

RAB LIVE PRESENTATION



MAY 27 AT 12PM CT

STARTS SOON!

RESEARCH

RAB's Seven Steps of Selling is the foundation of a successful career in sales. In this session, we share the importance of research.

RAB



How often do you log-in to RAB.com?



800-232-3131
MemberResponse@Rab.com



Annette Malave

SVP Insights

Hear from our May RAB Superuser Group and Their Success!

This month, we are recognizing Federated Media, South Bend, Indiana, as the May 2026 RAB Superuser Group. Federated Media is owned by John Dille along with Kathy Uebler, who is general/national sales manager and leads the team. We asked a few questions about RAB and radio. Read on to learn how they are tapping into RAB resources and sharing their successes.

What is the makeup of the Federated Media team – is it a mix of new and seasoned sellers?

Yes, for the most part it's a mix of veteran sellers and a few new sellers. We are fortunate to have several on our sales teams who have made a wonderful career in this industry and have 10+ years' experience.

How does the Federated Media sales team implement RAB resources? Is there a focus on RAB tools in sales meetings to keep member benefits top-of-mind and part of daily usage?

RAB is always a top resource for our sales team. It's always the first step in our onboarding process for new hires and putting them through the online training program. Our management team does a good job consistently reinforcing the tools that are available to sellers moving forward, either in sales meeting, individual focus meetings, as well as group training, based on specific needs that we have throughout the year.





**I understand and use all available RAB
tools and resources**

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

7 STEPS

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
by RAB

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

7 STEPS

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

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Being a product expert
"Do you need any?"

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Being an "insider" and problem preventer

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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 here

"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



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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.



Trends and Insights

RAB

Radio on Main Street: Mo Rocca on Storytelling That Connects

In the second episode of Radio on Main Street recorded live from NAB Show 2026, Mike Hulvey sits down with Mo Rocca following Rocca's recognition with the 2026 Library of American Broadcasting Foundation Insight Award. Known for his unique storytelling style and deep curiosity, Rocca shares reflections on finding the humanity and lessons hidden within everyday stories.

RAB

MAY 2026



The upcoming Memorial Day Weekend invites us to honor those who served our country while ushering in the unofficial start of summer.

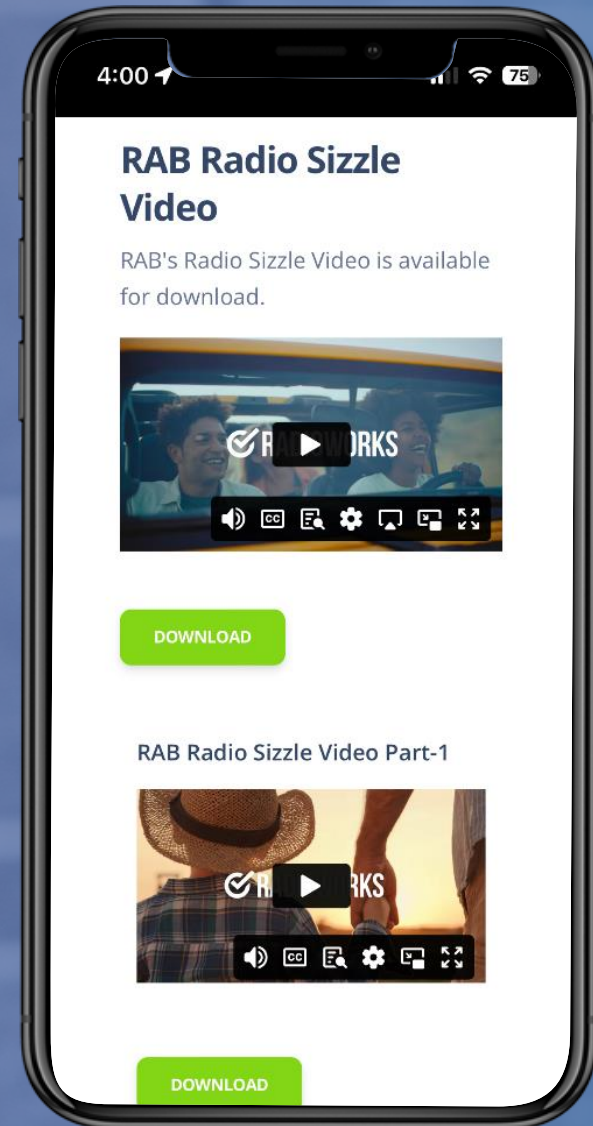
As communities get moving—from travel plans to seasonal events—radio is there, connecting listeners to the moments that matter and helping local advertisers tap into summer demand close to home.

We're Mobile

See us on all your devices

www.rab.com

Same USER ID and PASSWORD



RAB



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[PLANNING / BUYING](#) ▾

[SALES TOOLS](#) ▾

[CREATIVE](#) ▾

[TRAINING](#) ▾

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ONE VOICE FOR RADIO



THE TIME IS NOW

for brands to rethink their media mix to move more investment to America's #1 reach, high-return medium.

[LEARN MORE](#)

Welcome! Would you like a quick tour?

[TOUR RAB.COM](#)

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Members Only

Live Presentations

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

REGISTER NOW

< On Demand



Upcoming >



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's video library for AE's

Welcome! Would you like a quick tour?

TOUR RAB.COM

#2

Consumer Behavior by Format

(one of my favorites!)



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Upcoming >



Prospecting



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!



Automotive

As one of radio's top spending categories, it's important to have all the tools you have that and more, including **Auto Toolkit**. The Toolkit populates charts and graphs of a radio station's format compared to the auto buyer and more - all created on a tool to download. **Auto Buyer Profiles** are also available for download on this page.



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



Navigating the Evolving Landscape of U.S. Radio Ad Spend

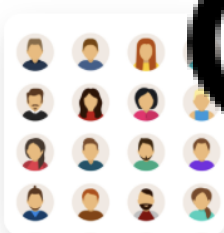
RAB, in partnership with BIA Advisory Services, took a deep dive into radio's evolution to help you navigate Q4 2024 and plan for 2025.

View the "Presentation" and "Summary" under the training tab.



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.



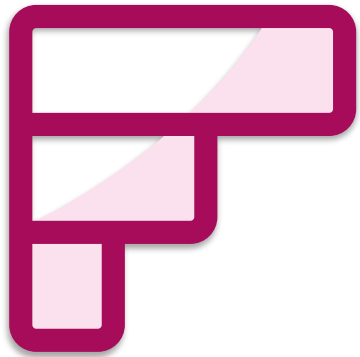
Consumer Behavior by Format (Gold Digger Reports)

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



Listener Profiles

The more you understand listeners, the better you can tailor custom marketing solutions for your advertising clients. MRI-Simmons Listener 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.



This is my favorite RAB Tool



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.

