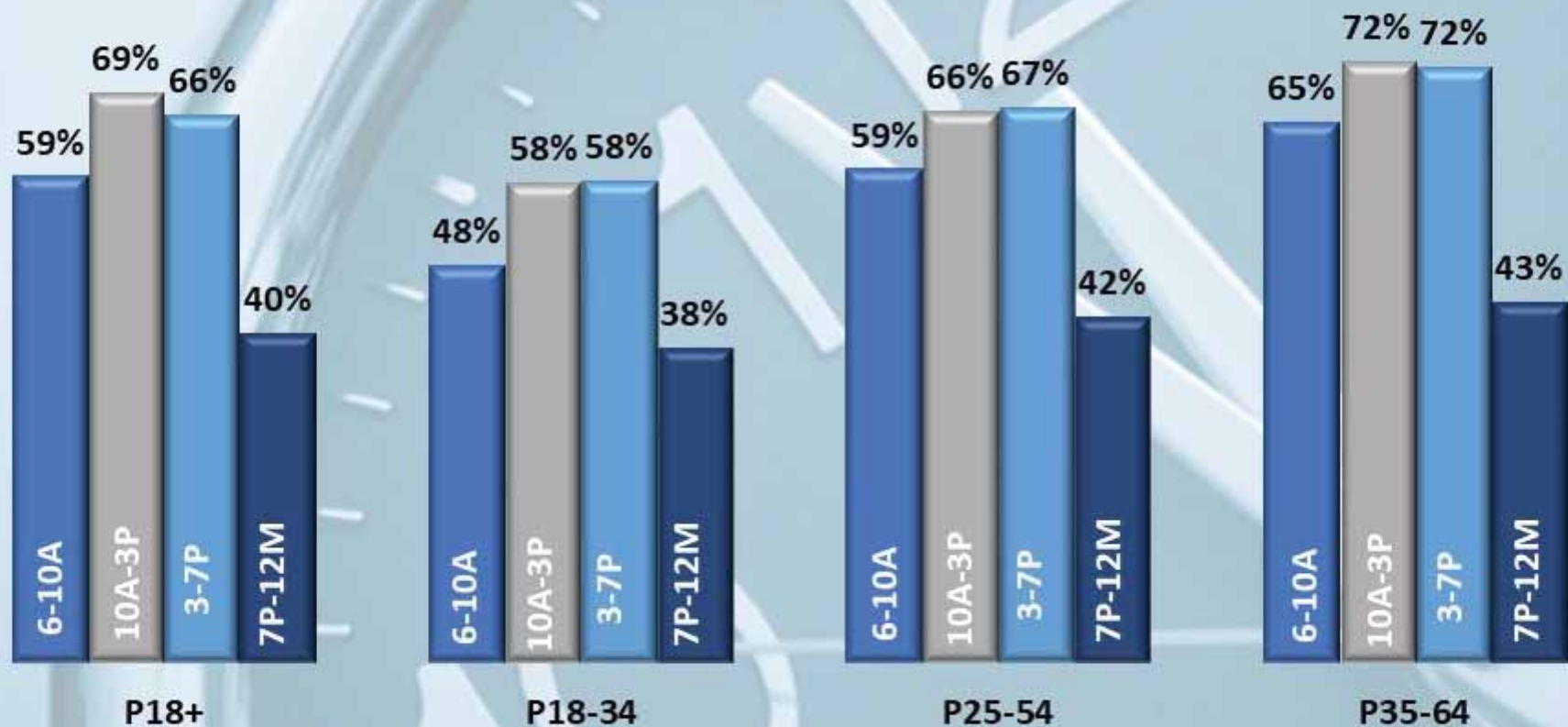
RAB

RADIO BOASTS HIGHEST REACH AMONG ALL AUDIO SERVICES



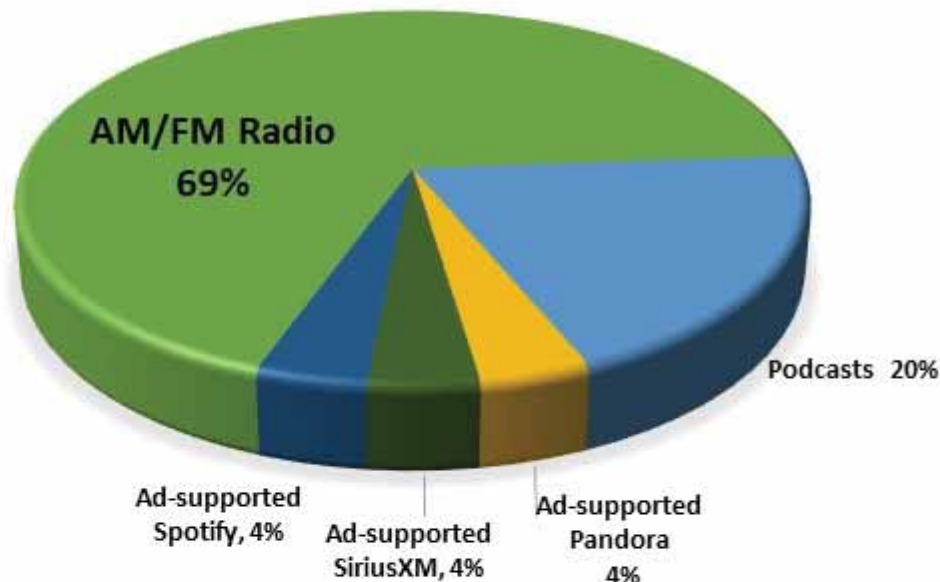
Radio YouTube Music Spotify Satellite radio Pandora Amazon Music Apple Music

RADIO PEAKS DURING THE DAY



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



PEOPLE
LISTEN
AND
LISTEN

RAB

HIGH TUNE-IN ACROSS GENDER



Source: Nielsen Audio, RADAR 159, Dec 2023, (Monday-Sunday 24-Hour Weekly TSL Estimates)

RAB

TUNE-IN TIME IS HIGH ACROSS ALL POPULATION SEGMENTS



Blacks



Total U.S. Population
(ADULTS 18+)



Hispanics

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

Weekly hours spent with media



11.3
HRS
AM/FM
Radio



20.9
HRS
App/Web on
Smartphone



24.5
HRS
Live+
Time-shifted TV



9.8
HRS
App/Web on
Tablet



16.6
HRS
TV-Connected
Devices



7.8
HRS
Internet
on a PC

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



RADIO IS
IMPORTANT
TO LISTENERS

RAB

DEEP CONSUMER CONNECTION



55%

listen to commercials more often on
radio and podcasts

53%

radio and podcast ads more relevant

51%

radio and podcast advertisers more
trusting

% of adult respondents

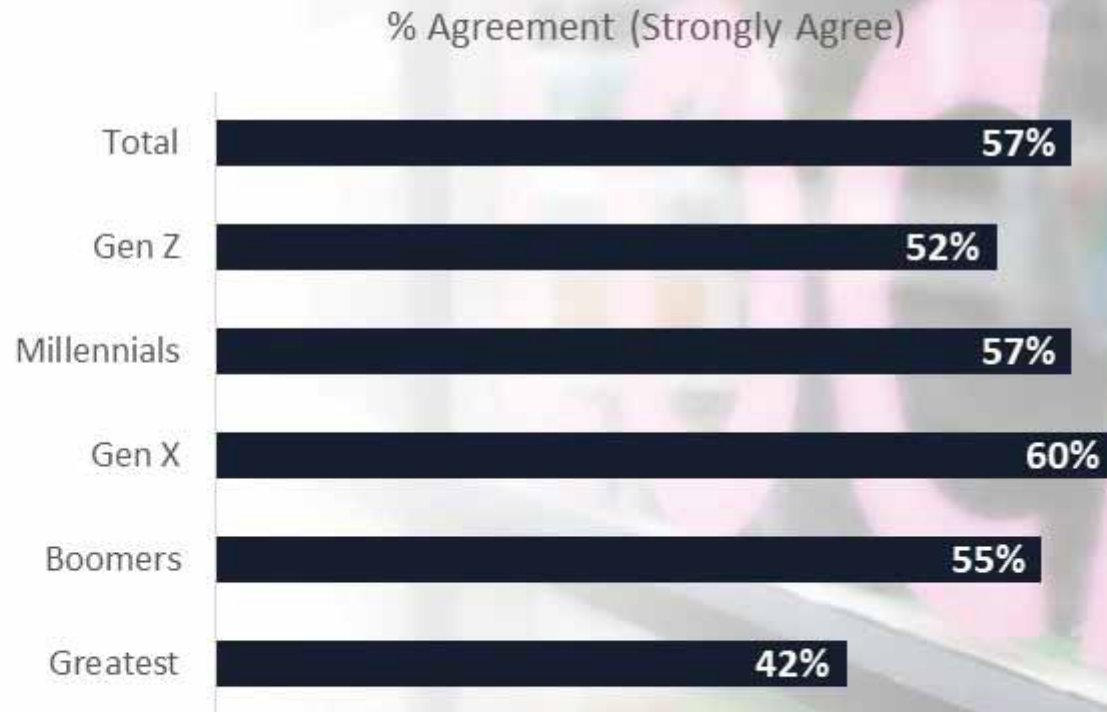
RADIO IS THE MOST TRUSTED MEDIUM

2x MORE TRUSTWORTHY
THAN SOCIAL MEDIA



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

ONE OF RADIO'S TOP ATTRIBUTES IS ITS LOCAL FEEL



LISTENERS ARE EMOTIONALLY CONNECTED TO RADIO

18

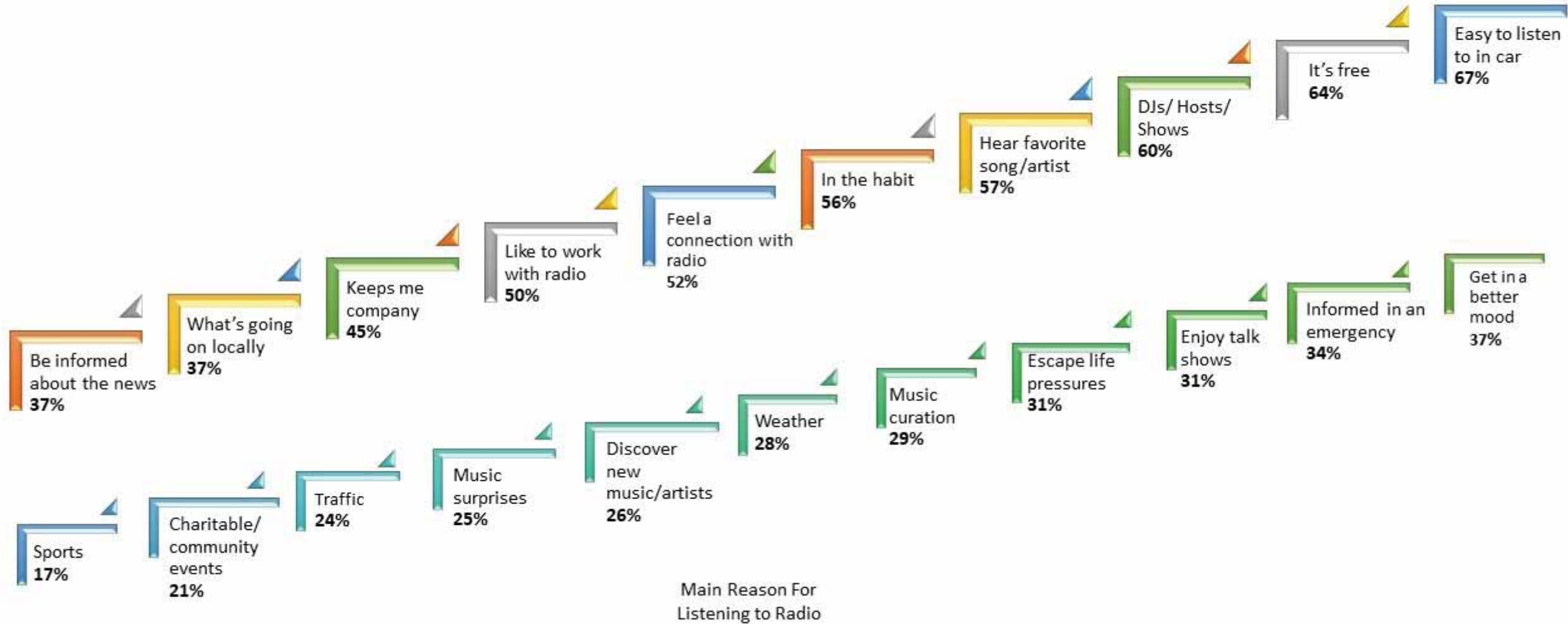
average number of years adult listeners have been tuning into their favorite station

