

RESEARCH

7 STEPS TO SELLING SUCCESS SERIES

RAB LIVE PRESENTATION
MAY. 7 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.



Congratulations to our May 2025 Superuser!

What is a Superuser? Cambridge Dictionary defines superuser as "someone who knows a lot about a computer program and can help other people to use it." Each month, we continue to celebrate and highlight an RAB Superuser.

Congratulations to **Fred Koebel, local sales manager, Great Plains Media Inc., Normal, Illinois**, for being an **RAB Superuser in May 2025!**

Fred will receive an RAB radio-themed item as a thank you and as a reward for his RAB.com prowess. Fred, [please contact us](#).

You will soon learn more about Fred and his success in using RAB tools in an upcoming Radio Sales Today issue.

Since 2023, we have been randomly selecting RAB members who are superusers of the tools and services based on their activity. Your name may be next! Don't miss the opportunity to flex your RAB.com knowledge.

Make sure you check out future issues of Radio Sales Today.

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

1 Commercial Visitor

2 Product Peddler

3 Consultative Seller

4 Sustaining Resource

Prospecting

"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

Appointments

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

Research

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

CNA

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

Proposal

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

Presentation

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"

Close

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

Attitude

"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

1
Commercial
Visitor

2
Product
Peddler

3
Consultative
Seller

4
Sustaining
Resource

Prospecting

"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

Appointments

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

Research

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

CNA

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

Proposal

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

Presentation

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"

Close

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

Attitude

"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

7 STEPS

7

Close

6

Presentation

5

Proposal

4

CNA

3

Research

2

Appointments

1

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 May 6, 2025

RADIO SALES TODAY

AL & BENNETT OF SAN ANTONIO

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

7 STEPS TO SELLING SUCCESS SERIES **RESEARCH** **RAB LIVE PRESENTATION MAY. 7 AT 12PM CT REGISTER NOW**

Consumers Are Becoming Increasingly Negative Toward the Use of AI in Advertising
Artificial intelligence is on its way to impacting nearly every aspect of society today. There's the growing prominence of models like ChatGPT, companies using AI for customer service, and it's becoming a selling point for devices. There are tons of applications for AI, and advertising is emerging as another such use for brands in particular.
[READ MORE](#)

RAB RTR RISING THROUGH THE RANKS EMPOWERING • LEADING • CONNECTING APPLICATIONS OPEN UNTIL MAY 30

Are children better off when one parent has a job or when both do? U.S. teens differ in their views
In the United States, 43% of teenagers say children are better off when one parent doesn't have a job and focuses on the family. A larger share (57%) say children are just as well off when both of their parents have jobs, according to a recent Pew Research Center survey of teens ages 13 to 17.
[READ MORE](#)

Public Dealer Groups Lean on Fixed Ops Amid Tariff Fears
Dealers see fixed operations as a major hedge against the current, tariff-related threat to new-vehicle sales - which goes a long way toward explaining why so many dealers, when asked about tariffs, consider them just one more challenge to overcome, like online selling, the Great Recession and the COVID-19 pandemic.
[READ MORE](#)

RAB NEWS



THIS WEEK: The Seven Steps Series - Research

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 **Research**.

This presentation takes place on Wednesday, May 7, 2025.

Click on the link above to register for this presentation.

PRODUCT SHOWCASE

RAB LIVE PRESENTATION **RADIO WORKS FOR CAUSE MARKETING**

A live presentation to help sellers prospect the cause marketing category.

**MAY 28 AT 12PM CT
REGISTER NOW**



RAB LIVE PRESENTATION **MAXIMIZING LOCAL SPORTS REVENUE**

Guests: Jeremy Law & Michael Brannon
RadioAlabama, Marble City Media

One of radio's greatest strengths is it's local connection to communities. Hear an impactful case study on how radio can embrace local sports to deepen that connection, achieve results for clients, and drive revenue.

MAY 21 AT 12PM CT REGISTER NOW



Retail Me Not

Mother's Day Shopping and Spending By the Numbers (2025)

For the fourth year in a row, flowers take the top spot for planned Mother's Day gifts in 2025. However, beyond the expected gift of flowers, their survey found that there are numerous close seconds, suggesting that perhaps a bundle of gifts might be the way to go.

[READ MORE](#)



HR Dive

1 in 10 workers are clocking out for micro-retirement, survey finds

An estimated 1 in 10 U.S. workers plan to take what is being coined as a "micro-retirement" this year, according to a recent report by SideHustles.com. "More Americans - especially Millennials and Generation Z - are stepping away from their jobs for months at a time...to rest, travel, or focus on personal projects," the company said.

[READ MORE](#)



Chain Store Age

Survey: Consumers want companies to support DEI, environmental causes

While some retailers have rolled back diversity, equity and inclusion (DEI) initiatives, consumers are still looking for companies to support social causes and sustainability. A new survey from global insights firm Globescan revealed that more than half (53%) of Americans want companies to support DEI initiatives, while only 14% want them to oppose it.

[READ MORE](#)



Jeff Schmidt, SVP of Professional Development

Hot Chocolate, Whipped Cream and the Cherry on Top

When the odometer turned over at 250,000 miles, Carolyn said, "I think it's time for a new car." My wife is not a car person or a tech person. She does not need to replace it if it's working, as evidenced by the mileage.

Our journey led us to three dealerships. I, of course, did hours of late-night online research to narrow her choices and determine availability. The first dealership we visited was a mega dealer with multiple locations. Before the visit, I connected with the salesperson, and she said she would gather the three vehicles from various locations so we could look at them all with her. Convenience. The second dealer was your typical used-car salesman - abrasive and only caring about the deal. Despite Carolyn loving the color and style of the vehicle he had on his lot; we didn't stay long and didn't go back. Despite me telling her if she loved the car, I would handle the guy; I knew it wasn't really about the car.

The third dealership had a vehicle she wanted to see. I called to set up the appointment. From then on, the magic happened. The salesperson, Nick, began texting me, confirming our 6 p.m. appointment. He sent me the CarFax in advance to review and links to the manufacturer's website with all the car details and asked if he could do anything to help with the visit.



Carolyn doesn't care about the car's technology or flash. She wants a vehicle that "feels good in her soul," and we found it. As we were putting together the paperwork and the deal, as if it were an afterthought, Nick smiled and said, "One of the things we love to do for our customers is provide you with lifetime oil changes - free as our way of saying thank you." Boom! Carolyn's eyes and smile looked like she had just won the lottery. She said, "The car was the hot chocolate.

The way Nick treated us was the whipped cream and the oil changes were the cherry on top."

What are you doing to give your customers the cherry on top? In a recent article by FasterCapital, they share three key benefits of exceeding customer expectations:

1. **Drives Customer Loyalty and Repeat Business**
When businesses deliver something extra - beyond what the customer expects - it creates a memorable, positive experience that builds trust and loyalty.
2. **Generates Positive Word-of-Mouth and Free Marketing**
Exceeding expectations often turns satisfied customers into enthusiastic brand advocates.
3. **Differentiates Your Brand from Competitors**
Providing something extra sets your business apart in a crowded marketplace.

In a crowded marketplace, providing the "cherry on top" can be the key differentiator for your organization and the companies you serve to thrive in a challenging market. Carolyn has told many friends about her experience, and now I'm telling you. Going beyond customer expectations with something extra in a purchase fosters loyalty, amplifies positive word-of-mouth and helps your business create a powerful competitive advantage.

To practice what we teach, at RAB, we have developed a Superior Customer Service Checklist of things you can do to help your customers exceed their expectations and provide that cherry on top. If you'd like a copy, email me [here](#).

Think Big! Make Big Things Happen!

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](#).



We have news - you now have (some) more time to enter the Radio Mercury Awards! Our final deadline is now Friday, April 18 at midnight ET to complete your entries and have the opportunity to be recognized for your creative excellence with a really cool award and some cash! Don't wait to the deadline - [enter now!](#)

[ENTER THE RADIO MERCURY AWARDS](#)



Applications are now open for RAB's Rising Through the Ranks, a women's leadership program taking place in Nashville, August 19-21 with a kickoff virtual session a week prior. You can learn more about this unique and highly regarded program focused and apply to be accepted [here](#).



You still have time to register for tomorrow's RAB live presentation, Radio Ad Forecast for 2025, featuring Celine Matthiessen from BIA Advisory Services. You'll get fresh data on local radio and opportunities that can help you prospect new clients and advise existing clients. [Register here](#).