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)

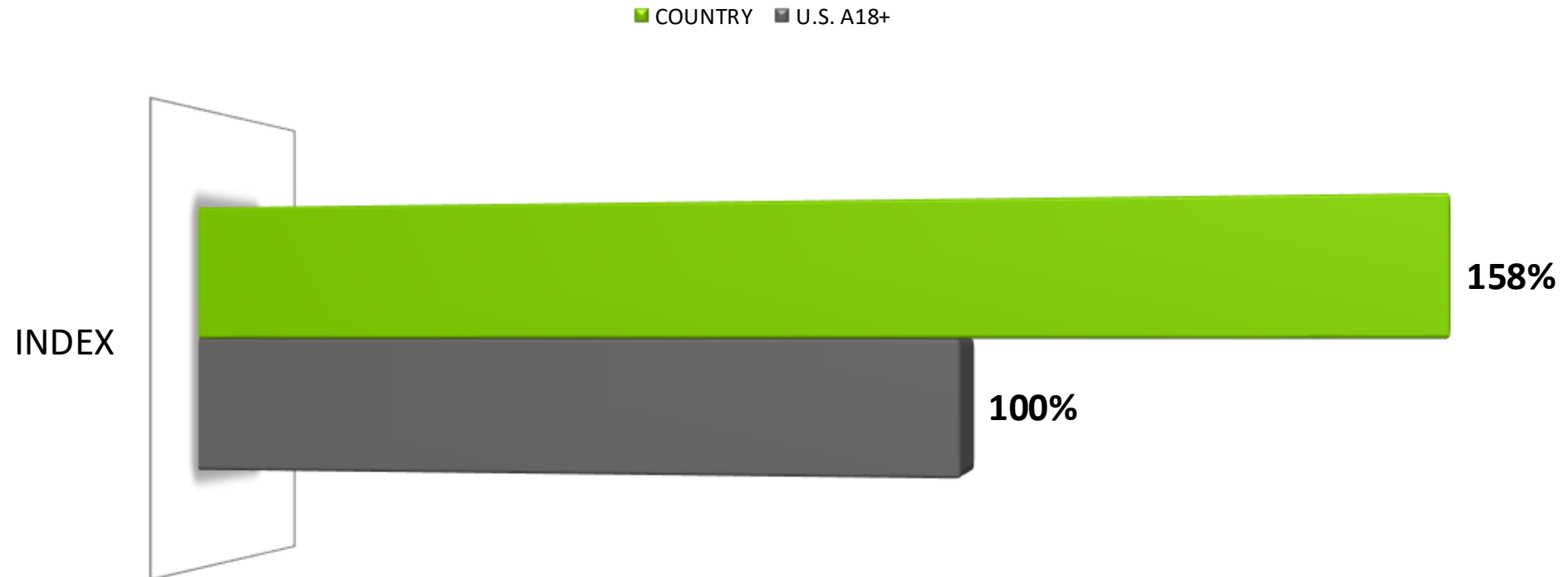
171 Type of Music/Audio Listen to: Country/last 6 mos

169 Attends country fairs

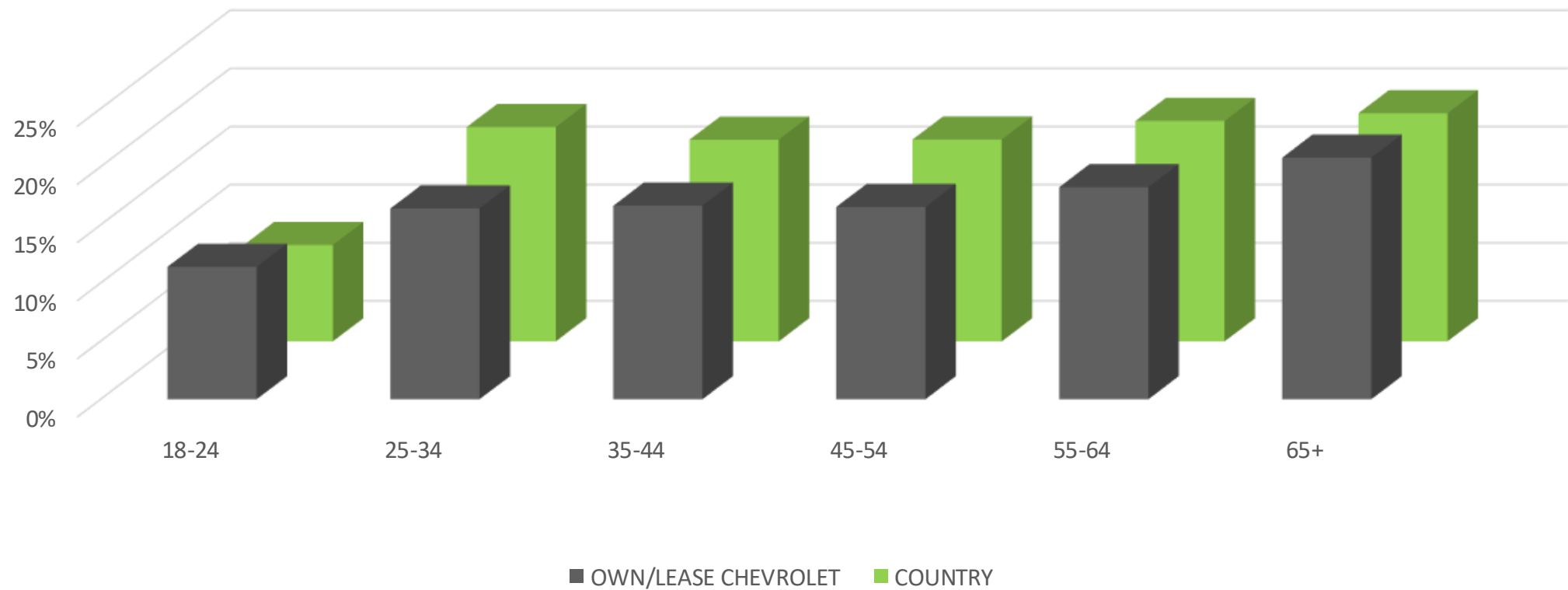
Custom Charts

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

Top Business Trends

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!



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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.