- 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



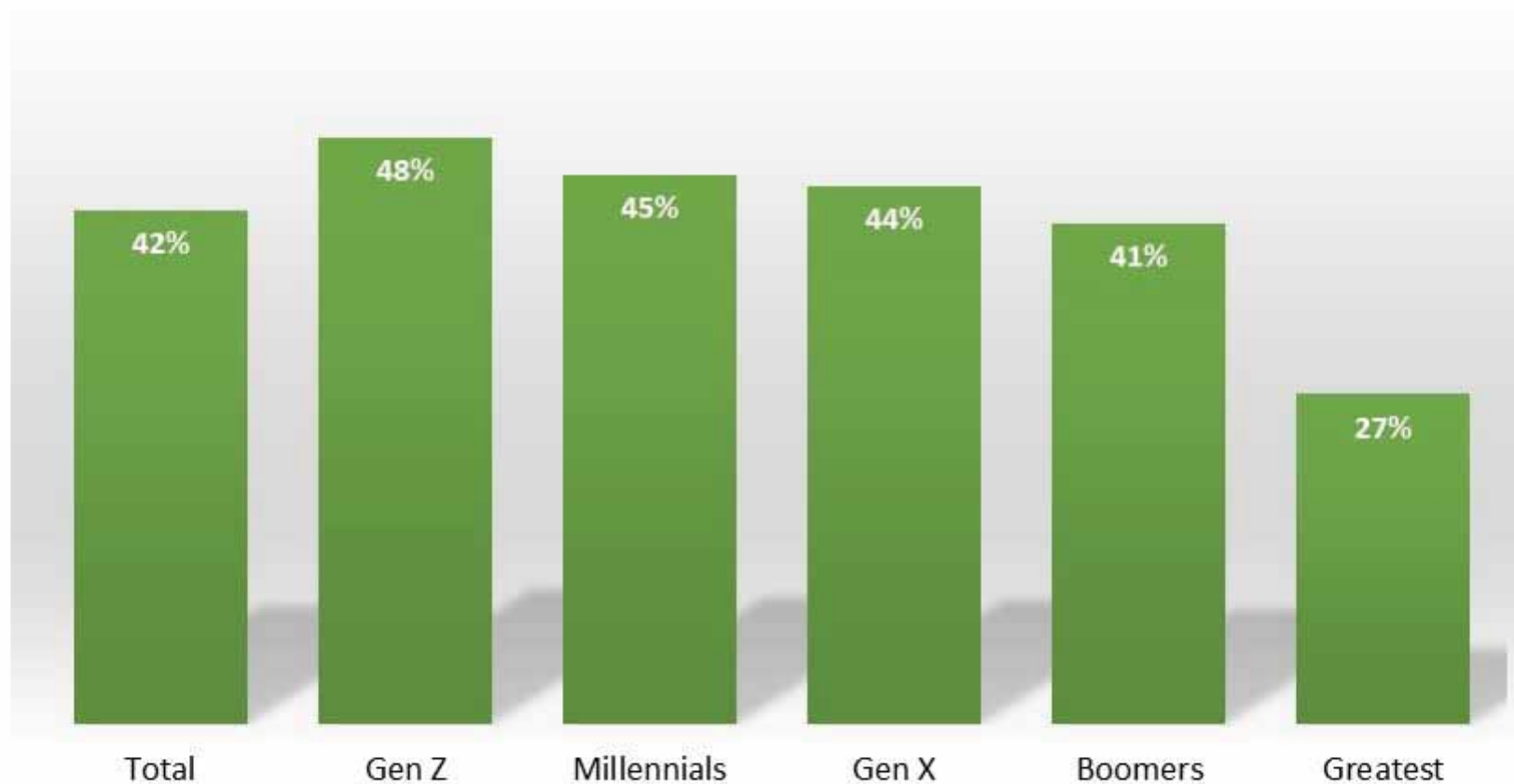
RADIO'S EQUATION

EASY + PERSONALITIES + EMOTION + CONNECTION



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

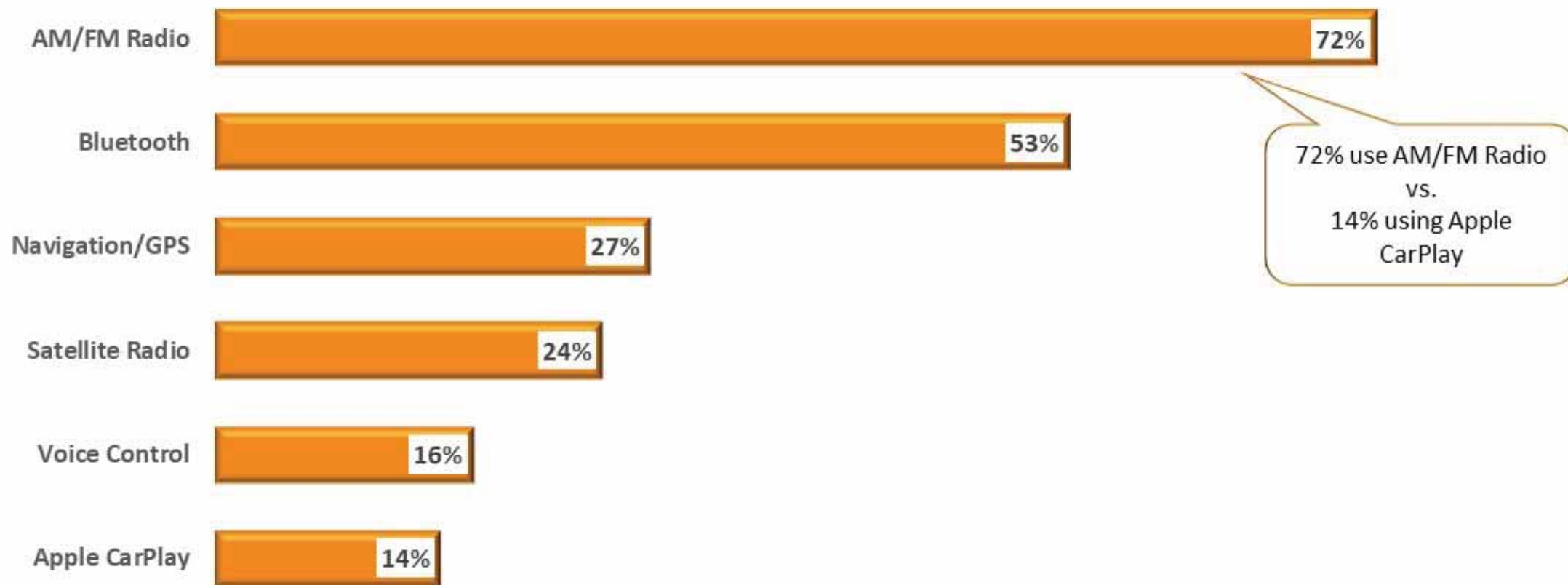
% Agreement (Strongly Agree) of Those Who Feel a Sense of Connection





RADIO
IN CAR

RADIO IS THE MOST USED FEATURE IN-VEHICLE



Source: Xperi surveyed 2909 U.S. car owners/leasers via an online panel in Dec 2022.



**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 Infinite Dial 2023 – Edison Research / Wondery/ART19, Adults 18+, driven or ridden in a car in the past month