May I also remind you that RAB's **One Voice for Radio** initiative launched in early Q1. The website [rab.com/OneVoice](#) provides you with knowledge and sales resources to position and message radio to your clients. You'll also find on-demand viewing available of the Nielsen 3-Minute Qualifier Modernization live presentation series which provide you with what you need to know about the shift. It's an exciting time for radio measurement and we want to make sure you understand it and are able to integrate it into your sales and marketing efforts.

We are hearing from our members how some local businesses are challenged and are working hard to maximize their advertising spend. As a marketing consultant, we have products that you can use to help them reach and connect with their customers.

the pitch

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 of categories and issues.



The Promotional Calendar lists events and holidays that can be idea starters for local campaigns, activations or sponsorship opportunities.



Top Business Trends, based on data from the U.S. Department of Commerce, details key advertising categories and their "hot" sales months where advertisers should focus their campaign activity.



Consumer Behavior by Format (also known as Gold Digger Reports) highlights areas and behaviors where consumer segments are particularly strong based on their radio format listening. Reaching consumers who are already in the market for a product or service makes them "prime" for targeting.

Whether you are prospecting or speaking to current advertisers, it is always important to share the value and impact that broadcast radio can have on their business. Essentially, sharing the "why."

WhyRadio

Our **Why Radio** microsite provides you with facts, data points and insights.

FACTS

Facts - Use the drop-down menus to create a profile or to get a supporting stat about radio's reach across listeners and consumer segments.

FAQ

FAQs - The most frequently asked questions posed by potential and current advertisers are answered here. Many of these FAQs have recently been updated.



Why Radio slide decks - Created to provide you with supporting slides that can be included as an introduction to your specific radio stations. There are three different versions available for download - All listeners, Black listeners and Hispanic listeners.



Congrats to April's RAB Superuser David Bloyer, marketing consultant, Carroll Broadcasting Company in Carroll, Iowa.

Until next month, March Forth and Be Positive!

Mike

Mike Hulvey
President and CEO
RAB

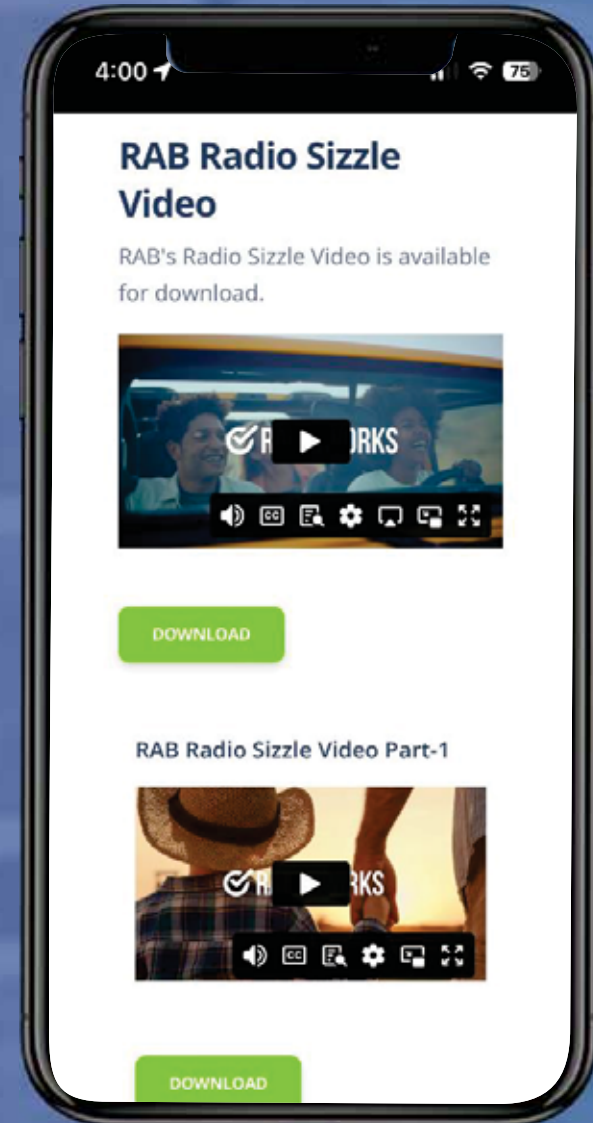


We're Mobile

See us on all your devices

www.rab.com

Same USER ID and PASSWORD



RAB



[RADIO FACTS](#) ▾

[PLANNING / BUYING](#) ▾

[SALES TOOLS](#) ▾

[CREATIVE](#) ▾

[TRAINING](#) ▾

[LOGIN](#)

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](#)

7 STEPS

7

Close

6

Presentation

5

Proposal

4

CNA

3

Research

2

Appointments

1

Prospect



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!)



[RADIO FACTS](#) ▾

[PLANNING / BUYING](#) ▾

[SALES TOOLS](#) ▾

[CREATIVE](#) ▾

[TRAINING](#) ▾

[LOGIN](#)



Members Only

Live Presentations

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

[REGISTER NOW](#)

< On Demand



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

Upcoming >



Prospecting



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 tablet. **Auto Buyer Profiles** are also available for download on this page.



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.



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

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

View the "Presentation" and "Download" links 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 expect the consumption of products and services or media and personal attitudes. They can help you identify 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.



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.

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)

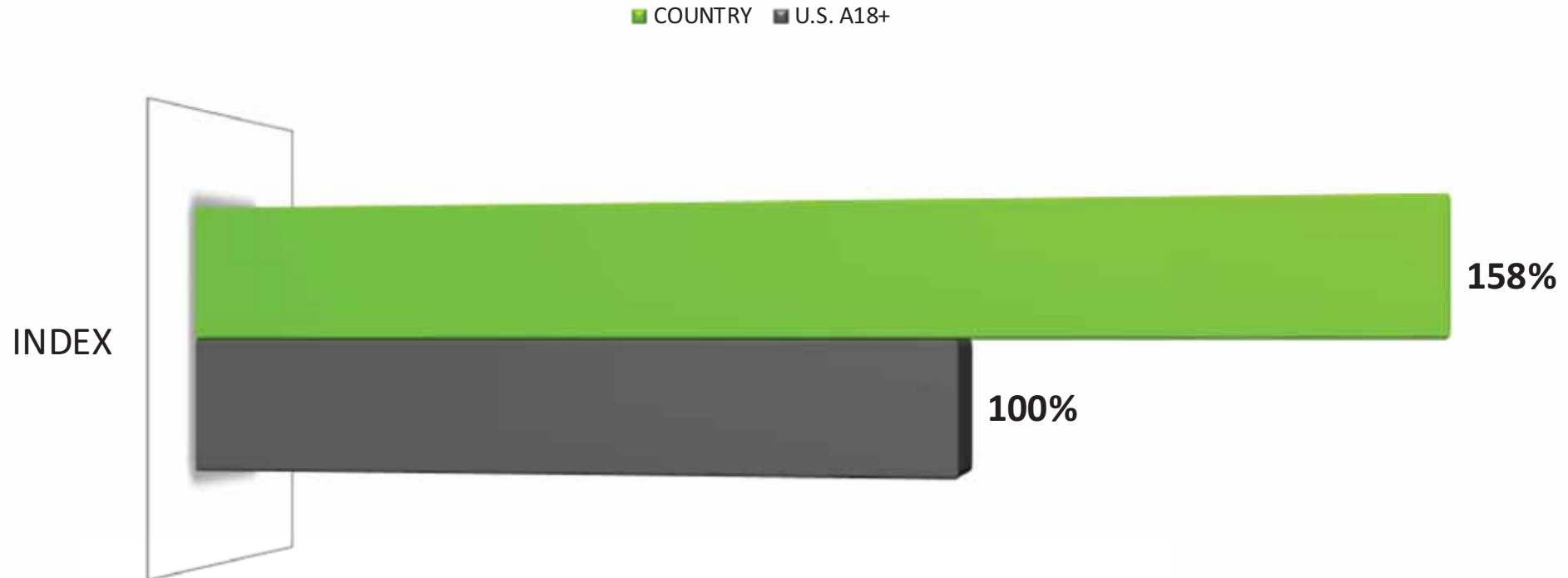
171 Type of Music/Audio Listen to: Country/last 6 mos