Top Business Trends 2025

	Jan	Feb	Mar	Qtr. Total	Apr	May	Jun	Qtr. Total	Jul	Aug	Sep	Qtr. Total	Oct	Nov	Dec	Qtr. Total
All Retail Sales	7.7	7.3	8.2	23.2	8.3	8.7	8.3	25.3	8.7	8.3	7.8	24.8	8.4	8.6	9.6	26.7
Appliance Stores	7.4	7.4	8.3	23.1	8.4	8.5	8.7	25.6	9.2	8.8	8.2	26.3	8.4	8.4	8.2	25.0
Auto Dealers (New)	7.5	7.5	9.3	24.3	9.0	8.7	8.0	25.7	8.8	8.5	7.6	24.9	8.3	8.2	8.7	25.2
Auto Dealers (Used)	7.6	7.7	9.8	25.1	9.3	8.9	8.4	26.6	8.4	8.7	8.0	25.1	8.1	7.6	7.6	23.3
Auto Parts, Acc.&Tire Stores	7.7	7.3	8.7	23.6	8.7	8.9	8.5	26.1	8.7	8.8	8.1	25.7	8.7	8.1	7.8	24.6
Beer, Wine, Liquor Stores	7.0	7.0	7.8	21.8	7.8	8.8	8.3	24.9	8.6	8.6	7.9	25.1	8.3	9.0	10.9	28.2
Book Stores	10.0	6.8	7.2	24.0	7.3	8.1	7.0	22.4	7.6	10.4	9.1	27.1	6.9	7.1	12.4	26.5
Building Supply Stores	6.8	6.5	8.0	21.3	9.0	9.4	8.9	27.3	8.9	9.0	8.4	26.3	9.3	8.3	7.5	25.1
Clothing and Accessory Stores	6.3	6.6	8.0	20.9	8.0	9.0	8.0	25.0	8.6	8.4	7.2	24.2	7.8	9.2	12.8	29.9
Consumer Electronic Stores	7.9	7.3	7.8	23.0	7.3	8.1	7.6	23.0	8.2	8.1	7.4	23.7	7.9	10.1	12.4	30.3
Department Stores	5.7	6.5	7.5	19.7	7.7	8.5	7.4	23.7	7.4	8.0	7.3	22.7	7.8	10.9	15.2	34.0
Drug Stores	8.2	7.7	8.4	24.2	8.4	8.5	8.4	25.3	8.6	8.2	8.2	24.9	8.7	8.0	8.8	25.5
Electronic Shopping & Mail-Order Houses	7.8	7.3	8.0	23.1	8.2	8.4	8.1	24.7	8.7	7.7	7.6	24.0	8.4	9.2	10.5	28.2
Family Clothing Stores	6.0	6.2	8.0	20.1	8.1	9.2	8.4	25.7	9.1	8.3	7.0	24.5	7.9	9.7	12.1	29.7
Food and Beverage Stores	8.3	7.6	8.3	24.1	8.2	8.7	8.3	25.2	8.6	8.4	8.0	25.0	8.3	8.5	8.9	25.7
Fuel Dealers	15.1	12.6	9.8	37.5	8.1	5.8	5.3	19.2	5.5	5.4	5.6	16.5	7.8	7.5	11.6	20.8
Furniture Stores	7.6	7.8	8.6	24.1	8.2	8.6	8.0	24.8	8.6	8.4	8.1	25.2	8.0	9.0	9.0	26.0
Gasoline Stations	7.7	7.3	8.2	23.2	8.3	8.8	8.7	25.8	9.1	9.2	8.3	26.6	8.7	7.9	7.8	24.4
Gift, Novelty & Souvenir Stores	5.9	5.8	7.3	18.9	6.6	9.8	9.7	26.0	9.1	8.9	8.5	26.4	11.0	7.1	10.6	28.6
Grocery Stores	8.4	7.6	8.3	24.3	8.2	8.7	8.3	25.2	8.7	8.4	8.0	25.0	8.3	8.4	8.1	25.4
Hardware Stores	7.2	6.7	8.3	22.1	8.6	9.6	9.2	27.4	8.8	9.0	7.8	25.6	8.6	8.2	8.0	24.9
Health/Personal Care Stores	8.1	7.7	8.4	24.1	8.3	8.5	8.4	25.3	8.5	8.2	8.1	24.9	8.6	8.1	9.1	25.8
Hobby/Toy/Game Stores	6.9	6.5	7.8	21.2	7.2	7.8	7.5	22.5	7.8	7.4	7.3	22.4	8.1	12.6	13.0	33.8
Limited Service Eating Places	7.6	7.4	8.7	23.8	8.6	9.1	8.8	26.4	8.9	8.6	8.0	25.5	8.4	7.9	8.0	24.3
Motor Vehicle and Parts Dealers	7.7	7.3	8.7	23.6	8.7	8.9	8.5	26.1	8.7	8.8	8.1	25.7	8.7	8.1	7.8	24.6
Office Supply Stores	9.1	7.6	8.2	24.9	7.6	7.8	7.3	22.8	8.8	11.3	8.4	28.5	8.2	7.4	8.2	23.8
Paint & Wallpaper Stores	6.7	6.8	8.7	22.2	9.2	9.3	9.5	28.0	9.7	9.2	8.5	27.4	9.0	7.1	6.4	22.4
Restaurants and Other Eating Places	7.7	7.5	8.8	24.0	8.5	9.2	8.8	26.5	8.9	8.5	7.8	25.2	8.1	7.9	8.3	24.4
Shoe Stores	5.6	6.4	8.4	20.5	7.7	8.7	7.8	24.3	9.3	10.7	7.2	27.2	7.5	8.6	12.0	28.0
Sporting Goods Stores	6.5	6.3	8.4	21.2	7.6	8.5	8.6	24.7	8.8	9.4	7.7	25.9	7.8	8.5	12.0	28.2
Supermarkets	8.4	7.7	8.3	24.4	8.2	8.7	8.3	25.2	8.6	8.3	8.0	25.0	8.3	8.4	8.7	25.4
Used Merchandise Stores	7.3	7.5	9.2	24.1	8.3	9.0	8.6	26.0	8.9	8.0	8.3	25.1	8.6	8.0	8.2	24.8
Warehouse Clubs/Superstores	7.7	7.4	8.2	23.3	8.1	8.7	8.3	25.0	8.4	8.6	7.8	24.8	8.3	8.7	9.9	26.8
Women's Wear Stores	6.6	6.9	9.1	22.6	8.5	9.0	7.7	25.2	7.8	8.4	7.3	23.6	7.9	9.6	11.1	28.6

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.

Source: [Data from the U.S. Department of Commerce](#) as of November 2025.

Top Business Trends 2025

	Jan	Feb	Mar	Qtr. Total	Apr	May	Jun	Qtr. Total	Jul	Aug	Sep	Qtr. Total	Oct	Nov	Dec	Qtr. Total
All Retail Sales	7.7	7.3	8.2	23.2	8.3	8.7	8.3	25.3	8.7	8.3	7.8	24.8	8.4	8.6	9.6	26.7
Appliance Stores	7.4	7.4	8.3	23.1	8.4	8.5	8.7	25.6	9.2	8.8	8.2	26.3	8.4	8.4	8.2	25.0
Auto Dealers (New)	7.5	7.5	9.3	24.3	9.0	8.7	8.0	25.7	8.8	8.5	7.6	24.9	8.3	8.2	8.7	25.2
Auto Dealers (Used)	7.6	7.7	9.8	25.1	9.3	8.9	8.4	26.6	8.4	8.7	8.0	25.1	8.1	7.6	7.6	23.3
Auto Parts, Acc.&Tire Stores	7.7	7.3	8.7	23.6	8.7	8.9	8.5	26.1	8.7	8.8	8.1	25.7	8.7	8.1	7.8	24.6



#4

The Pitch

Prospecting



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The Pitch provides strategic and insightful leads to local radio sellers and managers based on national and regional activity and historical / thematic trends. Browse the full library below.

Search The Pitch

Choose from the dropdown list or click a category below.

ACCOUNTING & TAX PREP/

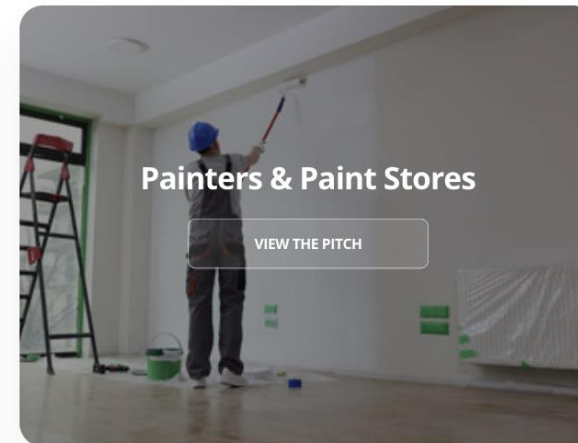
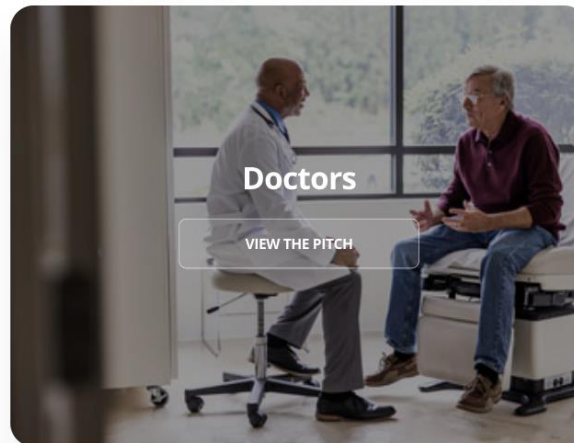
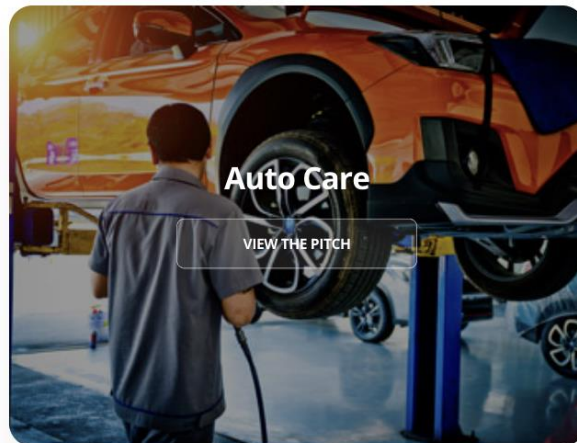
Search



How to use The Pitch

Tammy shares a few tips on how to get the most out of this valuable resource.