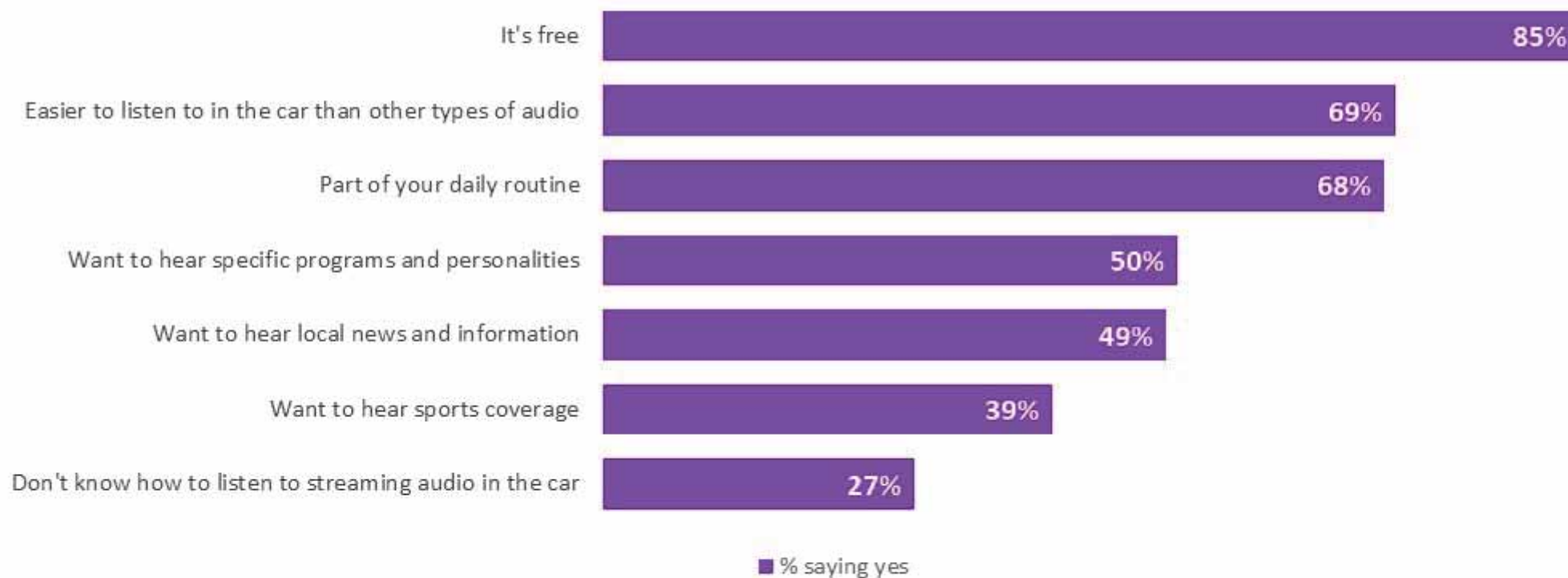
RAB

RADIO IS EASY

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



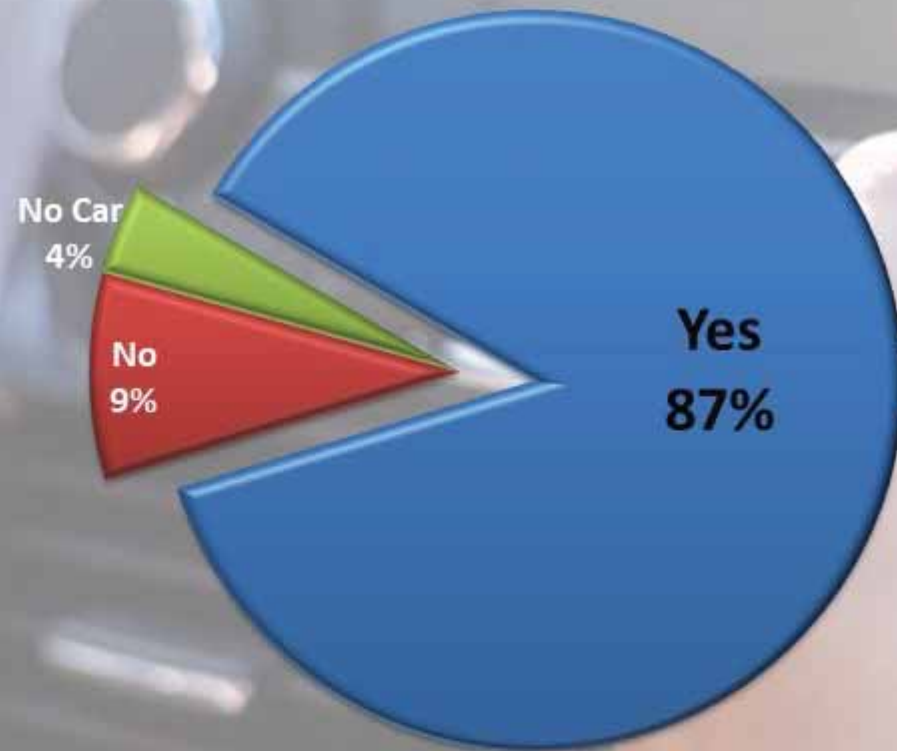
GEN Z TOP REASONS FOR IN CAR RADIO LISTENING



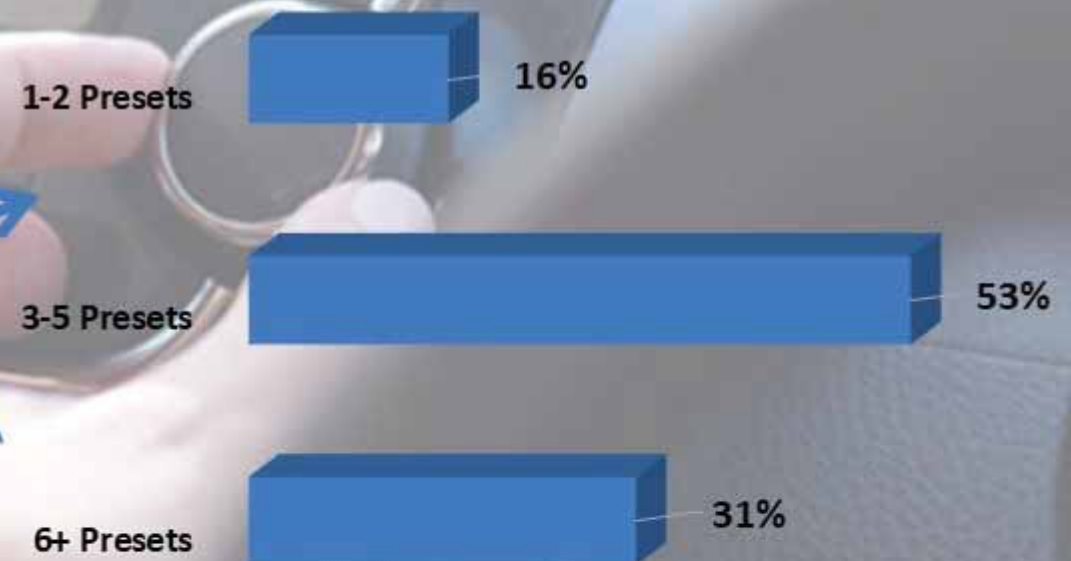
Q: Do you listen to "Over-the-air" AM/FM radio in the car because...?

GO-TO RADIO IS PRESET IN-CAR

Do you have preset radio stations programmed into your vehicle?



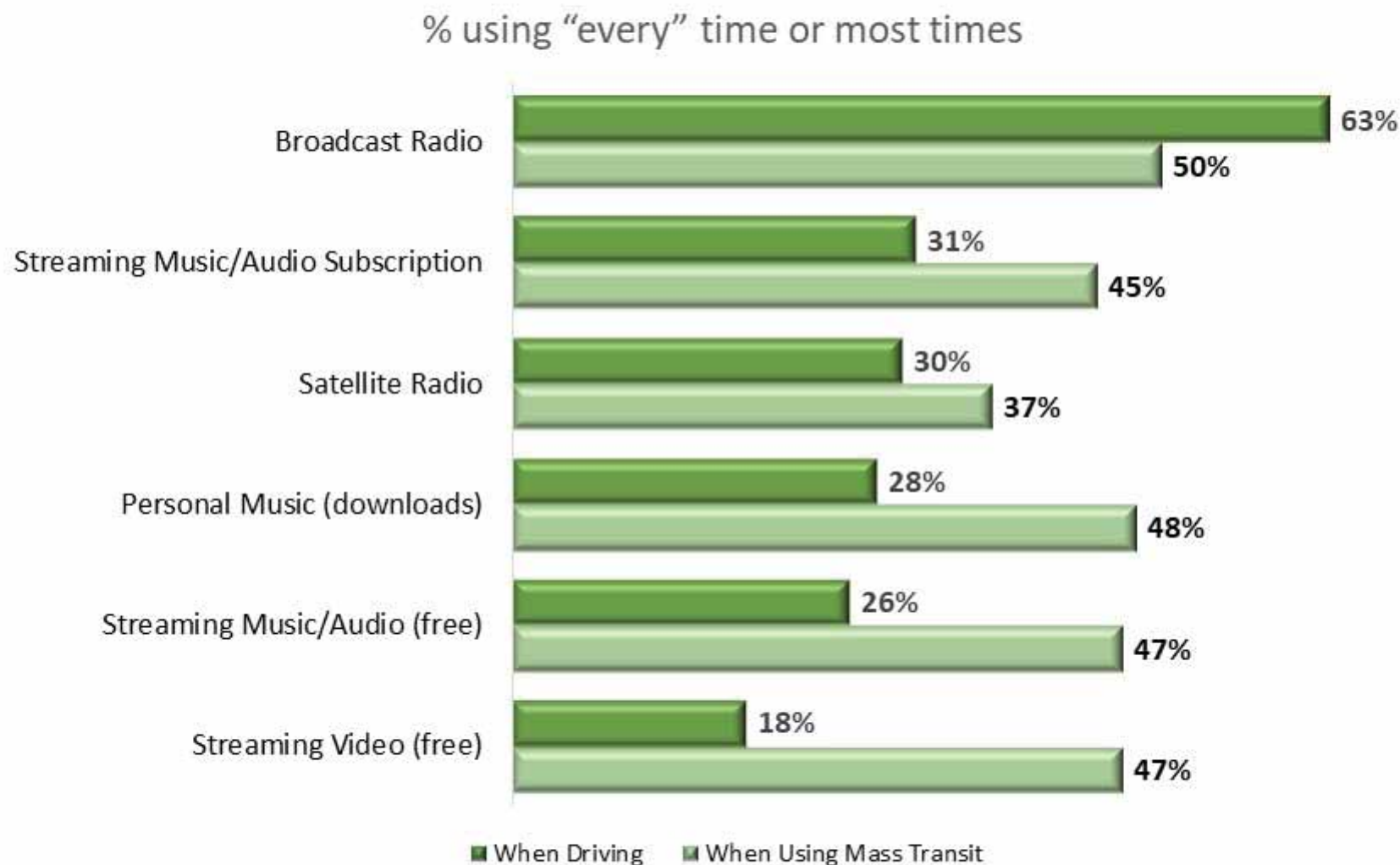
How many preset radio stations are programmed into your vehicle?



Source: Harker Bos Group, April 2022, 1000+ A18-44 in 10+ markets

RAB

RADIO TOPS MEDIA SOURCES – IN THE CAR AND ON-THE-GO



HD RADIO CONSUMER SATISFACTION

Artist & Advertiser Experience images



**ENHANCED
ADS
INCREASE
IMPACT**



Ad imagery appears on in-vehicle displays while the driver hears the ad on the radio