169

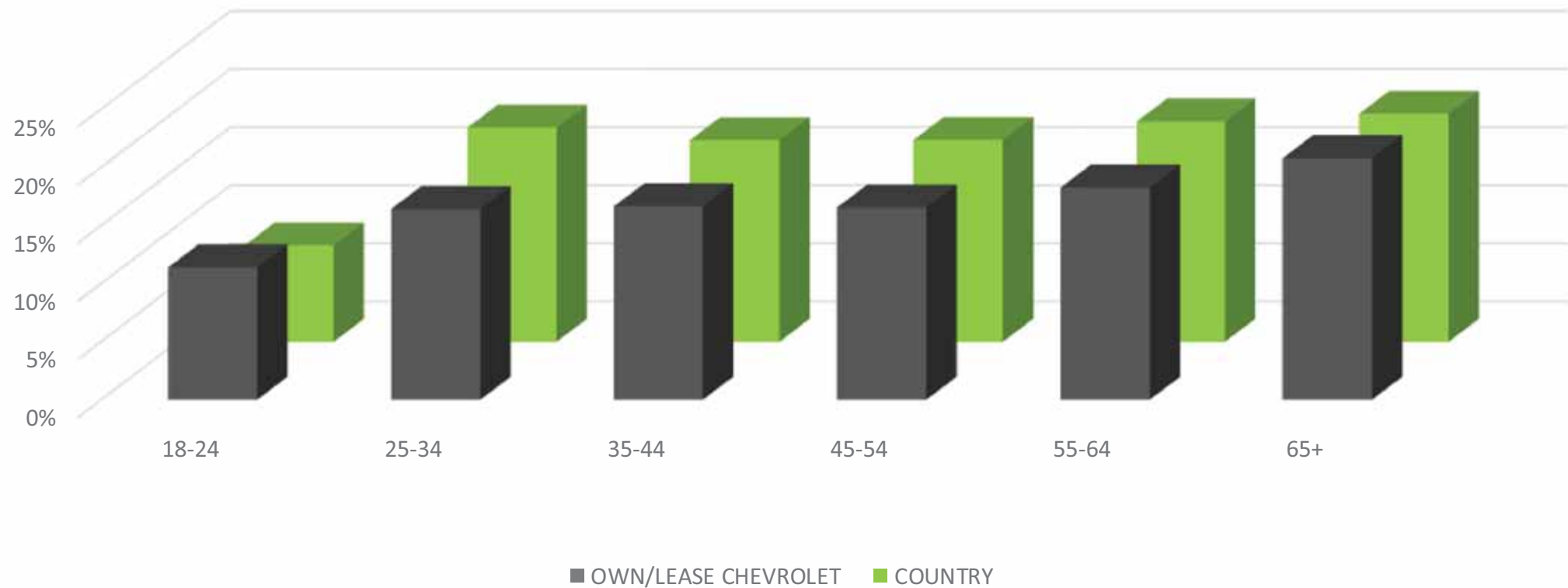
Custom Charts

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

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!



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.

Top Business Trends 2024

	Jan	Feb	Mar	Qtr. Total	Apr	May	Jun	Qtr. Total	Jul	Aug	Sep	Qtr. Total	Oct	Nov	Dec	Qtr. Total
All Retail Sales	8.2	8.3	8.3	24.8	8.3	8.3	8.4	25.0	8.4	8.4	8.3	25.1	8.3	8.3	8.3	24.9
Appliance Stores	7.5	7.9	8.2	23.6	8.0	8.7	8.6	25.3	9.0	8.8	8.3	26.1	8.4	8.6	8.0	25.0
Auto Dealers (New)	7.5	7.9	8.7	24.1	8.6	9.0	8.0	25.6	8.7	9.0	8.3	26.0	8.0	7.9	8.5	24.4
Auto Dealers (Used)	7.5	8.5	9.0	25.0	8.8	8.9	8.2	25.9	8.7	8.9	8.7	26.3	8.4	7.5	7.0	22.9
Auto Parts, Acc.&Tire Stores	7.7	7.5	8.5	23.7	8.6	8.9	8.5	26.0	8.8	9.0	8.2	26.0	8.6	8.1	7.6	24.3
Beer, Wine, Liquor Stores	6.8	7.3	8.0	22.1	7.7	8.7	8.6	25.0	8.7	8.6	8.0	25.3	8.0	8.6	10.9	27.5
Book Stores	9.8	6.8	7.3	23.9	7.3	7.7	7.2	22.2	7.2	10.7	8.9	26.8	6.8	7.3	13.1	27.2
Building Supply Stores	6.8	7.0	7.9	21.7	9.0	9.8	8.9	27.7	9.2	9.0	8.2	26.4	8.6	8.1	7.5	24.2
Clothing and Accessory Stores	6.1	7.1	8.0	21.2	7.7	8.8	8.0	24.5	8.2	8.7	7.5	24.4	7.7	9.2	13.0	29.9
Consumer Electronic Stores	7.8	7.8	7.6	23.2	7.4	8.1	7.6	23.1	8.0	8.3	8.1	24.4	7.9	9.7	11.6	29.2
Department Stores	6.8	7.2	8.0	22.0	7.5	8.4	8.0	23.9	7.9	8.7	7.7	24.3	7.9	9.3	12.6	29.8
Discount Stores	7.1	7.3	8.0	22.4	7.4	8.3	8.1	23.8	8.2	9.0	7.8	25.0	8.0	9.1	11.7	28.8
Drug Stores	8.4	7.8	8.1	24.3	8.0	8.4	8.0	24.4	8.5	8.6	8.1	25.2	8.9	8.4	8.9	26.2
Electronic Shopping & Mail-Order Houses	8.0	7.5	8.0	23.5	8.2	8.5	8.0	24.7	8.6	8.5	7.4	24.5	8.1	9.3	9.9	27.3
Family Clothing Stores	5.9	6.5	8.0	20.4	7.7	8.8	8.4	24.9	8.5	9.0	7.4	24.9	7.8	9.5	12.3	29.6
Food and Beverage Stores	8.0	7.8	8.4	24.2	7.9	8.7	8.3	24.9	8.6	8.6	8.1	25.3	8.2	8.4	9.0	25.6
Fuel Dealers	13.4	12.0	9.3	34.7	8.0	6.0	4.8	18.8	5.3	5.5	6.7	17.5	8.3	9.9	11.0	29.2
Furniture Stores	7.7	7.9	8.3	23.9	7.7	8.3	8.1	24.1	8.5	8.8	9.0	26.3	8.0	9.1	8.6	25.7
Gasoline Stations	7.2	7.3	8.2	22.7	8.5	8.9	8.6	26.0	8.9	8.8	9.0	26.7	9.0	8.0	7.6	24.6
Gift, Novelty & Souvenir Stores	5.6	6.0	6.9	18.5	7.1	8.6	9.9	25.6	9.1	9.7	8.8	27.6	11.7	6.8	9.4	28.3
Grocery Stores	8.2	7.8	8.4	24.4	8.0	8.6	8.3	24.9	8.6	8.6	8.1	25.3	8.2	8.4	8.8	25.4
Hardware Stores	7.3	6.9	7.8	22.0	8.8	9.7	9.3	27.8	8.8	9.1	7.9	25.8	8.3	8.0	8.0	24.3
Health/Personal Care Stores	8.2	7.8	8.2	24.2	8.0	8.4	8.0	24.4	8.4	8.6	8.1	25.1	8.7	8.4	9.2	26.3
Hobby/Toy/Game Stores	7.0	7.1	7.8	21.9	6.8	7.2	6.9	20.9	7.0	7.9	8.1	23.0	8.2	12.5	13.6	34.3
Limited Service Eating Places	7.6	7.8	8.6	24.0	8.5	8.9	8.7	26.1	8.8	8.9	8.0	25.7	8.1	7.7	8.2	24.0
Motor Vehicle and Parts Dealers	7.4	7.9	8.8	24.1	8.7	9.1	8.2	26.0	8.8	9.0	8.3	26.1	8.1	7.7	8.1	23.9
Office Supply Stores	8.7	7.8	7.9	24.4	7.7	7.6	7.1	22.4	8.3	10.4	9.6	28.3	8.6	7.6	8.8	25.0
Paint & Wallpaper Stores	6.7	7.3	8.2	22.2	9.0	9.5	9.2	27.7	9.4	9.6	8.6	27.6	8.7	7.4	6.4	22.5
Restaurants and Other Eating Places	7.5	7.9	8.7	24.1	8.4	8.9	8.7	26.0	8.7	8.9	8.0	25.6	8.1	7.7	8.6	24.4
Shoe Stores	5.7	7.1	8.2	21.0	7.4	8.3	7.6	23.3	8.9	10.5	7.9	27.3	7.7	8.7	12.0	28.4
Sporting Goods Stores	6.7	6.8	8.2	21.7	7.5	8.4	8.9	24.8	8.5	9.1	8.0	25.6	7.8	8.7	11.5	28.0
Supermarkets	8.2	7.8	8.4	24.4	7.9	8.6	8.3	24.8	8.6	8.6	8.1	25.3	8.2	8.4	8.8	25.4
Used Merchandise Stores	7.7	7.8	8.8	24.3	8.2	9.0	8.2	25.4	8.3	8.4	8.2	24.9	8.9	7.9	8.5	25.3
Warehouse Clubs/Superstores	7.5	7.5	8.5	23.5	7.9	8.6	8.4	24.9	8.4	8.8	7.9	25.1	8.3	8.5	9.8	26.6
Women's Wear Stores	6.1	7.1	8.7	21.9	8.2	9.2	7.6	25.0	7.9	8.2	7.9	24.0	8.0	9.5	11.6	29.1

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.