New in The Pitch





RADIO FACTS ▾

PLANNING / BUYING ▾

SALES TOOLS ▾

CREATIVE ▾

TRAINING ▾

STAFF ▾

MY RAB ▾

DASHBOARD



◀◀ BACK TO ARTICLES

thepitch RVs

- RV sales skyrocketed during the pandemic as consumers searched for new leisure and travel activities, however interest rates and volatile consumer confidence have countered that strong growth, so it has balanced out. (Source: IBISWorld, April 2025)
- Industry revenue is forecast to grow to \$52.5B by 2029 due to upstream innovation but supply chain disruptions have created volatility and while the current administration's tariff policy is undecided and trade markets are volatile, these factors will likely have a modest impact on recreational dealers' revenue and profitability. (Source: IBISWorld, April 2025)
 - Note: the import penetration for recreational vehicle manufacturers was only 5% in 2025, signaling a limited exposure to foreign products. In other words, RV dealers purchase the majority of products from domestic manufacturers.
- Wholesale shipments of RVs in 2025 are projected to achieve a modest 5% increase to a median of 350.8K units as compared to 333.7K in 2024. (Source: RV RoadSigns, ITR Economics for RV Industry Association, Spring 2025 edition)
 - Towable units are expected to total 313.3K units (+4.8%) growth and Motorhome shipments expected to total 36.8K units (+5.5%) growth.
- Travel trailers are inexpensive alternatives to fifth wheels and motorhomes which makes them popular for enthusiasts and first-time buyers and therefore account for the vast majority (64.2%) of recreational vehicle sales and shipments. (Source: IBISWorld, April 2025)
 - Buyers can tow a travel trailer behind a vehicle with a bumper pull truck.
 - This segment serves as an entry point for the industry, and prices are expected to decrease over the next few years, reducing per-unit revenue but potentially spurring demand.
- Fifth-wheel trailers, accounting for 14.6% of revenue, are a step up from travel trailers. Both often include bathrooms, beds and other amenities depending on the price. However, fifthwheels typically have more space, creating room for various



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The Pitch Catalogue

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

Automotive

Categories include car dealers, leasing, parts, manufacturers and more.

Beverages

Categories include soft drinks, beer, sports drink and more.

Beauty

Categories include makeup brands, beauty supply stores, hair salons and more.

Education

Categories include public and private education, colleges and universities, tutoring services and more.

Entertainment

Categories include movie theaters, stage music shows and more.

Financial

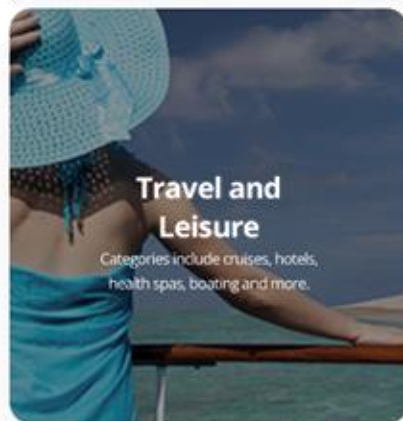
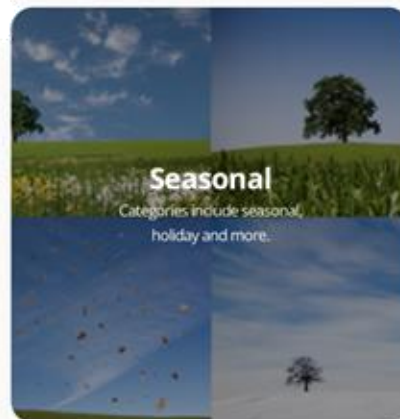
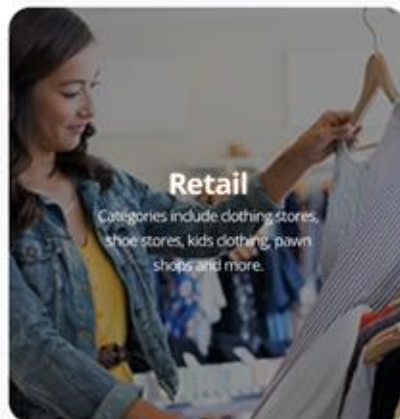
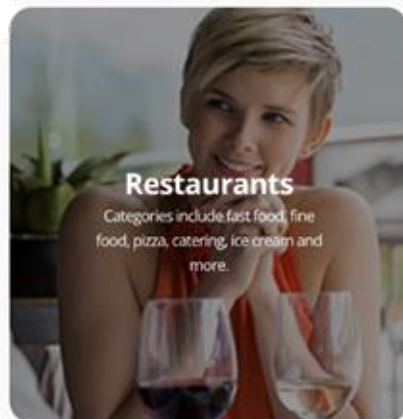
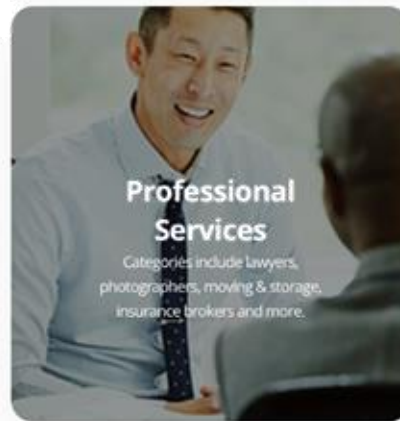
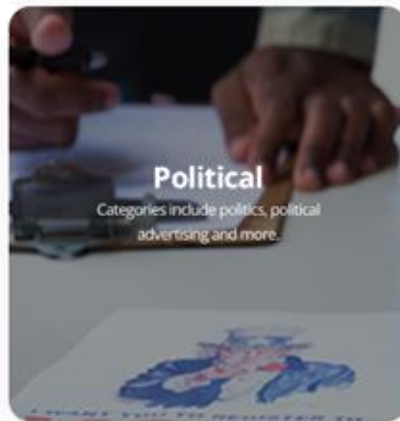
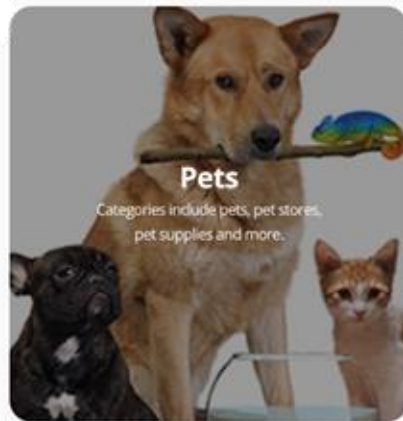
Categories include banking, taxes, investments, real estate and more.

Health Care

Categories include doctors, dentists, hospitals, clinics and more.

Home Improvement

Categories include builders, home improvement stores, landscapers, gardeners, handymen and more.