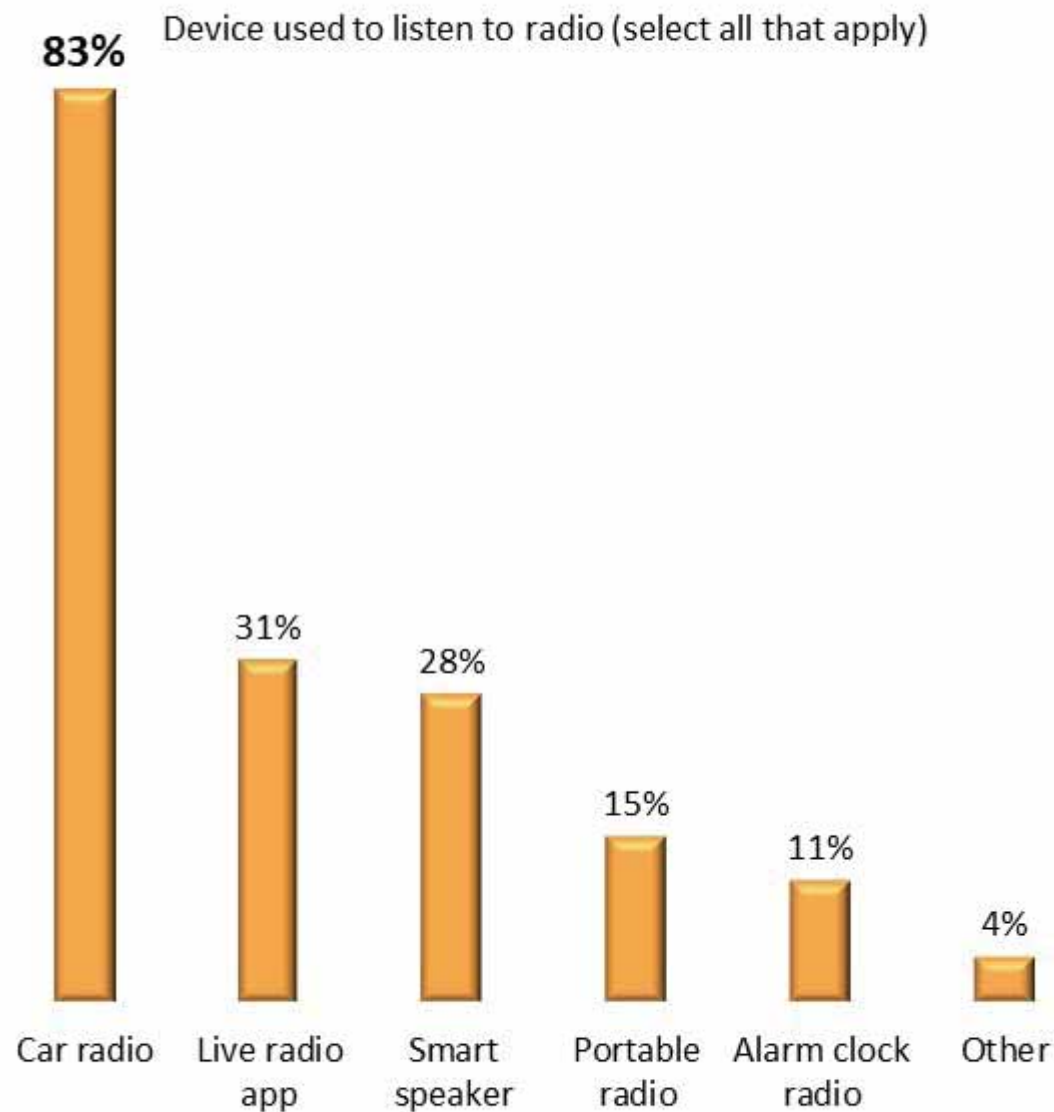
BROADCAST RADIO IS WHAT CONSUMERS TURN TO FOR IN-VEHICLE MUSIC



RADIO ACROSS PLATFORMS & DEVICES

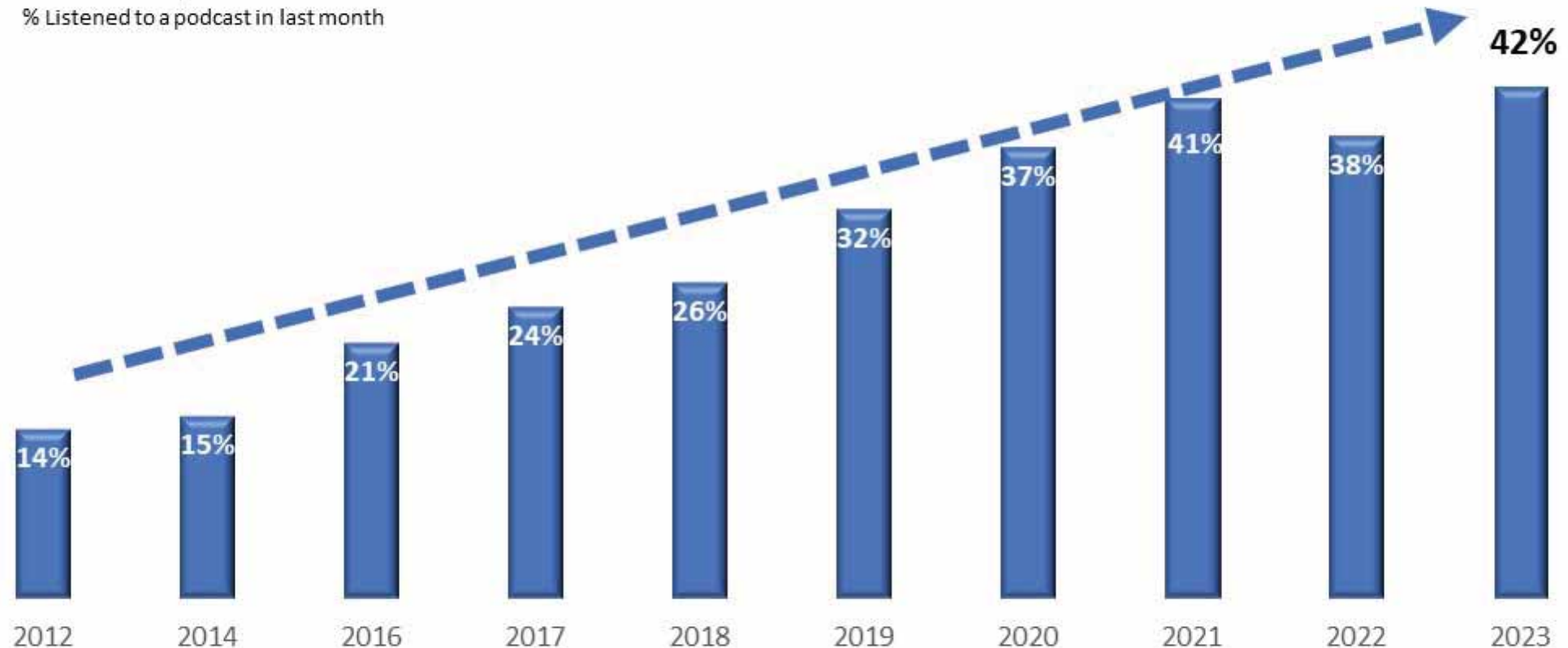


HOW DO PEOPLE LISTEN TO RADIO?



MONTHLY PODCAST LISTENING GROWTH

Total U.S. Population 12+
% Listened to a podcast in last month



PODCAST ADVERTISING INFLUENCES

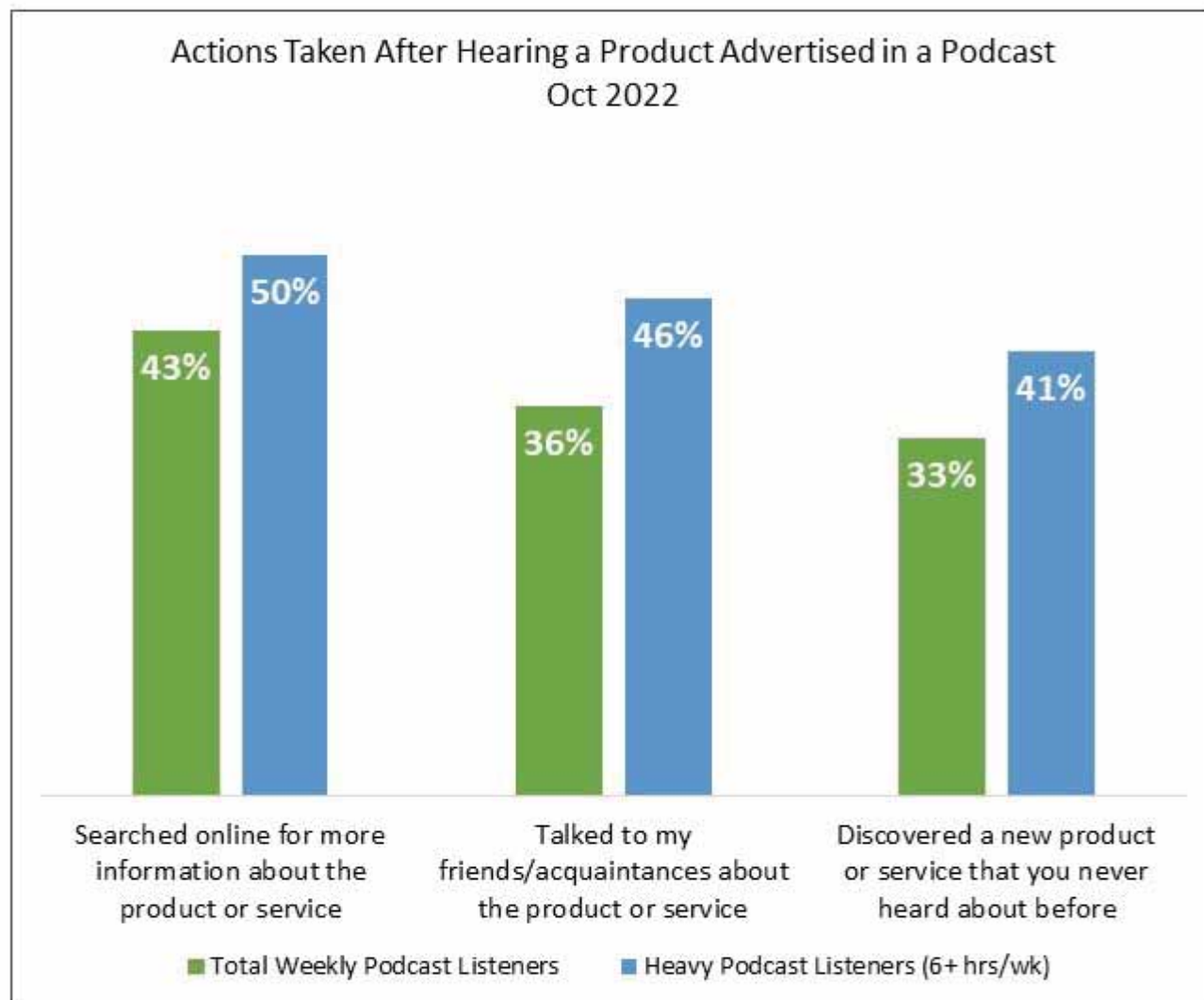


45%

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

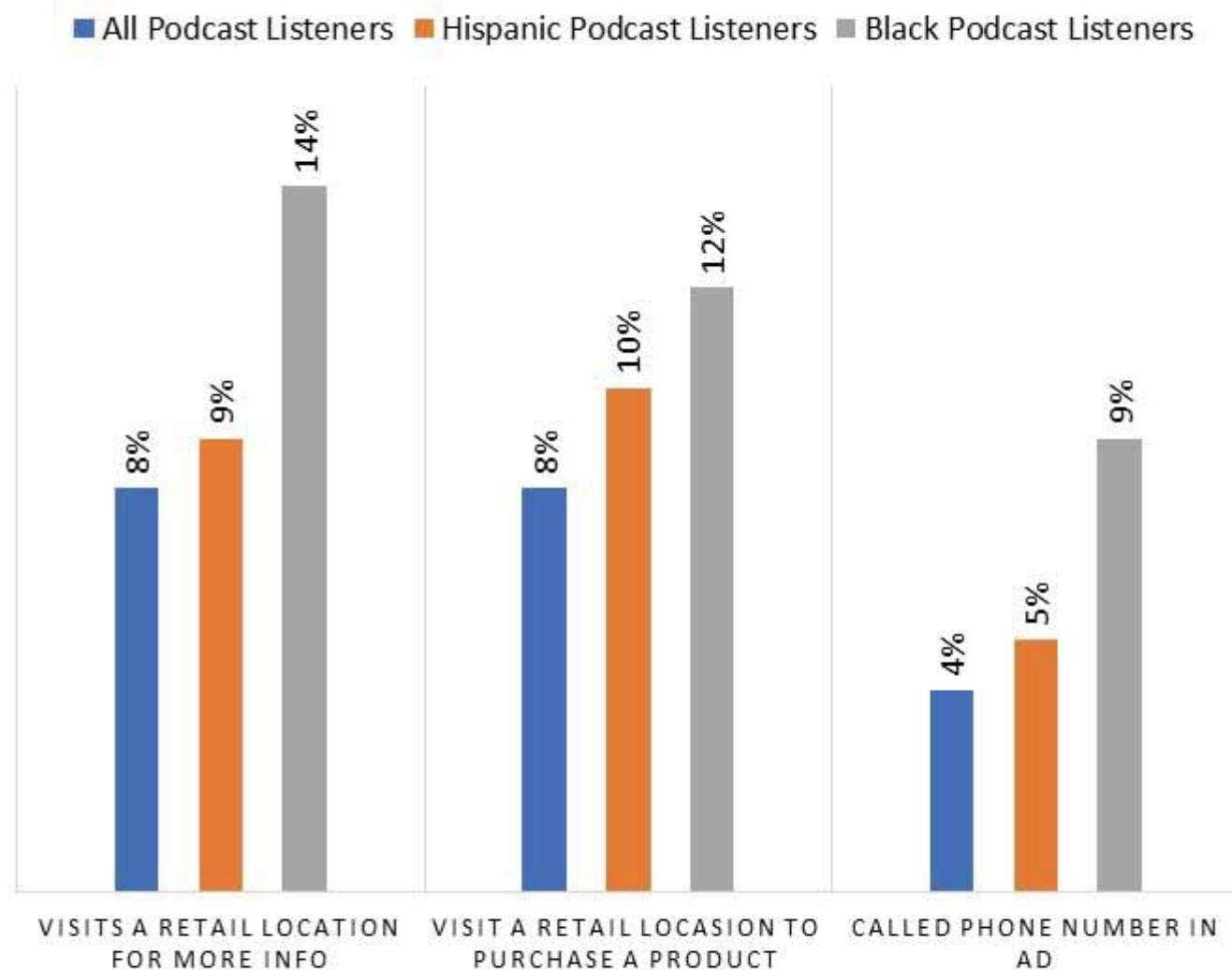
Source: Edison Research, PodcastOne, Ad Results Media Super Listeners Study 2020; Base listen to podcasts for at least 5 hours per week