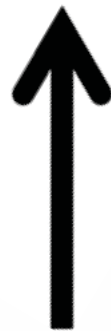
Below average months (under 8%) are in BLACK.

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 2024.

Top Business Trends 2024

	Jan	Feb	Mar	Qtr. Total	Apr	May	Jun	Qtr. Total	Jul	Aug	Sep	Qtr. Total	Oct	Nov	Dec	Qtr. Total
All Retail Sales	8.2	8.3	8.3	24.8	8.3	8.3	8.4	25.0	8.4	8.4	8.3	25.1	8.3	8.3	8.3	24.9
Appliance Stores	7.5	7.9	8.2	23.6	8.0	8.7	8.6	25.3	9.0	8.8	8.3	26.1	8.4	8.6	8.0	25.0
Auto Dealers (New)	7.5	7.9	8.7	24.1	8.6	9.0	8.0	25.6	8.7	9.0	8.3	26.0	8.0	7.9	8.5	24.4
Auto Dealers (Used)	7.5	8.5	9.0	25.0	8.8	8.9	8.2	25.9	8.7	8.9	8.7	26.3	8.4	7.5	7.0	22.9
Auto Parts, Acc.&Tire Stores	7.7	7.5	8.5	23.7	8.6	8.9	8.5	26.0	8.8	9.0	8.2	26.0	8.6	8.1	7.6	24.3



#4

The Pitch

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.

the**pitch**

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 SERVICE

Search

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





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 *(Recreational Vehicle Dealer)*

(Insert date of meeting)

INSERT RADIO STATION LOGO(S)



Agenda

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



RADIO
INFORMS



RADIO
ENTERTAINS



RADIO
ALLEVIATES

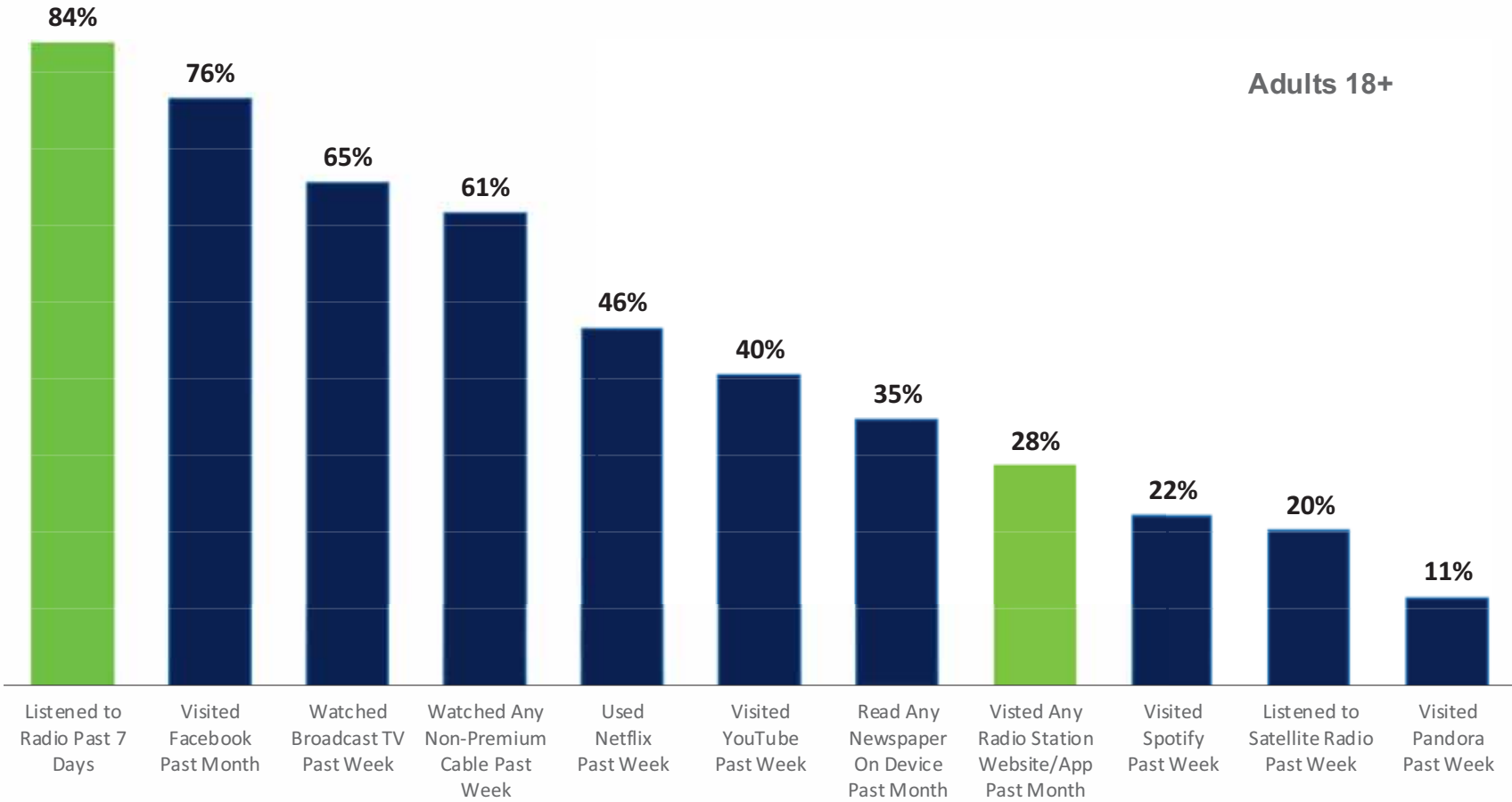


RADIO
HELPS



RADIO
DRIVES RESULTS

Highest Reach Among All Media Options



Radio Reaches RV Prospects

85%

Households who dwell in a mobile home.

89%

Black households who dwell in a mobile home.

87%

Hispanic households who dwell in a mobile home.

Radio Reaches RV Prospects

84%

Adults who went camping
in the past year.