#5

Instant Backgrounds



[RADIO FACTS](#) ▾

[PLANNING / BUYING](#) ▾

[SALES TOOLS](#) ▾

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ONE VOICE FOR RADIO



THE TIME IS NOW

for brands to rethink their media mix to move more investment to America's #1 reach, high-return medium.

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New on RAB.com



com

RAB

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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

Lawn and Garden

SUBMIT

#6

Ad-to-Sales Ratio

Prospecting



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ADVERTISING RATIOS AND BUDGETS 2025

NOTES: Advertising Ratios & Budgets are based on data from statistical services, government reports, newspapers, registration statements, and company documents. The figures contained in this report are now based on *fiscal versus calendar year*. (Previous ad-to-sales ratios were based on calendar.)

Industry

- Industry names are based on government SIC codes. When searching for an industry, use various terms. *Examples: clothing stores would be found under Retail-Apparel & Accessory; auto body shops & repairs would be found under Motor Vehicles & Passenger Car Bodies.*

of Companies

- The number of public companies that are included within the industry datasets.

Revenue

- The report shows how much money companies made during the fiscal year.

Ad Spending

- Advertising costs are shown for 2023 and 2024.
- If 2024 numbers aren't available, an estimate is used and marked with an asterisk (*).
 - Advertising includes things like media ads (TV, radio, online), direct mail, in-store promotions, ad production, marketing department costs, research and other related expenses.

Ad-to-Sales Ratios

- This ratio shows how much companies spend on ads compared to what they earn.
- “Sales” means the actual money kept after returns, discounts, and allowances.
- The 2024 industry average is weighted: Bigger companies (with more sales) influence the average more than smaller ones.

Growth Rates

- The report shows how much advertising and sales grew from 2023 to 2024.
- Growth is shown as a percentage increase or decrease for each industry.

Note:

The data included within this report is based on *publicly held companies only*. Therefore, it may not list every advertising category.



WHY THIS INFORMATION IS IMPORTANT

Knowledge:

- When you speak about ad-to-sales ratios, it shows that you aren't just selling commercials. It shows you understand how advertising impacts a business's bottom line. This positions you as a partner and a marketing consultant.

Proof:

- Most local businesses don't know how much money to spend on advertising. This can serve as a guide towards *total* advertising spend.
 - If an industry's average is 5% of sales and your client is below that, this can show that there is room to increase ad spending and how radio is the right medium.

Value:

- If a client is concerned about cost, direct the dialogue to "Investing" instead of "spending."

HOW TO USE THIS INFORMATION

Competitive Insights:

- The most common use of this information is to see how much competitors are spending on advertising.
- The data shows:
 - How much companies invest in advertising.
 - How quickly advertising spend is growing.

Sales Opportunities:

- This data can help with prospecting.
 - It can help populate your customer needs analysis (CNA).
 - Businesses in industries with revenue increases are perfect targets.
- Use this information for guidance to agencies and advertisers on determining an advertising budget.
 - New products, businesses or services may need to spend more to increase their share of voice in an extremely competitive category.

Industry	# of Companies	2024 Revenue \$	2023 Revenue \$	2024 vs 2023 Annual Revenue Growth Rate	2024 Ad Spend \$	2023 Ad Spend \$	2024 vs 2023 Annual Advertising Growth Rate	2024 Ad Dollars as % of Sales
ABRASIVE, ASBESTOS & MISC NONMETALLIC MINERAL PRODS	1	10,975,000,000	9,677,000,000	13.41%	148,000,000	134,000,000	10.45%	1.35%
ACCIDENT & HEALTH INSURANCE	2	23,376,500,000	22,847,800,000	2.31%	258,300,000	188,000,000	37.39%	1.10%
AGRICULTURAL CHEMICALS	6	4,622,814,640	4,597,528,658	.55%	151,285,637	134,674,582	12.33%	3.27%
AGRICULTURAL PROD-LIVESTOCK & ANIMAL SPECIALTIES	1	1,720,268,193	2,326,443,000	-26.06%	0	0	.00%	.00%
AGRICULTURAL PRODUCTION-CROPS	11	6,499,967,365	6,530,213,170	-.46%	44,066,344	48,164,601	-8.51%	.68%
AGRICULTURAL SERVICES	5	1,919,930,039	1,572,951,344	22.06%	699,629	590,175	18.55%	.04%
AIR COURIER SERVICES	1	85,298,233,587	87,693,000,000	-2.73%	407,450,575	421,000,000	-3.22%	.48%
AIR TRANSPORTATION, NONSCHEDULED	5	1,428,381,628	1,879,411,556	-24.00%	42,764,341	21,500,881	98.90%	2.99%
AIR TRANSPORTATION, SCHEDULED	10	235,408,441,625	224,862,690,000	4.69%	1,402,457,445	1,166,400,000	20.24%	.60%
AIR-COND & WARM AIR HEATG EQUIP & COMM & INDL REFRIG EQUIP	3	6,564,554,536	6,175,557,419	6.30%	53,074,000	42,179,000	25.83%	.81%
AIRCRAFT	5	968,757,625	736,651,847	31.51%	1,154,813	3,902,232	-70.41%	.12%
AIRCRAFT PARTS & AUXILIARY EQUIPMENT, NEC	1	62,493,000	16,539,000	277.85%	499,000	411,000	21.41%	.80%
AIRPORTS, FLYING FIELDS & AIRPORT TERMINAL SERVICES	2	1,852,436,459	1,408,875,614	31.48%	6,499,000	1,547,000	320.10%	.35%
APPAREL & OTHER FINISHD PRODS OF FABRICS & SIMILAR MATL	13	37,301,593,668	36,441,432,489	2.36%	2,140,106,418	2,042,980,707	4.75%	5.74%
ARRANGEMENT OF TRANSPORTATION OF FREIGHT & CARGO	4	197,847,444	105,641,714	87.28%	189,182	215,466	-12.20%	.10%
BAKERY PRODUCTS	1	252,824	644,535	-60.77%	94,124	94,124	.00%	37.23%
BEVERAGES	19	176,112,327,388	168,533,064,419	4.50%	11,346,813,759	10,887,639,371	4.22%	6.44%
BIOLOGICAL PRODUCTS, (NO DIAGNOSTIC SUBSTANCES)	19	86,129,294,134	81,929,452,498	5.13%	2,439,034,303	2,122,216,269	14.93%	2.83%
BLANKBOOKS, LOOSELEAF BINDERS & BOOKBINDG & RELATD WORK	2	3,787,961,000	4,025,060,000	-5.89%	135,193,000	135,373,000	-.13%	3.57%
BOOKS: PUBLISHING OR PUBLISHING & PRINTING	2	3,219,826,349	3,462,687,000	-7.01%	90,281,855	123,409,000	-26.84%	2.80%
BOTTLED & CANNED SOFT DRINKS & CARBONATED WATERS	6	12,106,146,802	11,466,246,000	5.58%	895,554,907	765,224,000	17.03%	7.40%
BROADWOVEN FABRIC MILLS, COTTON	1	102,319,260	87,632,000	16.76%	775,318	572,000	35.55%	.76%
CABLE & OTHER PAY TELEVISION SERVICES	12	251,646,660,000	252,207,420,000	-.22%	15,176,929,000	15,353,392,000	-1.15%	6.03%

#7

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RAB PROSPECTING REPORT

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RAB

RAB PROSPECTING REPORT

RAB INSTANT BACKGROUND REPORTS: May 18, 2026 – May 24, 2026

Category	Rank by # Views	RAB Observations
Auto Rental/Vehicle Sharing	1	Understanding the industry
Father's Day	2	Prepping for retail sales events
4 th of July/Independence Day	3	Working towards events to drive sales
HVAC (Heating/Air Conditioning)	4	Seasonal changes require upgrades and maintenance
Auto Service and Repair	5	Aging autos require upkeep services