PODCAST ADS DELIVER BRAND AWARENESS

PODCAST ADS ALSO DRIVE
ONLINE SEARCH

PODCASTS ADS ARE EFFECTIVE



Source: Nielsen Scarborough Podcast Buying Power, Nov. 2022
(listeners only) Adults 18+

RAB



Online Radio

214MM

P12+ have listened in the past month

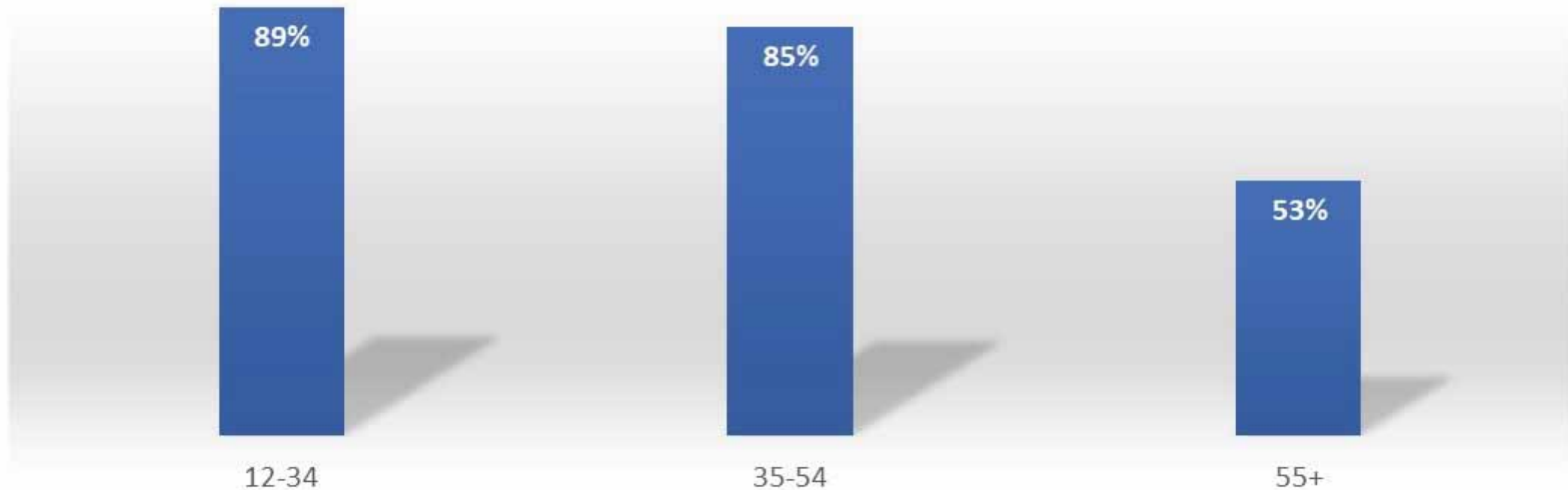
(AM/FM streams or internet only streams)

Source: The Infinite Dial 2023 – Edison Research/Amazon Music/Wondery/ART19

RAB

MONTHLY ONLINE LISTENING

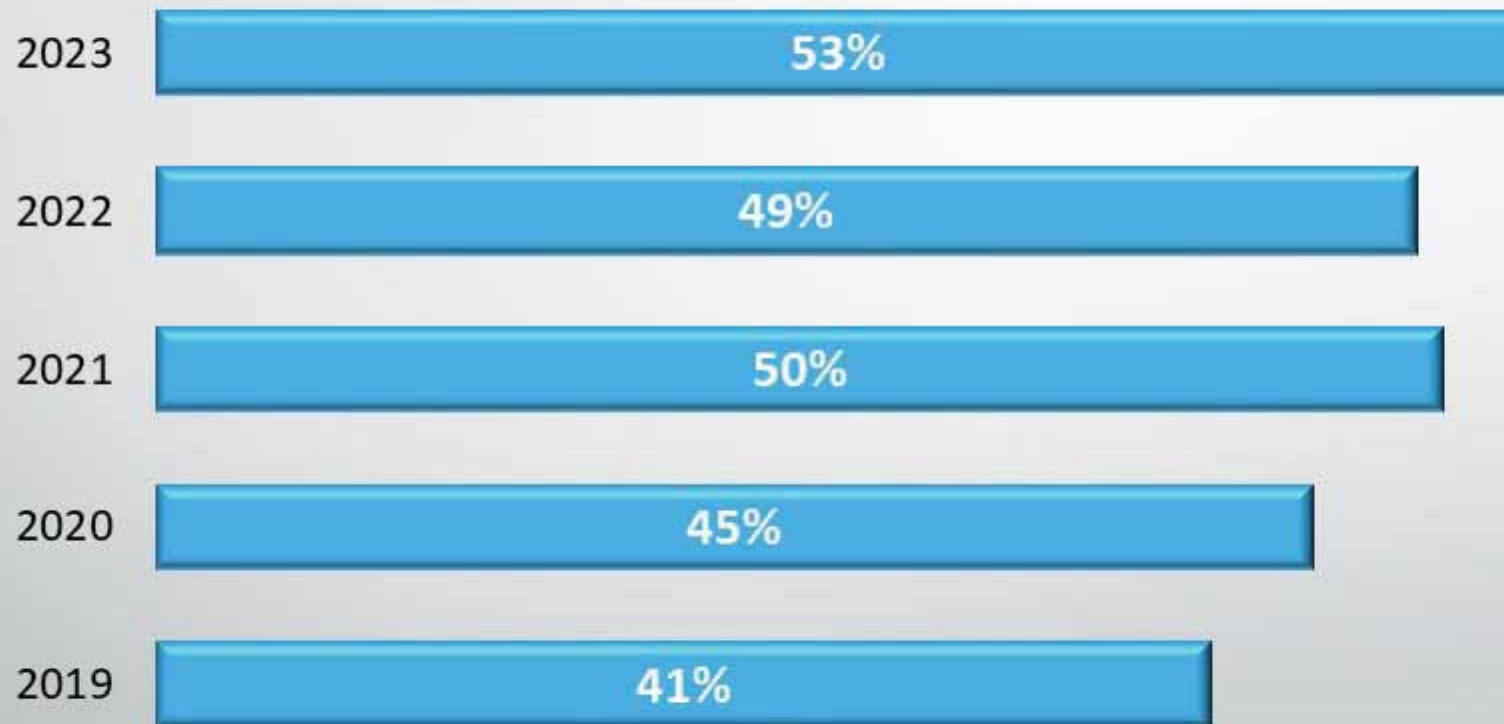
% listening to online audio in the last month



Online audio = Listened to AM/FM radio stations online and/or listened to streamed audio content available only on the internet

GROWTH OF ONLINE LISTENING IN-CAR VIA CELLPHONE

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



A person wearing a red and black plaid shirt is pointing at a laptop screen. The laptop screen displays a dashboard with three charts: a bar chart at the top left, a donut chart at the top right, and a bar chart at the bottom left. The background is a blurred office setting with a desk, a smartphone, and a coffee cup.

RADIO DELIVERS RESULTS

RADIO IMPACTS KEY ASPECTS OF THE PURCHASE JOURNEY

Search Consideration

Social Ads, Reviews, Blog,
Media, Direct Email



Retention

Community Forum,
FAQ Knowledge Base



Awareness



Purchase



Advocacy



Radio, TV, Print, PPC, Out of
Home, PR, Word of Mouth, Email,
Online Ads, Social Ads