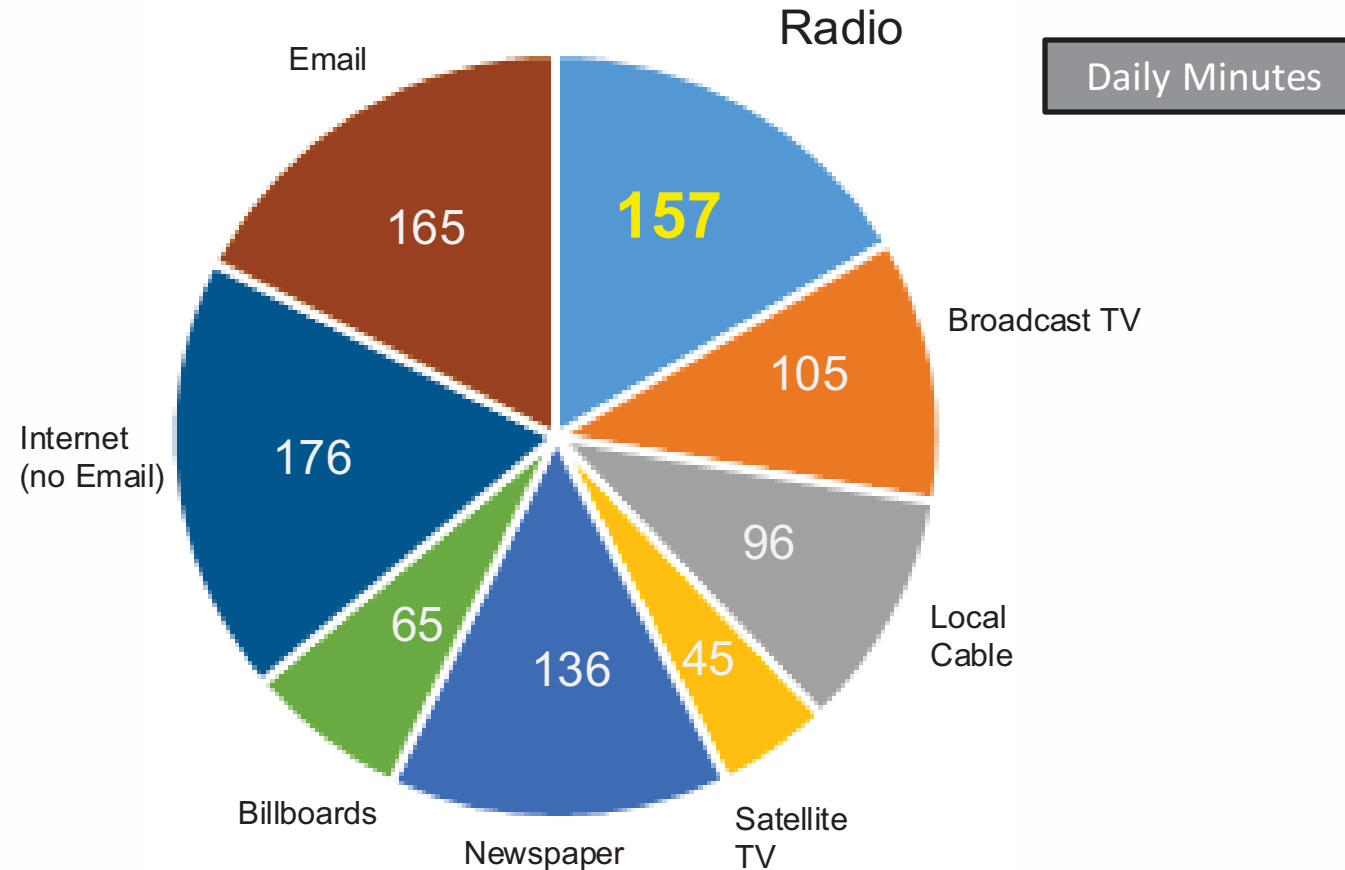
84%

Black adults who went
camping in the past year.

83%

Hispanic adults who went
camping in the past year.

Radio is a MUST to Engage RV Prospects



Households who own an RV spend more time with radio each day than they do with any other traditional media.

Source: The Media Audit Media Day Analysis ROL 2023

Why YOUR Radio Station

- Insert key facts as to why your radio station is the right medium for the Advertiser.

Leveraging Radio for *insert Recreational Vehicle Dealer*

Objectives

- Build awareness and desire for the lifestyle a recreational vehicle provides.
- Drive traffic and sales for *Advertiser X*.
- Develop a customer base and build loyalty and continued engagement.

Strategies

- Leverage all radio station platforms to engage the core target audiences.
 - On-air
 - Online
 - Mobile
 - Social media
 - Experiential (in-market/on-site)
- Develop marketing solutions that position *Advertiser X* as the source that shares a deep passion for RV'ing.
- Deliver turnkey programs that integrate into the radio station content in a relevant way.

Leveraging Radio for *Recreational Vehicle Dealer*

Insight-Based Ideas

Idea: Windshield Adventures

Radio station and *Advertiser X* present a multi-faceted campaign designed to showcase the incredible scenery and experiences visible through an *Advertiser X* RV's windshield.

Through partnerships with expert travel bloggers and radio station influencers together listeners will be served with content highlighting the best windshield views and routes for RV adventures.

Windshield Adventures

How it works:

- Radio station creates a series of audio and video vignettes hosted by their on-air influencers in partnership with expert travel bloggers that vividly bring scenic RV routes and the beauty of the views through an *Advertiser X* RV windshield.
 - :60 audio vignettes air across dayparts on the broadcast and in station streams.
 - Long-form travelogs will be produced for podcasts and on-demand listening/viewing.
 - Radio station's on-air host promotes each of the vignettes and long-form pieces via teaser endorsements within their show/dayparts and on social media.

Windshield Adventures

How it works:

- As an extension to the content series, radio station hosts a user-generated contest where listeners are invited to share their best windshield views via social media or email for prizes including a new RV, a weekend getaway, RV accessories or gift certificates for the dealership.
- Radio station will create a dedicated, *Advertiser X*-branded, section on its website that showcases photos, videos and testimonials related to the windshield adventures:
 - Site to house each vignette and long-form content.
 - Links to the dealer's website for special offers and to tour available RVs.
 - Partnership offers from venues such as parks, businesses, campgrounds and other local attractions.
 - Suggested destinations and routes to experience Windshield Adventures.

Idea: The Great RV Home Tour

Radio station and *Advertiser X* present a home tour series of *Advertiser X* mobile homes in action.

Through a multi-media testimonial program that airs across radio station's platforms, listeners will be enamored with the style, function, fun and sensibilities that an *Advertiser X* RV has to offer.

The Great RV Home Tour

How it works:

- *Advertiser X* identifies RV owners to participate in the home tour feature and radio station visits the owners, tours the RV, interviews the family members and edits each Home Tour into the following:
 - :60 audio vignettes featuring excerpts from each owner's story and their mobile homes for over the air and streaming spots.
 - Long-form interviews for a limited series "The Great RV Home Tour" podcast.
 - One-to-two-minute video tours throughout the RV homing in on unique features, whether they be design/décor related or features inside the vehicle to be posted on the radio station website and linked from radio station and talent social media posts.
 - Photo galleries of each RV Home Tour that showcase their unique features with a click to buy or explore from each feature.

The Great RV Home Tour

How it works:

- Each week, a new RV Home Tour will be released over the air, online and on social media.
- Radio station will create a feature page on its website for The Great RV Home Tour to include:
 - All audio and video content
 - Photo galleries for each of the RVs on the home tour.
 - Link to the *Advertiser X* website to view available RVs.
- Program will culminate in The Great RV Home Tour event where all featured RV owners will be on site at an *Advertiser X* location for listeners to walk through all of the RVs.
 - The Great RV Home Tour will be promoted across all radio station platforms.
 - Radio station talent will be on hand to create entertainment surrounding the tours in sync with enjoying the great outdoors (e.g., firepit to make s'mores, campfire music/concert, contests to win RV accessories, etc.

Idea: RV for a Day

Radio station and *Advertiser X* invite listeners to experience an *Advertiser X* RV by allowing prospective owners the chance to live in one for 24 hours.

RV for a Day

How it works:

- On-air spots and DJ endorsements drive listeners to register online to move-in to an *Advertiser X* RV for a day (24-hours).
- Listeners submit their preferred days to “move-in” along with a shopping list of what they need in the RV for the day, for example:
 - Items for the cupboard, pantry and fridge
 - Toiletry requirements
 - Number and ages of family members for linens, etc.
 - Note: All RVs will be equipped with Wi-Fi, state-of-the-art home electronics, appliances, etc.

RV for a Day

How it works:

- Registration questions probe for the attributes the individual *really* wants in an RV.
- Stories will be selected from the registration process and edited for on-air and online :30 and :60 vignettes
 - Vignettes will all be tagged with *Advertiser X* messaging explaining why the featured storyteller and the listening audience is better off with an *Advertiser X* RV.

RV for a Day

How it works:

- When each participant's scheduled day arrives, the RV will be delivered to their location or choice.
- Local stations keep in touch with the family throughout dayparts to interview them on their experiences and the features they are enjoying most about the RV.
- Outtakes from the check-ins with the families will be edited audio and video *Advertiser X* "RV for a Day" vignettes to run on-air, online and on the *Advertiser X* website.

Idea: On the Road with *Advertiser X*

Radio station and *Advertiser X* partner for a summer road trip (or a series of road trips) in a custom radio station RV. Report live from it, invite listeners to join in on it and share an all-American road trip with a loyal listening audience.