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

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RAB PROSPECTING REPORT

RAB THE PITCH: May 18, 2026 – May 24, 2026

Advertiser Category	Rank by # Views	RAB Observations
HVAC	1	Increase in service as season changes
Automotive Dealers	2	Prospecting auto dealers
Doctors	3	Targeting private practices
Senior Living	4	Understanding opportunities that exist among senior communities
Roofing Contractors	5	Consumers considering home improvement as season changes

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

RAB

RAB PROSPECTING REPORT

RAB CO-OP CATEGORIES: May 18, 2026 – May 24, 2026

Advertiser Category	% Searched	RAB Observations
Boating, Accessories & Supplies	1	Boating season begins
Automotive Accessories	1	Auto aftermarket needs
Automobiles & Trucks	1	Auto sales incentives
Hardware	1	Construction & building needs
Insurance, Investments & Real Estate	1	Insurance incentives

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

Radio	TV	Cable
Account	Account	Account
The Home Depot	Morgan & Morgan	Coca-Cola
Progressive	Liberty Mutual Insurance	Liberty Mutual Insurance
Morgan & Morgan	Progressive	Burger King
NHTSA Natl Highway Traffic Safety Administration	Skechers	Tempur-Pedic
Mattress Firm	Lowe's	NHL National Hockey League
ZipRecruiter	Dupixent	Progressive
Tremfya	Caplyta	The Home Depot
Wayfair	Skyrizi	Sensodyne
Lowe's	Rooms To Go	Chipotle
MyComputerCareer	Sensodyne	Harbor Freight

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).

JUNE	Business Category	% of Annual Business in Month
	Gift, Novelty & Souvenir Stores	9.7%
	Paint & Wallpaper Stores	9.5%
	Hardware Stores	9.2%
	Building Supply Stores	8.9%
JULY	Business Category	% of Annual Business in Month
	Paint & Wallpaper Stores	9.7%
	Shoes Stores	9.3%
	Appliance Stores	9.2%
	Family Clothing Stores	9.1%
AUGUST	Business Category	% of Annual Business in Month
	Office Supply Stores	11.3%
	Shoe Stores	10.7%
	Book Stores	10.4%
	Seasonal Goods Stores	9.4%

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](#).

June	July
• Adopt-A-Shelter-Cat Month • Great Outdoors Month • Pride Month • Bed Bug Awareness Week (6/7- 6/13) • National Flag Week (6/14-6/20) • National Donut Day (6/5) • Juneteenth (6/19) • Father’s Day (6/20) • Summer Begins (6/21)	• National Ice Cream Month • Women's Motorcycle Month • National Grilling Month • Air Conditioning Appreciation Days (7/3-8/15) • American Sparking Wine Day (7/3) • Independence Day (7/4) • National Kitten Day (7/10) • National Scotch Day (7/27) • National Mutt Day (7/31)
RAB Observations on Promo Opportunities:	

June is all about connection—community, causes, and getting outdoors—making it a prime month for meaningful and seasonal ad conversations. Adopt-A-Shelter-Cat Month and National Pet Week - style momentum continue with animal shelters, veterinarians, pet stores, and groomers promoting adoption and care, while Great Outdoors Month and the start of summer spotlight parks, campgrounds, outdoor retailers, travel destinations, and home improvement businesses ready to inspire warm-weather plans. Purpose-driven moments like Pride Month, Juneteenth, and National Flag Week offer opportunities for retailers, financial institutions, healthcare providers, community organizations, and local brands to show support and engage authentically with their audiences. Meanwhile, Bed Bug Awareness Week gives pest control companies, hotels, and property managers a timely reason to educate and promote prevention. And of course, June brings high-impact, feel-good promotions - National Donut Day, Father’s Day and the official start of summer -perfect for restaurants, bakeries, QSRs, retailers, and entertainment venues looking to drive traffic with seasonal offers. It’s a month built for campaigns that blend purpose, celebration, and summer energy - making outreach feel both relevant and irresistible.

July is packed with summer energy, celebration, and lifestyle moments that create strong seasonal sales opportunities. National Ice Cream Month and National Grilling Month are natural fits for restaurants, grocery stores, lawn & garden stores, specialty food retailers, appliance dealers, and backyard lifestyle brands looking to connect with families and outdoor entertaining. Independence Day and American Sparkling Wine Day offer built-in promotional angles for beverage brands & retailers, event venues, restaurants, wine & liquor stores and local attractions tied to gatherings, celebrations, and holiday spending. Warm-weather needs also drive practical advertising conversations. Air Conditioning Appreciation Days give HVAC companies, home service providers, window companies and energy-efficiency businesses a timely reason to reach homeowners during peak cooling season, while Women’s Motorcycle Month highlights opportunities for motorcycle dealers, apparel shops, repair services, and insurance providers to connect with riding enthusiasts. Pet-friendly moments like National Kitten Day and National Mutt Day create feel-good hooks for animal shelters, veterinarians, pet boutiques, groomers and boarding facilities. Add in National Scotch Day for bars, restaurants, liquor stores and specialty retailers and July becomes a month full of lifestyle-driven promotions that make summer advertising conversations easy to spark.



#8

Co-op Directory

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.

Search More Than 8,000 Co-op Plans

[CLICK HERE TO START SEARCHING](#)

Video Tutorial

How to use the co-op directory - (length:8:59)



Want a Deeper Dive into Co-op?

See the presentation.



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 Plans and Promotions

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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05-18-26 Spartan Mowers Spring Mower Sales Event!

The Offers:

- Let your Spartan Mowers dealers know about this sales event. Get a \$250 instant rebate on all new Spartan Mowers Shield, Shield-HD and Defender mowers. Visit your local Spartan Mowers dealer for complete offer details. Offer expires June 30, 2026. 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% - 60% 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 Mowers 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.

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 dealers.

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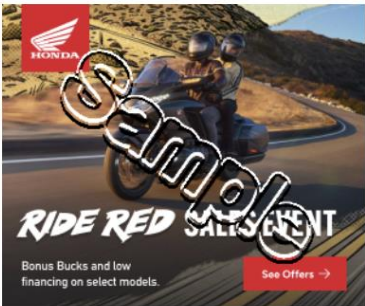


05-18-26 Honda Powersports Ride Red Sales Event!

The Offers:

- Let your Honda Powersports dealers know about this sales event. Get Bonus Bucks and low APR financing on select new Honda motorcycles. Visit your local Honda Powersports dealer for complete offer details. Offer expires June 30, 2026. 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 Honda Motor - Motorcycles/ATV co-op program to share the cost of local dealers' advertising. The dealer can receive 50% - 70% reimbursement for qualifying co-op ads. Please view link for detailed requirements. Prior approval is required for all co-



Co-op Sales Leads

05-18-26 Free Trial-Sized Treats From Merle Norman!

The Offers:

- Let your Merle Norman Studios know about this special offer. Get a Free gift bag with 4 trial-sized treats with the purchase of two or more Merle Norman cosmetic products. Visit your local Merle Norman Studio for complete offer details. Offer valid June 1, 2026 - While Supplies Last. 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 studio(s) with the manufacturer before committing to any ad program. The featured image is for sample only. Use the Merle Norman Cosmetics co-op program to share the cost of local studios' advertising. The studio can receive 60% reimbursement for qualifying co-op ads. Please view link for detailed requirements. Prior approval is required for all co-op advertising.



Find your local Merle Norman Studios:

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

Performance Period: 01/01 - 12/31

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

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 dealers.