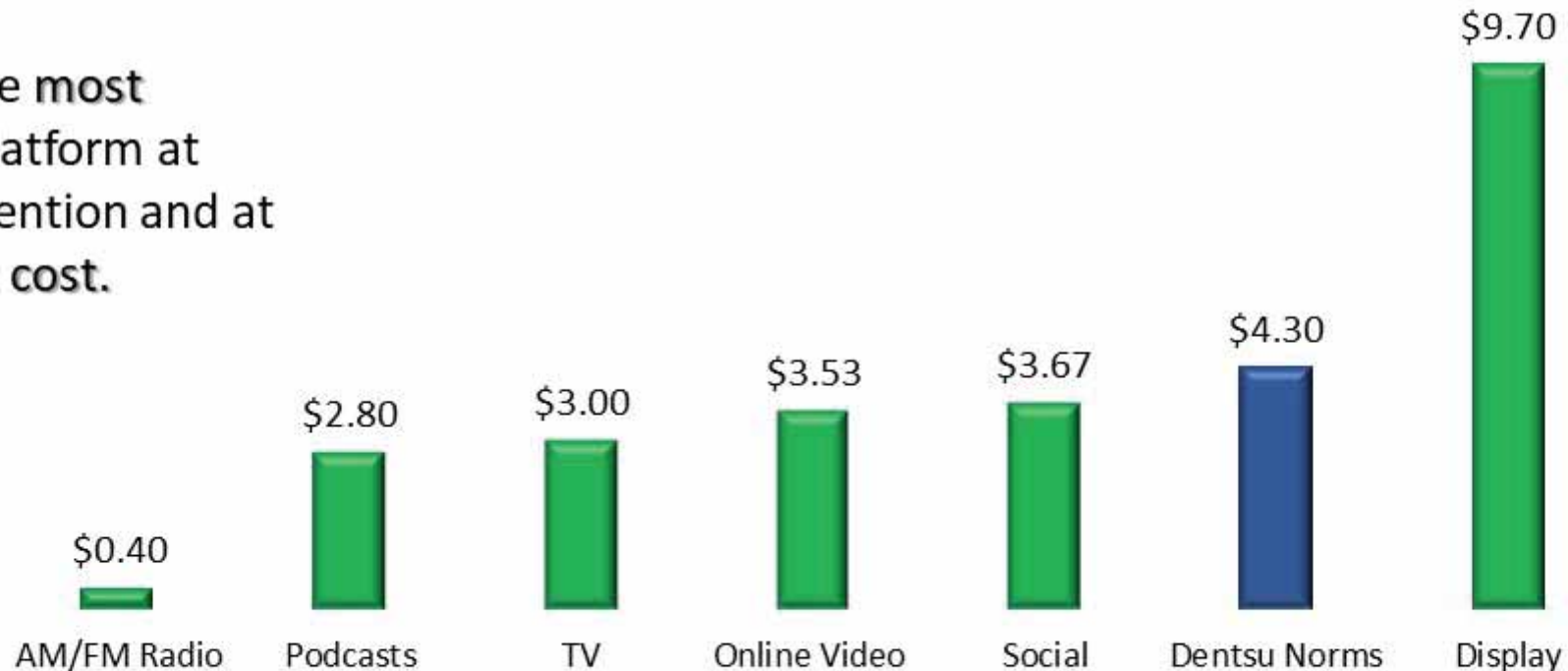
In store, Ecommerce, Website

Promotions, Blog, Social,
Networks, Newsletter

ATTENTION: RADIO IS MOST EFFICIENT

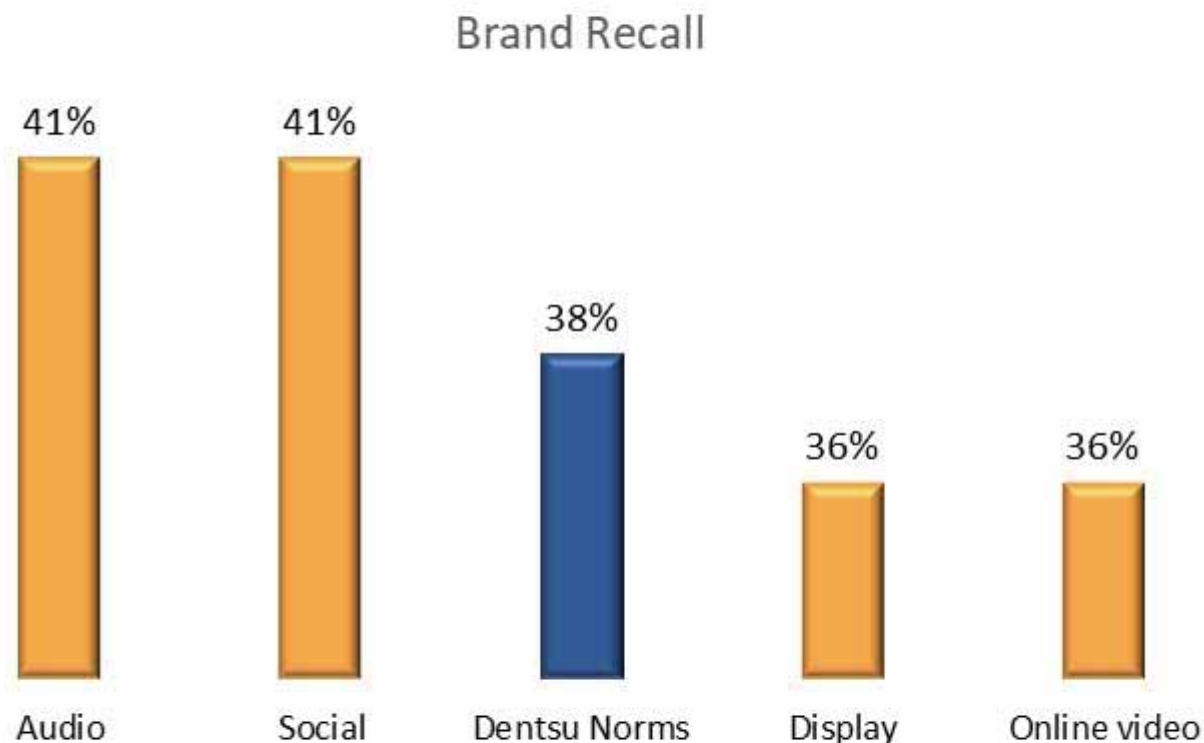
aCPM: Attention Cost per 1,000 Impressions

Radio is the most efficient platform at driving attention and at the lowest cost.



AUDIO GENERATES
GREATER BRAND
RECALL

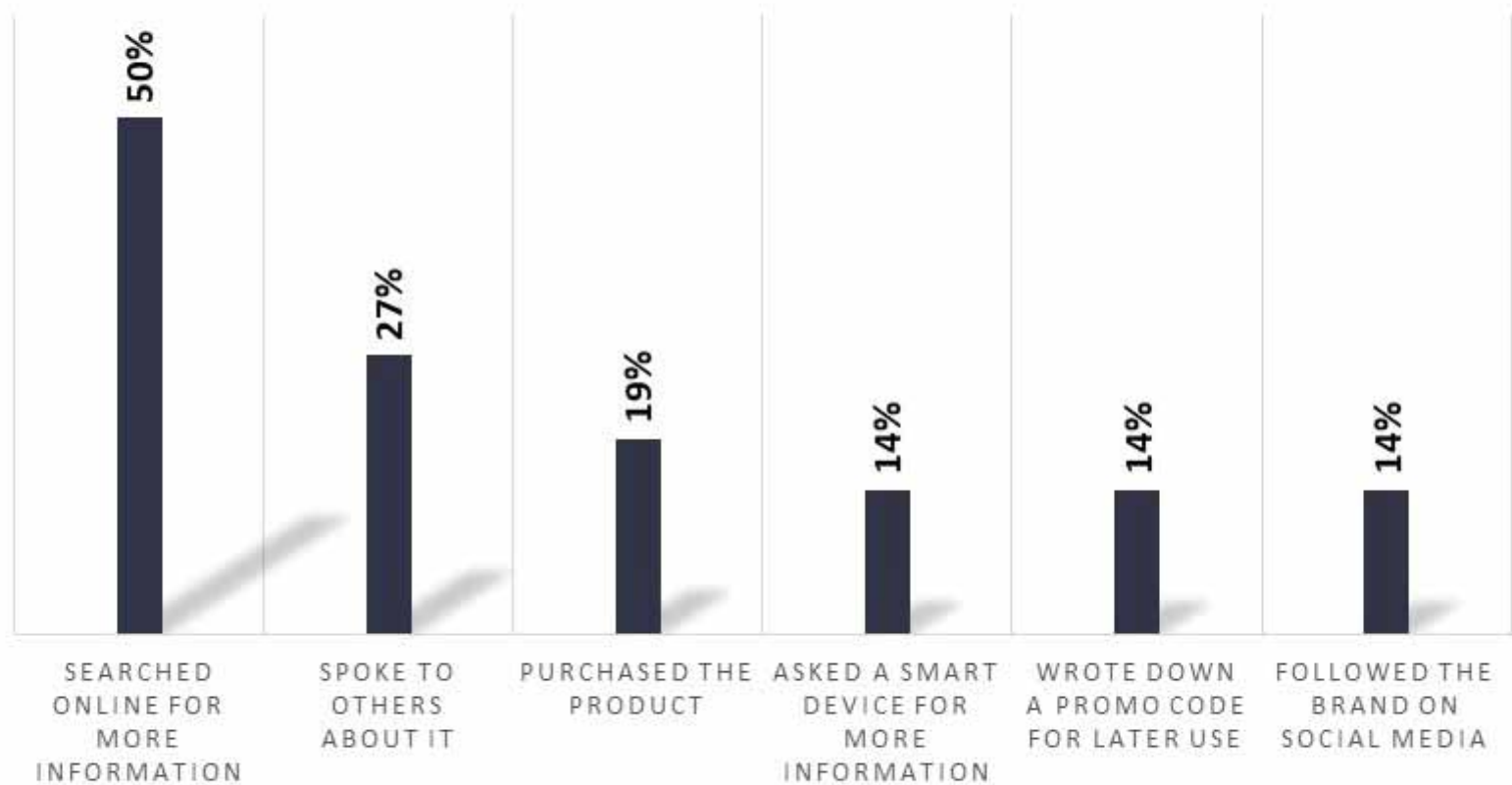
AUDIO GENERATES +8% GREATER BRAND RECALL VERSUS DENTSU NORMS



Source: Dentsu Attention Economy Study 2023, conducted by Lumen;TV not available for brand recall

RADIO INFLUENCES BEHAVIOR

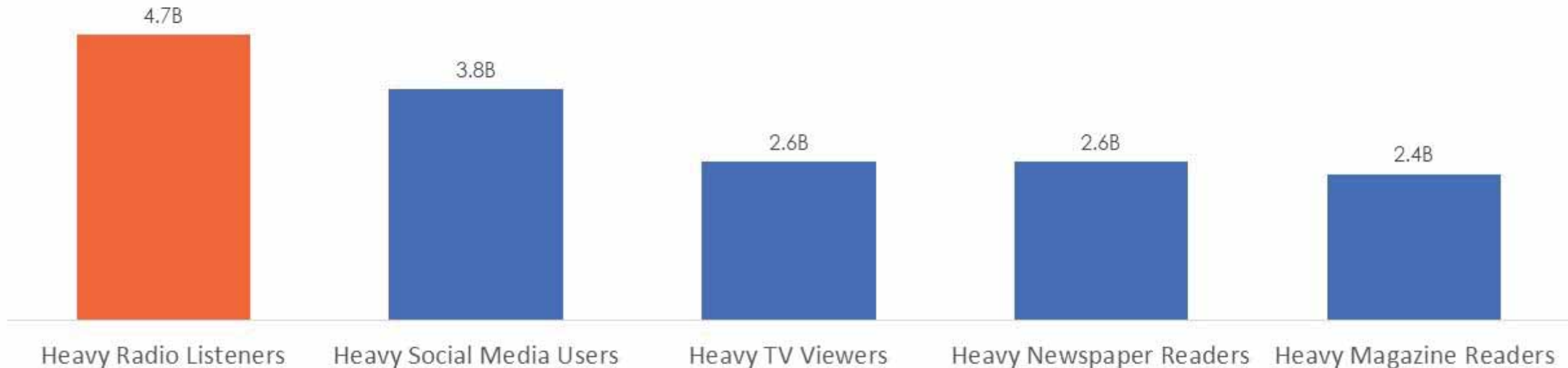
AFTER LISTENING TO A RADIO AD



RADIO IS THE SOCIAL MEDIUM

HEAVY RADIO LISTENERS HAVE MORE BRAND CONVERSATIONS THAN USERS OF OTHER MEDIA, INCLUDING TV AND SOCIAL MEDIA

Weekly Brand Conversations (in Billions)



DEFINING HEAVY USERS OF MEDIA:

Heavy Radio: 2+ hours per day on weekday or weekend

Heavy Social Media: 2+ hours per day on weekday and weekend

Heavy TV: 2+ hours of per day on weekday and weekend

Heavy Newspaper: 1+ hours per day on weekday or weekend

Heavy Magazine: 1+ hours per day on weekday or weekend

Source: Engagement Labs TotalSocial, August 2022 – July 2023

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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.

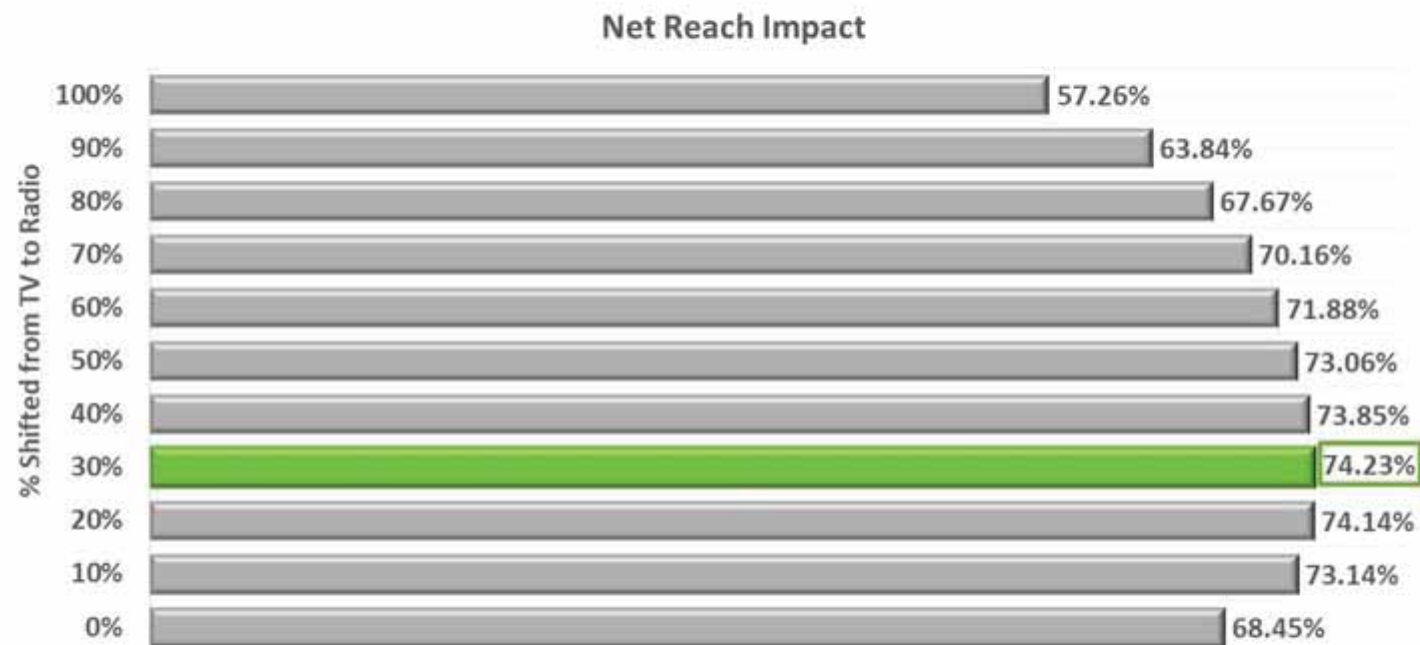
That's ahead of
the national avg (49%)