On the Road with *Advertiser X*

How it works:

- *Advertiser X* skins a luxury RV with radio station branding to take on the road and broadcast live from various locations across the region (or even the country).
- Every other week over the course of the promotion, radio station talent rotate to take *Advertiser X* on the road with their station and *Advertiser X* family.
- Listeners are invited to participate by selecting where the talent goes with the RV by choosing a destination the radio station's website.
 - Consumers that participate in the DJ's road map, are automatically entered to receive special offers and instant win prize opportunities.

On the Road with *Advertiser X*

How it works:

- Radio DJs will report live from their experiences on the road while station staffers blog and video upload their on-the-road experiences as they traverse the region (or even the country).
- Listening and viewing audience will experience the trip vicariously through a multi-media experience that stays with the talent on the RV and off.
- Radio station will employ a “spot the RV” promotion on his/her journey for a chance to win a series of instant-win summertime experience prizes (baseball game tickets, amusement park passes, etc.).
- Listeners are invited to submit their own summer road trip experiences for a chance to win an all-expenses-paid “cross-country adventure” in an *Advertiser X* RV.
 - Promotional mentions will drive listeners to email, text or blog in their summer experiences.
 - Submissions should include how an *Advertiser X* RV would have helped them to extend or improve those experiences.

On the Road with *Advertiser X*

How it works:

- Listeners can also go to the station events where they can record their summer road trip experience using a green screen for video – background will include an *Advertiser X* RV (as if it were their own).
- Weekly on-air rewards/giveaways to families that submitted experiences (e.g., tickets to children's museums, beach passes, etc.).
- Grand prize will be an *Advertiser X* RV for the winner to take on the road!

Idea: RV Scavenger Hunt

Advertiser X and radio station partner to create an interactive scavenger hunt that immerses the listener in the product while inviting them to explore the benefits of RV-ing.

RV Scavenger Hunt

How it works:

- Radio station creates an interactive feature page on its website where it will hide various clues inside a virtual *Advertiser X* RV (make/model can change each week).
- On-air promo spots will be created/produced by the radio station that invite listeners to participate and direct them to the virtual *Advertiser X* RV to find the clue that will send them on their mission to find the item.
- Once the item has been found (online or in the real world), participants will snap a selfie with the item and post it to social media with appropriate tagging and hash tagging (e.g., @Advertiser X; @RadioStation; #FoundItRVHuntDay1).
- All appropriately tagged selfies will be entered to win points towards prizes and points earned and they receive entry to a grand prize RV giveaway.

RV Scavenger Hunt

How it works:

- On-air promo spots will run across dayparts in high frequency to generate participation.
- Station talent will air a select number of mentions in-show each day.
- The feature page on the radio station website will include:
 - Virtual RV tour – ability for a listener to do a full walk-through of that week's featured vehicle.
 - Scavenger hunt clue will move to various rooms each day.
 - Link to the *Advertiser X* website.
 - Featured RV lifestyle tips and ideas.

RV Scavenger Hunt

How it works:

- Example RV Scavenger Hunt items include:
 - Receipt (or alternate item) from an RV park
 - Ad for *Advertiser X*
 - Postcard from the local area
 - Rope swing
 - Sleeping bag
 - Something green from the woods
 - “No bears” sign
 - Canoe

Idea: Livin' the RV Life

Advertiser X and radio station encourage listeners to take selfies living the RV life for a chance to win *Advertiser X* and radio station prizes.

Livin' the RV Life

How it works:

- Radio station creates and produces a series of promotional spots inviting listeners to participate in the Livin' the RV Life photo contest.
- :15 and :30 promotional spots run across dayparts Monday through Sunday in high frequency.
- Promotional spots provide instruction for posting and tagging Livin' the RV Life photos via the radio station website and/or social media networks.
 - Example: Are you one of our lucky listeners who are Livin' the RV Life? Radio station and *Advertiser X* want you to share it with us. Send us photographs of you on your journey with your RV – the pictures that tell your best story. If it's a great shot or a great story – you will be eligible to win an upgrade to your RV or other amazing prizes. Enter by uploading your form and photos on our radio station website or through your social networks with hashtag LivinRVLife @AdvertiserX @radiostation.

Livin' the RV Life

How it works:

- Listeners will further be instructed to persuade their friends to “like” their submission (tag or share with friends).
- The Livin' the RV Life with the most interesting stories and the most shares/likes will win prizes from *Advertiser X* and be automatically entered into a grand prize sweepstakes for a new RV.
- Prizes for “most liked” may include:
 - Discounts/special offers from *Advertiser X*.
 - Gift cards for RV accessories and upgrades.
 - Tickets to select radio station-hosted events.

Livin' the RV Life

How it works:

- Throughout the promotional period, all Livin' the RV Life photos that are posted and tagged will appear on an *Advertiser X* "Livin' the RV Life" contest page on the radio station website.
- Radio station and *Advertiser X* will share a Livin' the RV Life story each day on their social media networking pages with a link back to the *Advertiser X* contest page to view all submissions.
- Select radio station talent will endorse the program by weaving commentary about submitted/most liked "Livin' the RV Life" stories within their on-air shows and promote the URL to view all submissions and post your own.

Idea: I Should've had an RV...

Radio station and *Advertiser X* invite listeners to share their nonRV camping experiences, their outrageous stories, funny mishaps and crazy memories from when they really wished they had an RV for a chance to be featured on-air and win a weekend RV adventure.

I Should've had an RV....

How it works:

- Radio station will create :30 or :60 vignette series to include real stories from real campers that would've been better off with an RV.
- Vignettes will be introduced by radio station talent and followed by an *Advertiser X* call to action and tagline.
- Stories are solicited via short-form promotional units that run across dayparts asking listeners to share their experiences – funny and unbelievable. Only criteria is that they are real stories.

I Should've had an RV....

How it works:

- For example:
 - I went camping with a bunch of friends. I got sick inside the tent and unfortunately broke the zipper of the door because my body ripped through the tent. Since it wouldn't close anymore, it ended up being covered with bugs and god knows what else for the rest of the trip. Would've been so much better if I had one of those luxury facilities inside an *Advertiser X* RV.
 - We were all showering in the communal shower and about halfway through the shower I looked up and noticed a bat hanging from the shower head. We all ran out naked with shampoo still in our hair and guano on our feet – clearly, life would have been better with an RV that had a “no bats allowed” sign.
 - We caught an Alaskan king salmon on our adventure through Juneau – went back to the campsite all excited about the delicious dinner that we were about to have. Our dreams quickly evaporated after taking four hours to get the fire going. *Sigh*. A full kitchen would have come in handy from one of those RVs that we passed on our way home.

I Should've had an RV....

How it works

- Radio station creates a dedicated phone line for listeners to leave their stories and selects a phone prompt that allows station to use the recording over the air and on station streams.
- All listener submissions will receive a “test drive” opportunity from *Advertiser X* along with a thank-you gift for participating (e.g., *Advertiser X* and radio station-branded Swiss army knife).
- *Advertiser X* will have access to all listeners who submitted stories for remarketing purposes.

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.



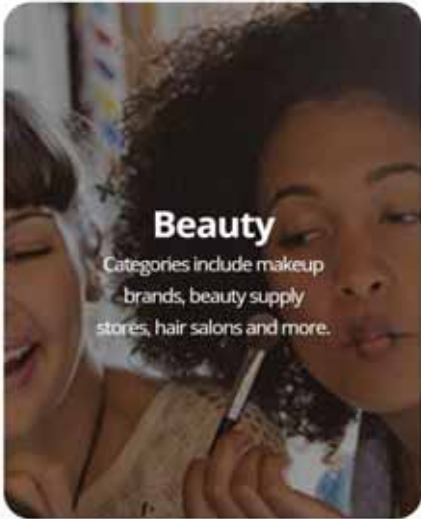
Automotive

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.



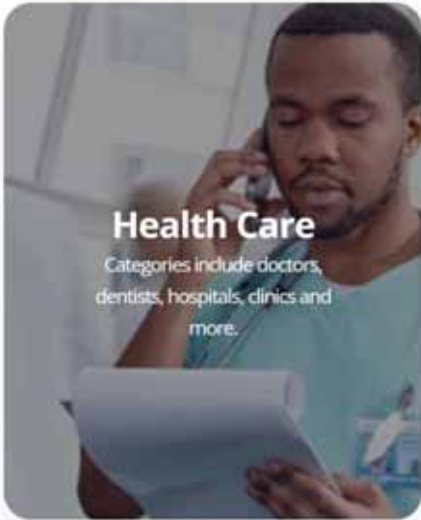
Entertainment

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](#) ▾

[CREATIVE](#) ▾

[TRAINING](#) ▾

[STAFF](#) ▾

[MY RAB](#) ▾

[DASHBOARD](#)



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](#)

[TOUR DASHBOARD](#)

New on RAB.com



com

RAB

RADIO FACTS ▾

PLANNING / BUYING ▾

SALES TOOLS ▾

CREATIVE ▾

TRAINING ▾

STAFF ▾

MY RAB ▾

DASHBOARD

pecting

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



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 Macromedia & 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.