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 dealers.



05-18-26 Get More Done for Less With Can-Am!

The Offers:

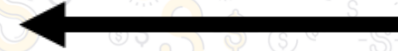
- Let your Can-Am dealers know about this special offer. Qualified Agricultural and Commercial consumers can take advantage of current offers Plus get up to \$500 off or 1 year of coverage Plus 10% off accessories on select new Can-Am Defender and Outlander models. Visit your local Can-Am dealer for complete offer details. Offer expires August 17, 2026. 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 (ATV/SxS) 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.



Search More Than 8,000 Co-op Plans

🔍 [CLICK HERE TO START SEARCHING](#)



Video Tutorial

How to use the co-op directory - (length:8:59)



Want a Deeper Dive into Co-op?

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Let's Get Started with Co-op

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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.

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- [NEW Weekly Co-op Promotions](#)
- [Ad Material Warehouse](#)
- [Top Business Trends](#)

www.rab.com

RAB

Co-op Directory

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

RAB[®]

Quick Co-op Search

Search

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

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 ▾

Participation % Is ▾ = to (0-100)

Expiration Date between and

Year (Prior/Current): ▾

☐ Formal Co-op

☐ Special Arranged Co-op

☐ Fixed & Unlimited

☐ Accrual Dollars Found

☐ Website

☐ Dealer Locator

☐ Artwork

☐ Scripts

☐ E-mail

Media ▾

Print Media ▾

Categories (*Select all desired)

Aircraft, Accessories and Supplies

Animal and Pet Supplies

Automobiles and Trucks

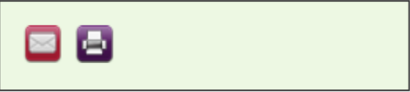
Automotive Accessories

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 \$s 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

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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
 - ANA/RAB Tearsheets - Manual Billing
 - ANA/RAB Tearsheets - Digital Billing
 - Profiling your Account
- Co-op Request Form
- Co-op Authorization Letter

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CO>OP Connect Concierge



Guide to Selling Co-op

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

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

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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

Media Facts

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

Designed in partnership with RAB's Sales 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.

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



Advocacy and Engagement PPT Decks

RAB has released a clear, concise, streamlined presentation that focuses on radio's truths about listening and engagement that drive results and power up brand plans. Click below to chose the branded "THIS! is Radio" deck or a white-label version you can customize with your station branding.

[VISIT](#)

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

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⬆ 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 I+ 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 the 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 avails 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 considerable 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

#10

Radio Facts

The POWER of Radio

RADIO FACTS

Use the drop downs below to create a **custom profile** of radio listening.

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

Hi! I'm your Why Radio AI assistant from RAB.
I can answer your questions about advertising, marketing and radio in all its forms.

Let's Chat



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

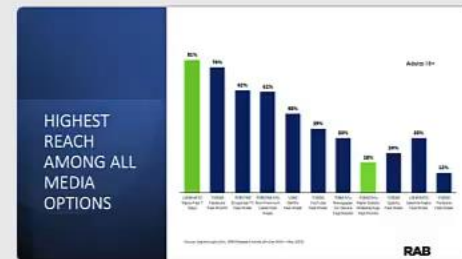
A group of four young adults are shown from the waist up, set against a solid yellow background. They are all wearing large, colorful over-ear headphones. From left to right: a man with curly hair in a yellow shirt and blue jacket with red headphones; a woman with dark hair in a purple hoodie with pink headphones; a man with short hair in a green jacket and white shirt with yellow headphones; and a woman with long red hair in a red hoodie with white headphones. All four individuals are smiling and making 'rock on' hand gestures with their right hands. A semi-transparent yellow horizontal band is positioned across the lower half of the image, containing white text.

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

RAB



4



8



12



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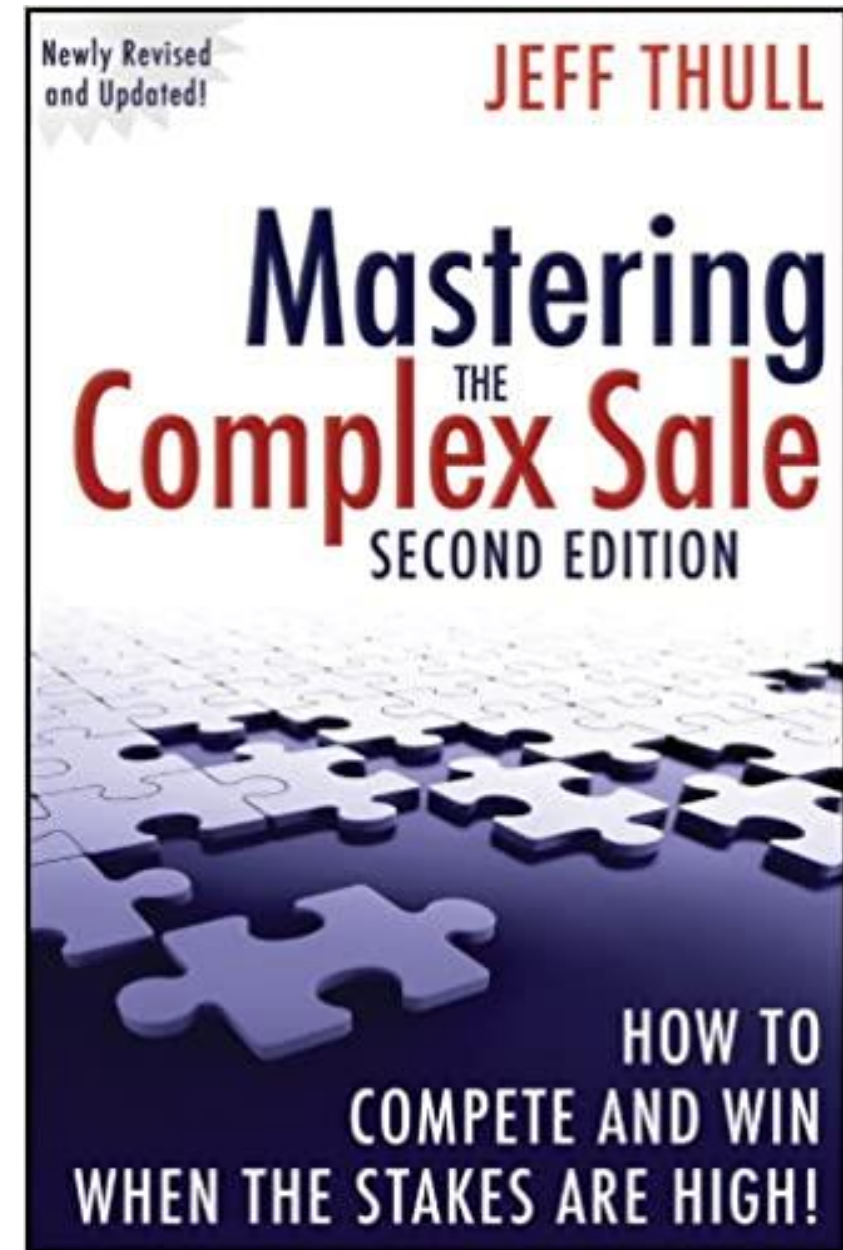
 RAB