Radio performs
particularly well in:

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

RADIO ADDS
VALUE

IMPACT WHEN TV AD DOLLARS ARE SHIFTED TO RADIO



Source: Local Nielsen Media Impact; scenario based on \$1.3MM ad budget

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



A Friend Within the Community

RADIO AND ITS PERSONALITIES

RAB

POWERFUL AND UNIQUE CONNECTIONS BETWEEN LISTENER AND ON-AIR PERSONALITY



81%

Like a friend,
family
member or
acquaintance



84%

Would follow
their favorite
on-air personality
to a new station



83%

Value and trust
their favorite
personality's
opinion

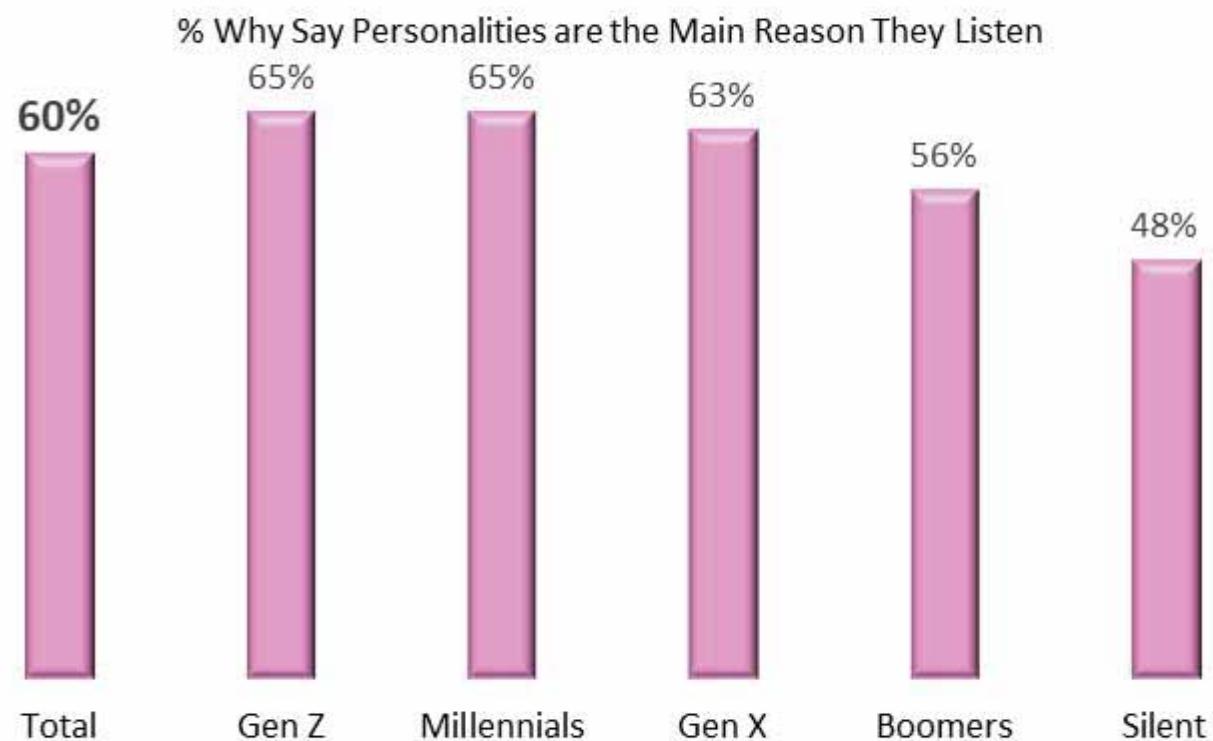
ON-AIR
PERSONALITIES
ARE INFLUENTIAL



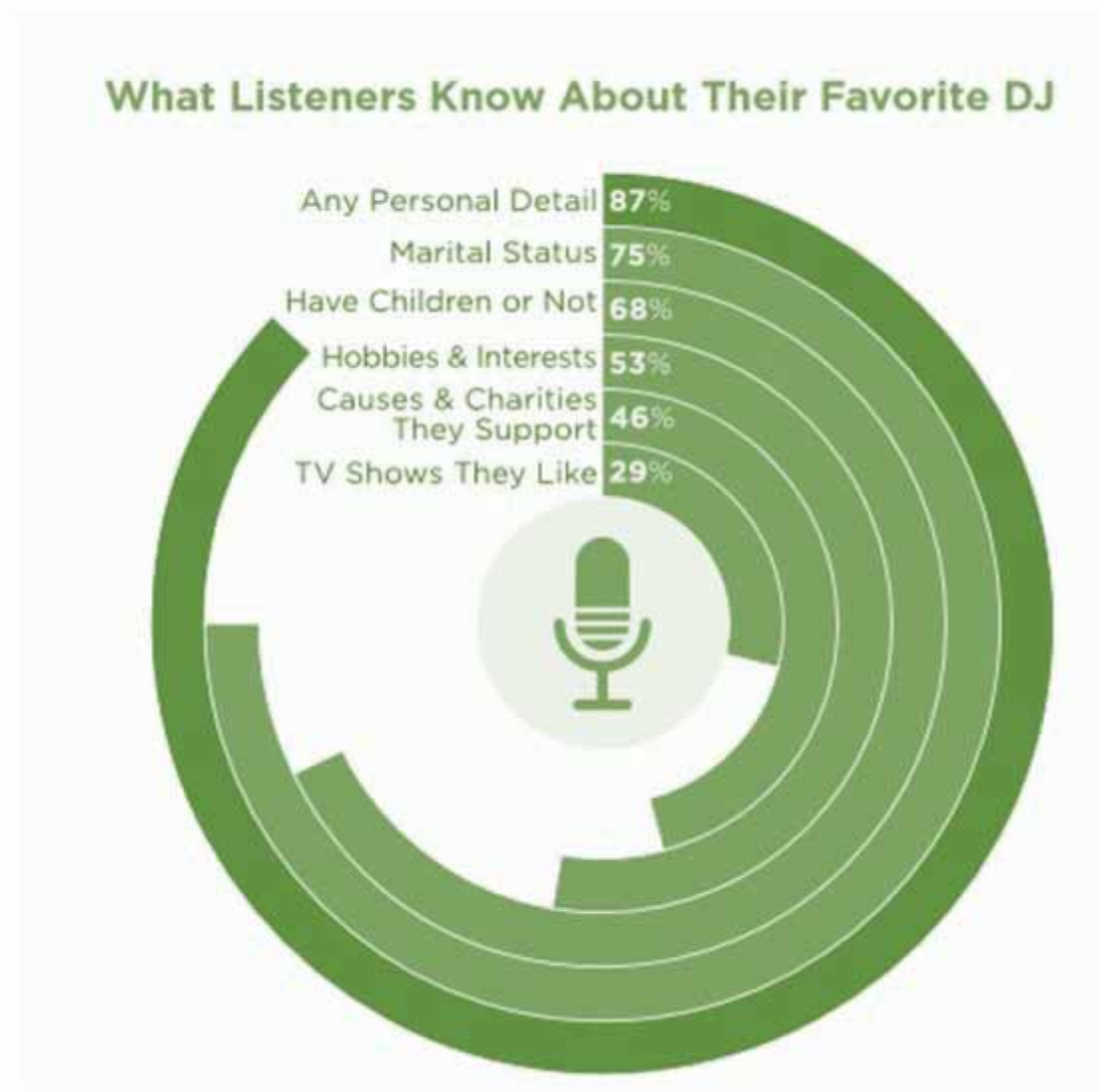
- ❖ 21% Listen to radio for their on-air personality
- ❖ 14% Tune in for companionship



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



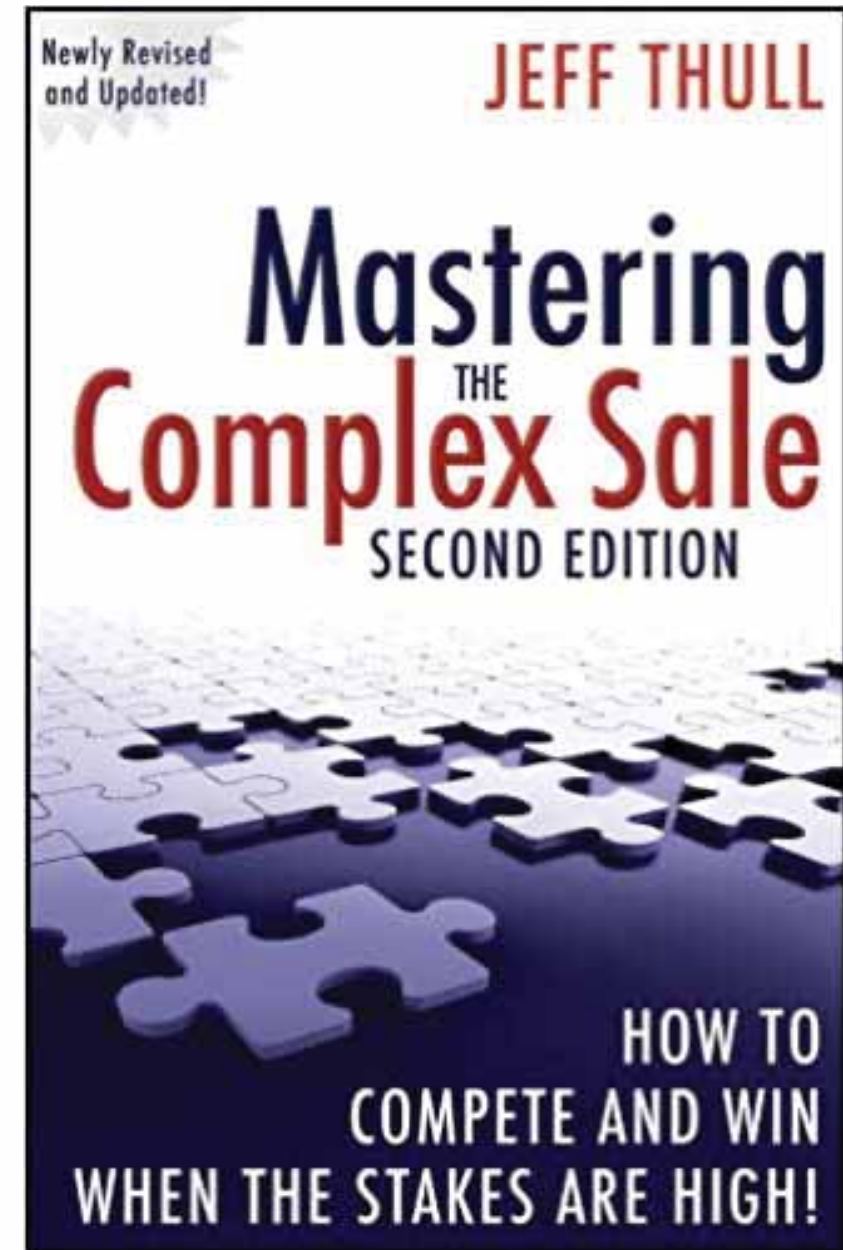
LISTENERS ARE PART OF A DJS INNER CIRCLE