ADVERTISING RATIOS AND BUDGETS 2024

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.)

SIC No. = Standard Industrial Classification Number as established by the U.S. Department of Commerce.

Revenue: Fiscal year revenue is reported.

Ad Spending: Figures reported are for the 2023 and 2022 *fiscal* year. If no data for fiscal 2023 is available, the value will be an estimate and will be indicated as such by an asterisk. Advertising includes all marketing expenditures such as media, direct mail, point-of-purchase, production, ad department operations, research and other direct costs as reported in government filings.

Ad Dollars as Percent of Sales = Advertising Expense Divided by Net Sales (after returns, allowances, discounts). For practical purposes, Net Sales can be thought of as the "Top Line" of the company's income statement.

Ad-To-Sales Ratios: In calculating ad-to-sales ratios, sales is defined as net revenues after returns, allowances, and discounts. The fiscal 2023 year ad-to-sales ratio is a weighted average ratio for the industry, based on the sales of each company (making up the industry). Thus, the ratios of larger companies are weighted more heavily than the ratios of smaller companies.

Growth Rates: Growth rates are reported for each industry. These growth rates are based on the two fiscal years of information covered in the report. They are annual growth rate in advertising and in net sales or revenues expressed as a percentage, calculated over the 2022 fiscal year to the 2023 fiscal year.



HOW TO USE THIS INFORMATION

Monitoring Competition: Monitoring competition is the most widespread use of ADVERTISING BUDGETS & RATIOS. This research service shows the spending levels of competitors within an industry, their ad reinvestment rates, and their advertising growth rates. Of particular value are the range in spending across companies and the ranges for specific companies.

Selling Advertising: Publishers and broadcast time sales managers find ADVERTISING RATIOS & BUDGETS invaluable for targeting sales efforts on specific industry segments and advertisers. Advertising agencies, direct mail printers, market research companies, and public relations firms can also use the study as a new business prospecting tool.

Setting Advertising Budgets: The most important use of ADVERTISING RATIOS & BUDGETS is setting advertising budgets. The ad-to-sales ratio is an excellent guideline for determining a reasonable and competitive level of advertising support for an ongoing business or product. New products and new businesses may require higher levels of investment.

Ad to Sales Ratios

Industry Name	SIC Code	2023 Revenue (\$Millions)	2022 Revenue (\$Millions)	2023 vs. 2022 Annual Revenue Growth Rate %	2023 Advertising Spend (\$Millions)	2022 Advertising Spend (\$Millions)	2023 vs. 2022 Annual Advertising Growth Rate %	2023 Ad Dollars as % of Sales
ABRASIVE, ASBESTOS & MISC NONMETALLIC MINERAL PRODS	3290	9677.000	9761.000	-0.86	134.000	125.000	7.20	1.38
ACCIDENT & HEALTH INSURANCE	6321	18701.000	19502.000	-4.11	188.000	204.000	-7.84	1.01
AGRICULTURAL CHEMICALS	2870	4548.406	4951.030	-8.13	136.410	132.191	3.19	3.00
AGRICULTURAL PROD-LIVESTOCK & ANIMAL SPECIALTIES	200	5569.947	3146.217	77.04	0.917	3.400	-73.02	0.02
AGRICULTURAL PRODUCTION-CROPS	100	6491.353	6515.084	-0.36	54.193	62.749	-13.64	0.83
AGRICULTURAL SERVICES	700	1949.540	2248.669	-13.30	0.999	2.102	-52.45	0.05
AIR COURIER SERVICES	4513	86918.513	90155.000	-3.59	402.606	435.000	-7.45	0.46
AIR TRANSPORTATION, NONSCHEDULED	4522	1867.197	1725.880	8.19	20.927	15.040	39.14	1.12
AIR TRANSPORTATION, SCHEDULED	4512	224862.690	200463.543	12.17	1176.774	1020.900	15.27	0.52
AIR-COND & WARM AIR HEATG EQUIP & COMM & INDL REFRIG EQUIP	3585	6175.557	5632.191	9.65	42.179	34.851	21.03	0.68
AIRCRAFT	3721	675.436	565.521	19.44	3.986	4.354	-8.45	0.59
AIRCRAFT PARTS & AUXILIARY EQUIPMENT, NEC	3728	16.539	6.425	157.42	0.411	0.427	-3.75	2.49
AIRPORTS, FLYING FIELDS & AIRPORT TERMINAL SERVICES	4581	1408.876	1386.262	1.63	1.547	1.652	-6.36	0.11
APPAREL & OTHER FINISHD PRODS OF FABRICS & SIMILAR MATL	2300	36847.446	35171.715	4.76	2140.235	2128.446	0.55	5.81
AUTO CONTROLS FOR REGULATING RESIDENTIAL & COMM ENVIRONMENT	3822	11.375	8.448	34.64	0.001	0.004	-65.34	0.01
BAKERY PRODUCTS	2050	1615.941	1359.850	18.83	76.291	62.803	21.48	4.72
BEVERAGES	2080	169263.865	159659.390	6.02	10943.797	9442.764	15.90	6.47
BIOLOGICAL PRODUCTS, (NO DIAGNOSTIC SUBSTANCES)	2836	84475.301	95729.603	-11.76	2289.799	2139.842	7.01	2.71
BLANKBOOKS, LOOSELEAF BINDERS & BOOKBINDG & RELATD WORK	2780	4025.060	4185.610	-3.84	135.373	147.531	-8.24	3.36
BOOKS: PUBLISHING OR PUBLISHING & PRINTING	2731	3726.152	3723.900	0.06	171.775	170.285	0.88	4.61
BOTTLED & CANNED SOFT DRINKS & CARBONATED WATERS	2086	11676.191	10568.908	10.48	756.081	617.268	22.49	6.48
BROADWOVEN FABRIC MILLS, COTTON	2211	64.480	75.053	-14.09	0.436	0.422	3.43	0.68
CABLE & OTHER PAY TELEVISION SERVICES	4841	252207.420	245861.956	2.58	15357.926	15779.977	-2.67	6.09
CALCULATING & ACCOUNTING MACHINES (NO ELECTRONIC COMPUTERS)	3578	3356.075	3704.341	-9.40	11.090	9.300	19.25	0.33
CANNED, FROZEN & PRESERVD FRUIT, VEG & FOOD SPECIALTIES	2030	37056.137	35289.600	5.01	1135.312	980.600	15.78	3.06
CANNED, FRUITS, VEG, PRESERVES, JAMS & JELLIES	2033	10739.194	10038.552	6.98	147.787	162.500	-9.05	1.38
CARPETS & RUGS	2273	12396.613	13034.984	-4.90	169.775	158.198	7.32	1.37
CHEMICALS & ALLIED PRODUCTS	2800	7.938	3.396	133.73	0.508	0.480	5.79	6.40
CIGARETTES	2111	61474.630	59250.344	3.75	967.048	780.335	23.93	1.57
COATING, ENGRAVING & ALLIED SERVICES	3470	399.075	326.570	22.20	1.990	1.447	37.52	0.50
COMMERCIAL BANKS, NEC	6029	87817.964	48133.048	82.45	926.178	794.569	16.56	1.05
COMMERCIAL PRINTING	2750	3284.475	3079.627	6.65	427.419	417.886	2.28	13.01
COMMODITY CONTRACTS BROKERS & DEALERS	6221	395.510	801.972	-50.68	0.436	0.436	0.00	0.11
COMMUNICATIONS EQUIPMENT, NEC	3669	1630.599	1449.231	12.51	9.241	10.758	-14.10	0.57
COMMUNICATIONS SERVICES, NEC	4899	18300.648	15413.344	18.73	1240.981	550.039	125.62	6.78
COMPUTER & OFFICE EQUIPMENT	3570	144713.000	151936.000	-4.75	2021.000	2205.000	-8.34	1.40

Source: Schonfeld and Associates, Inc. - Advertising Ratios Budgets, 2024

How to read: Agricultural Services \$1,949,540,000
Dental Equipment \$106,428,000

#7

Prospecting Report

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.