 @your_RAB



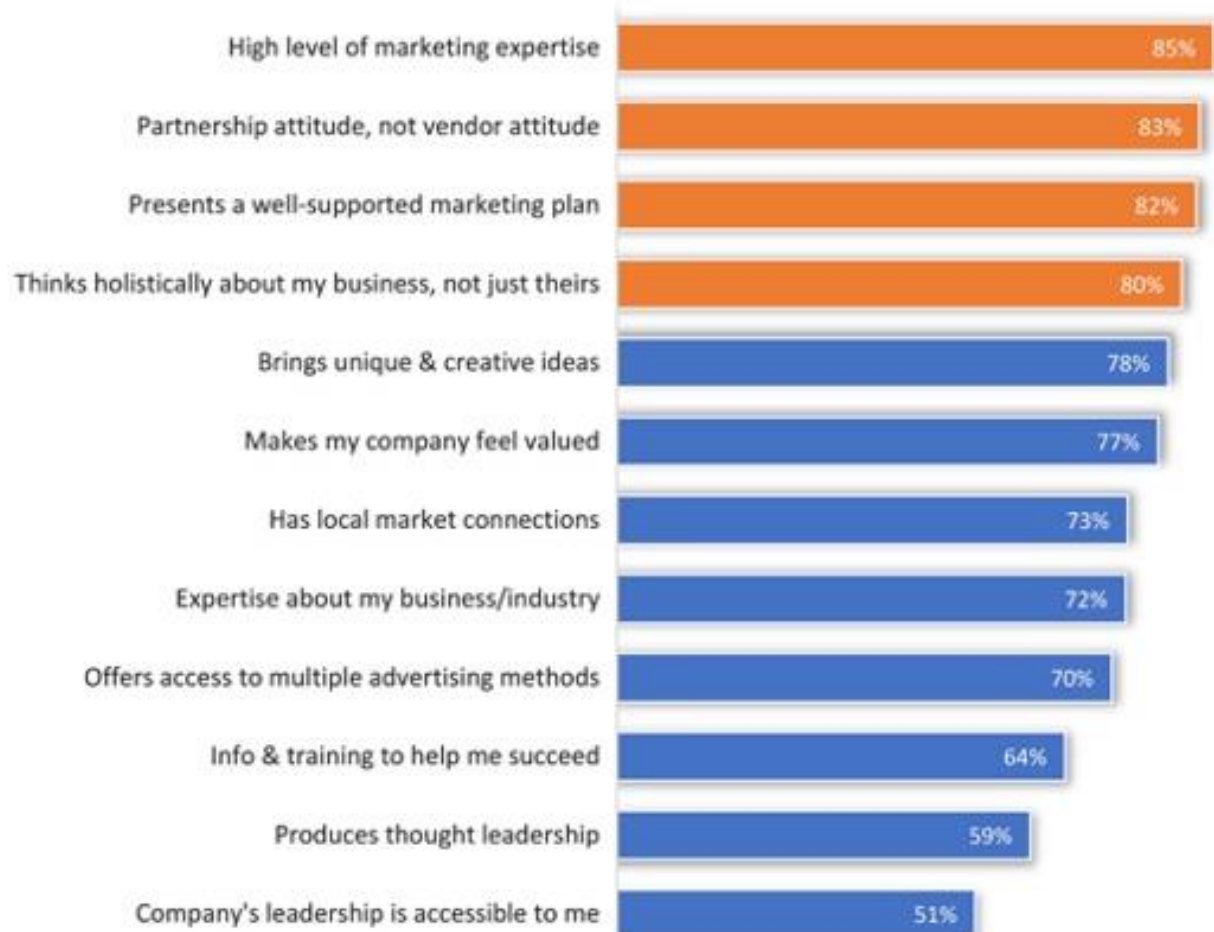
RAB[®]

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.

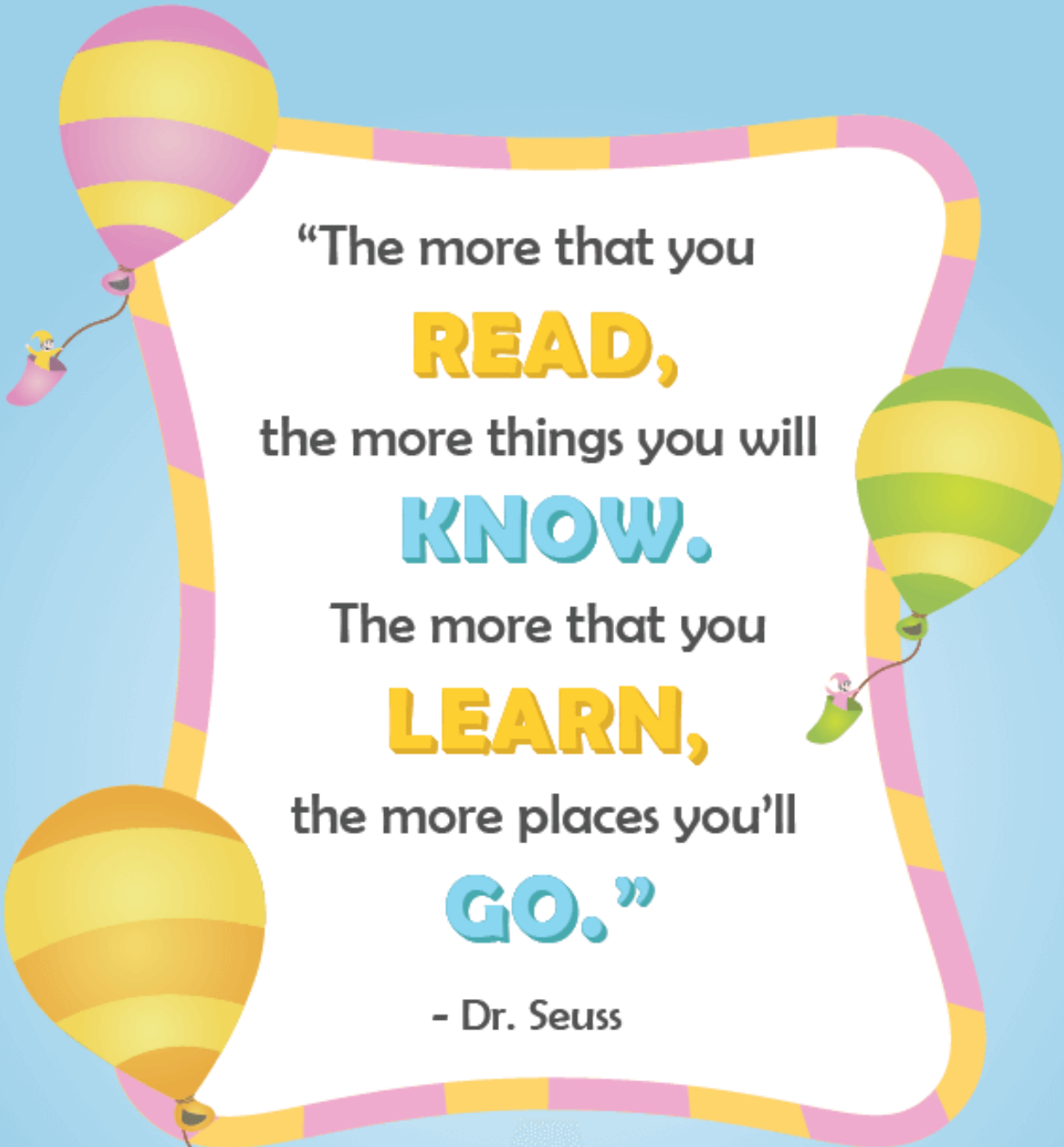
*What's **NOT** so important? Expertise about the advertiser's business, thought leadership, and a broad set of advertising offerings.*

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



BORRELL



“The more that you
READ,
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

7

Close

6

Presentation

5

Proposal

4

CNA

3

Research

2

Appointments

1

Prospect



As a result of this presentation my knowledge of RAB tools is...





800-232-3131
MemberResponse@Rab.com