Source: Katz Media Group, Our Media Survey, 2019

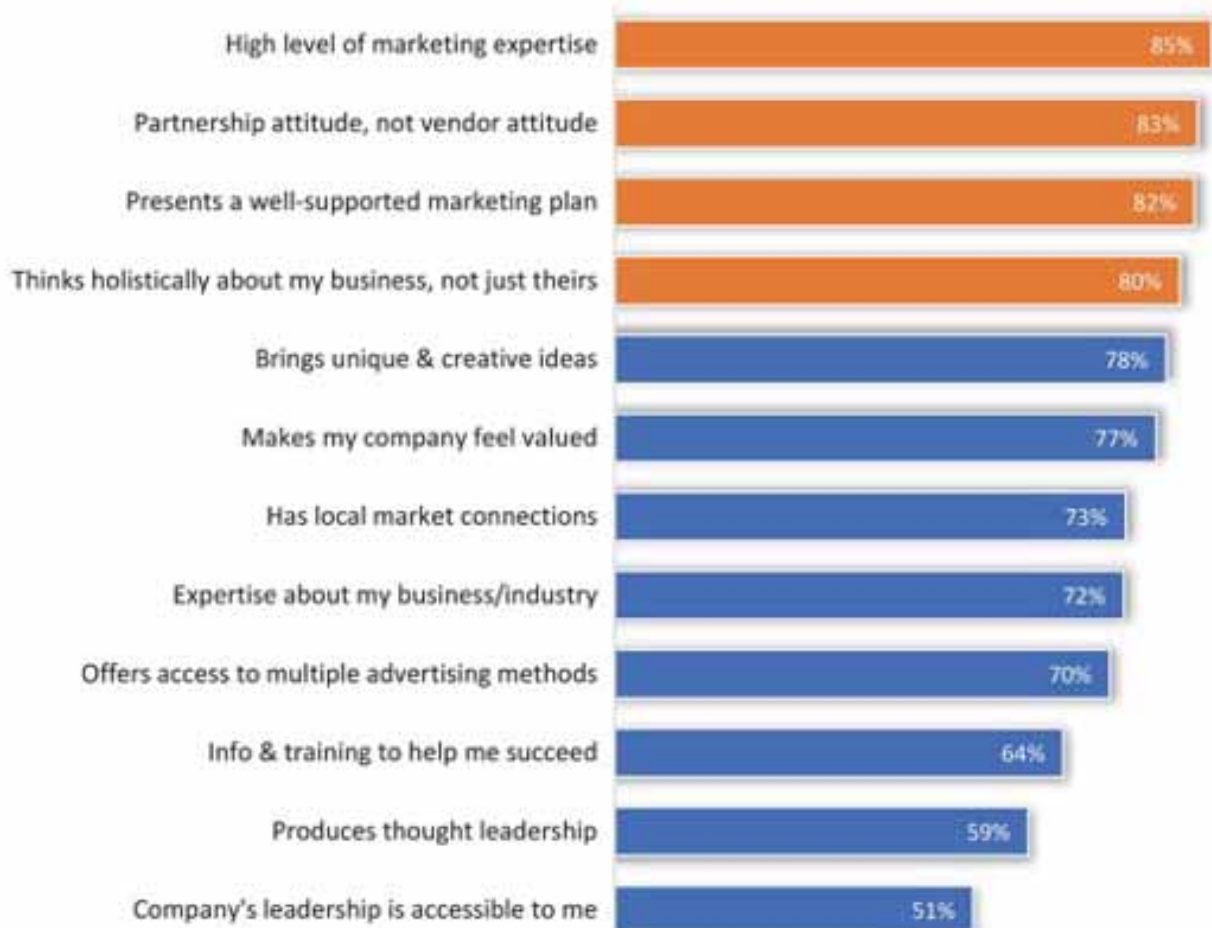
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Be a source of business intelligence and information with your prospects and customers.



Traits That Ad Buyers Seek Most

% saying each is "very" to "extremely" important when selecting a media company



Borrell's Take

Be a marketing expert and a partner, not a vendor. That's what local businesses want today from a media company.

*What's **NOT** so important? Expertise about the advertiser's business, thought leadership, and a broad set of advertising offerings.*

Translated: Don't pretend to be a thought leader who knows all about my business and has everything I need. Be smart. Think about my needs. We'll work out the rest.

For more, visit BorrellAssociates.com



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Automotive News

OCTOBER 6, 2008

\$155/YEAR; \$5/COPY

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THE GREAT COLLAPSE

Honda CEO Fukui: No recession in U.S., despite soft sales in spots

Hans Greimel

SEATTLE

TOKYO — Recession is in the eye of the beholder. And to Honda Motor Co. CEO Takeo Fukui, the U.S. market isn't in one.

"It is true that in states like Florida and California, the numbers are going down," Fukui said here last week. "But if you look at the U.S. as a whole, I don't think we're seeing a recession. There are still good businesses."

with the gloomy vision of Nissan Motor Co. CEO Carlos Ghosn, who has just days earlier, Ghosn told reporters in Seoul that the U.S. auto industry is in recession, even if the overall economy is not. High material costs are particularly painful, he said.

Fukui's soft sales in Florida and California are being offset by record sales along the East Coast and in the Midwest.

Sept. 2008 sales, by automaker, from Sept. 2007

Nissan

-37%

Ford

-36%

Chrysler

-33%

Toyota

-22%

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Donna Harris

Suzuki seeks floorplan partner > 44

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NATION'S Restaurant News

JUNE 10, 2015

1/402

Meatless menus



Veggie-heavy brands see growth in sales, popularity with consumers

BY LISA JENNINGS

The number of U.S. adults who self-identify as vegetarians and vegans is steadily growing — about 1 percent, according to a growing group of surveys in recent years. In a recent survey by the National Health and Medical Research Council, 1.8 percent of U.S. adults identified as vegetarians.

With names like The Veggie Grill, Native Foods, Good Food, and others, vegetarians are becoming a more visible part of the dining scene. "Restaurants are seeing which way the wind is blowing," says a 2014 survey by the National Health and Medical Research Council.



Meet the Expert Panel

Automotive industry experts who share their knowledge & expertise to help keep dealers informed of new trends, strategies & more.

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THE INDUSTRY

By Jeremy Sacco — April 14, 2022



Connected Car Helps Drive Automotive Retail Consolidation

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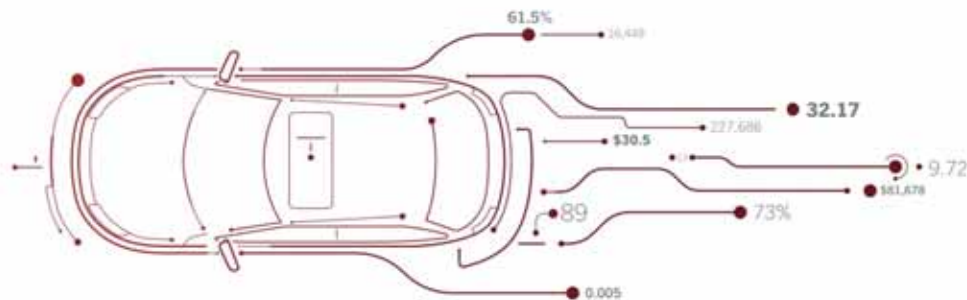
THE INDUSTRY

By Greg Ross — December 02, 2021

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2023

ANNUAL FINANCIAL PROFILE
OF AMERICA'S FRANCHISED
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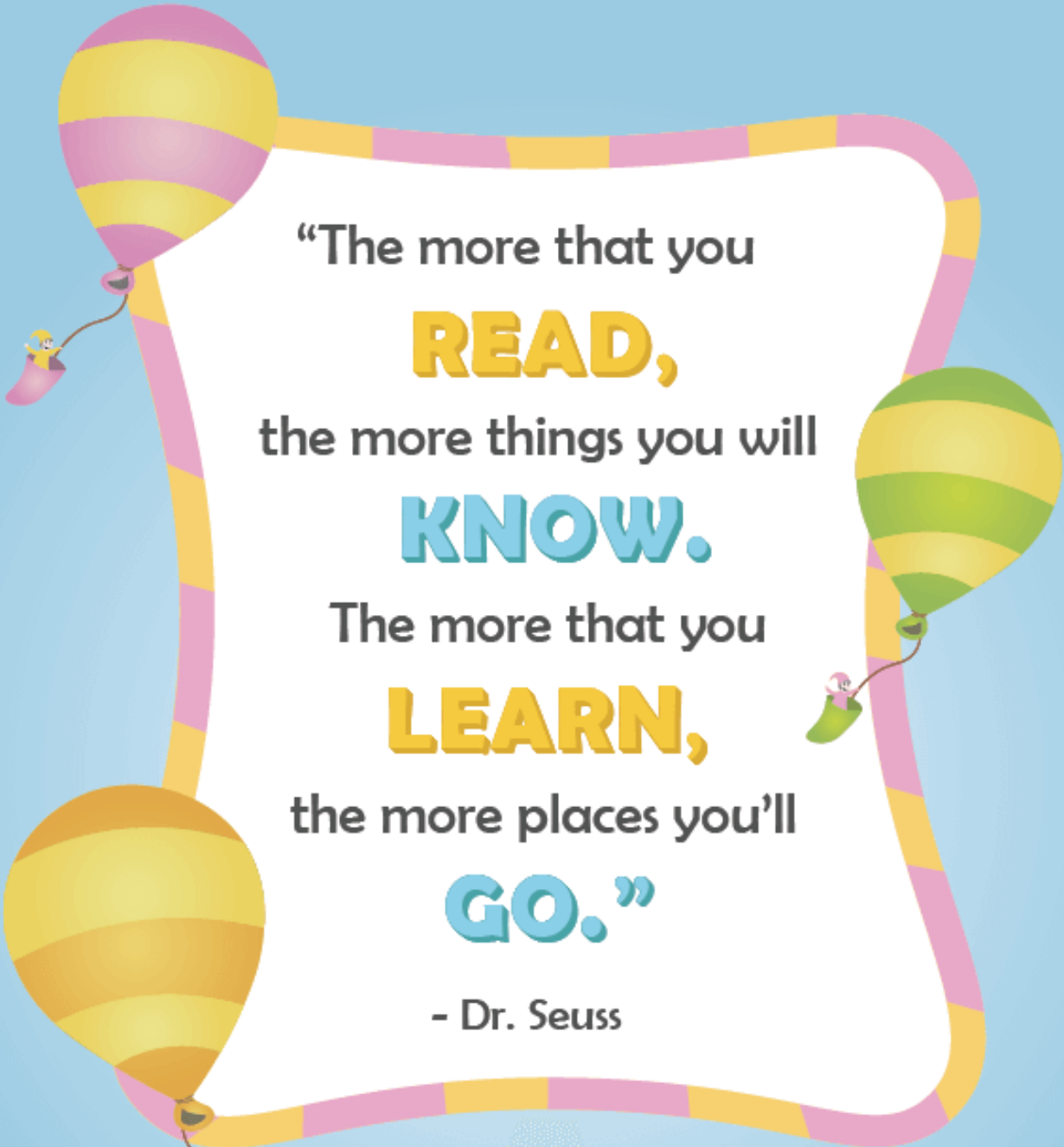
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the more things you will
KNOW.
The more that you
LEARN,
the more places you’ll
GO.”

- Dr. Seuss



7 STEPS

7 Steps to
Selling Success

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