RAB PROSPECTING REPORT

RAB[®]

RAB

RAB PROSPECTING REPORT

RAB INSTANT BACKGROUND REPORTS: April 28th, 2025 – May 4th, 2025

Category	Rank by # Views	RAB Observations
Mother's Day	1	Planning for Mother's Day gift shopping
Cause Marketing/Nonprofits/Fund Raising	2	Contributions to cause marketing and nonprofits
Home Improvement/Hardware Stores	3	Upgrading interior design
Real Estate	4	Insights into the real estate industry
Furniture and Floor Covering Stores	5	Targeting furniture and floor covering stores

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

RAB

RAB PROSPECTING REPORT

RAB THE PITCH: April 28th, 2025 – May 4th, 2025

Advertiser Category	Rank by # Views	RAB Observations
Auto Dealers	1	Targeting auto dealerships
Roofing Contractors	2	Increase in home building and renovations
Senior Living	3	Contacting senior living facilities
Tire Stores	4	Targeting tire shops
Furniture Stores	5	Prospecting local furniture stores

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

RAB

RAB PROSPECTING REPORT

RAB CO-OP CATEGORIES: April 28th, 2025 – May 4th, 2025

Advertiser Category	% Searched	RAB Observations
Hardware	3	Sales on new tools
Automotive Acc.	2	Accessories for new vehicles
Building Materials & Construction	1	New tools for construction purposes
Insurance, Investments & Real Estate	1	Insurance for new property
Flooring, Carpets & Ceilings	1	Upgrading flooring

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: **April 28th, 2025 – May 4th, 2025**

Radio	TV	Cable
Account	Account	Account
Progressive	Morgan & Morgan	The Home Depot
Upside	Dove	Liberty Mutual Insurance
ZipRecruiter	DUPIXENT	PayPal
Zealthy	Progressive	NBA National Basketball Association
Discover	SKECHERS	Progressive
Grainger	The Home Depot	Burger King
Morgan & Morgan	Liberty Mutual Insurance	Sherwin-Williams
T-Mobile	Sensodyne	NHL National Hockey League
Wendy's	Febreze	XFINITY Internet
Wesley Financial Group	Wendy's	Safelite

RAB Top line observations

- Progressive and Liberty Mutual Insurance are promoting their insurance services.
- Febreze, Dove and Sensodyne are promoting their products.
- Sherwin-Williams, Grainger and The Home Depot are promoting their tools and interior design products.
- NBA National Basketball Association and NHL National Hockey League are promoting their playoffs.

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	9.9%
Hardware Stores	9.3%
Paint & Wallpaper Stores	9.2%
Sporting Goods Stores	8.9%

JULY

Business Category	% of Annual Business in Month
Paint & Wallpaper Stores	9.4%
Building Supply Stores	9.2%
Gift, Novelty & Souvenir Stores	9.1%
Appliance Stores	9.0%

AUGUST

Business Category	% of Annual Business in Month
Book Stores	10.7%
Shoe Stores	10.5%
Office Supply Stores	10.4%
Gift, Novelty & Souvenir Stores	9.7%

Source: RAB Top Business Trends 2024 – 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](#).

JUNE

- Student Safety Month
- National Candy Month
- Global Running Day (6/4/25)
- Chocolate Ice Cream Day (6/7/25)
- Father's Day (6/15/25)
- National Martini Day (6/19/25)
- World Music Day (6/21/25)
- Runner's Selfie Day (6/23/25)

JULY

- National Ice Cream Month
- Women's Motorcycle Month
- Independence Day (7/4/25)
- Apple Turnover Day (7/5/25)
- Pina Colada Day (7/10/25)
- National Kitten Day (7/10/25)
- National Pecan Pie Day (7/12/25)
- National Scotch Day (7/27/25)

Source: Chase's 2025 Calendar of Events (Monthly), www.holidaycalendar.io

RAB Observations on Promo Opportunities:

Run up your sales in June and reach out to sporting goods stores, wireless carriers, gyms and local runners clubs for Global Running Day and Runner's Selfie Day this month. Feel like singing a tune? Many people love to hear music while running and no better way to marry the two with World Music Day on June 21st. Be sure to add music retailers and record stores to your prospecting list. Grads and dad celebrations are big in June. Clothing, sporting and gift card retailers will be busy with Father's Day. And don't forget to reach out to lawn and garden shops for mowers and grills. For those with a sweet tooth, National Candy Month and Chocolate Ice Cream Day will have them yearning for a treat, Dessert shops, supermarkets, candy stores, and restaurants are great targets. Schools, tutoring centers, and other education-focused businesses are good targets for Student Safety Month. Lastly, local bars, liquor stores, restaurants, and supermarkets are businesses that want to spike up sales for National Martini Day.

July 4th is the day that this country's independence is recognized with outings, barbecues and outdoor celebrations. Supermarkets, beverage retailers, liquor stores, party supply, and hardware stores should serve as your main course of prospects for that occasion. While on the topic of summer celebrations, there's nothing better than sitting down on a nice warm summer day, drinking a Pina Colada or Scotch. Liquor Stores, local bars, restaurants, supermarkets and grocers should be targeted for both Pina Colada Day and National Scotch Day. As we continue to cruise through the year, we will celebrate Women's Motorcycle Month. Motorcycle dealerships and local insurance agents should be included on your prospecting lists. National Ice Cream Month, Apple Turnover Day, and National Pecan Pie Day are some 'sweet' holidays that are celebrated in July as well. Ice cream shops, bakeries, restaurants, and supermarkets are some great businesses to have on your prospecting list. Lastly, National Kitten Day is celebrated on the 10th of July. This would be the "purrr"-fect opportunity to target local shelters, pet stores/groomers, and veterinarians.

#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

Q 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



www.rab.com

RAB

04-25-25 Skeeter Boats Winner's Circle Sales Event!

The Offers:

- Let your Skeeter Boat dealers know about this sales event. Get an instant rebate of up to \$6,000 on select new 2023 – 2025 Skeeter boat models. Visit your local Skeeter Boat dealer for complete offer details. Offer expires May 31, 2025. 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 Yamaha Motor – Skeeter Boats 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 Skeeter Boat Dealers:

Accrual Period: 07/01 – 06/30 Current Year

Performance Period: 07/01 – 06/30

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 retailers.



04-24-25 Winchester Summer Rebate!

The Offers:

- Let your Winchester Repeating Arms dealers know about this special offer. Buy any new Winchester Super X Pump, Wildcat, Xpert or XPR firearm and get \$50 back. Visit your local Winchester Repeating Arms dealer for complete offer details. Offer valid May 23, 2025 – June 15, 2025. 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 Winchester Repeating Arms co-op program to share the cost of local dealers' advertising. The 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 Winchester Repeating Arms Dealers:

Accrual Period: 11/01 – 10/31

Performance Period: 01/01 – 12/31

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

Ad Planner Availability: (Under Support on homepage)

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 retailers.

04-24-25 Bobcat National Sales Event!

The Offers:

- Let your Bobcat dealers know about this sales event. Get a Free front-end loader OR as low as 0% APR financing for 84 months on new Bobcat compact tractors. Visit your local Bobcat dealer for complete offer details. Offer expires June 30, 2025. 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 Bobcat Company 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 Bobcat Dealers:

Accrual Period: 01/01 – 12/31 Current year

Performance Period: 01/01 – 12/31

Qualifying Media: Print, Radio, 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 retailers.



04-23-25 Yamaha Motorsports Get Out & Ride Sales Event!

The Offers:

- Let your Yamaha Motorsports dealers know about this sales event. Get as low as 5.99% APR financing for 36 months Plus up to \$1,500 customer cash on select new Yamaha Motorcycle models. Visit your local Yamaha Motorsports dealer for complete offer details. Offer expires June 30, 2025. 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 Yamaha Motor – Sport co-op program to share the cost of local dealers' advertising. The dealer can receive 40% reimbursement for qualifying co-op ads. Please view link for detailed requirements. Prior approval is required for all co-op advertising.

Find your local Yamaha Motorsports Dealers:

Accrual Period: January – June and July – December previous year

Performance Period: January – June and July – December

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 retailers.



04-22-25 American Standard Set the Standard Sales Event!

The Offers:

- Let your American Standard dealers know about this sales event. Receive up to \$650 in instant rebates on qualifying American Standard equipment. Visit your local American Standard dealer for complete offer details. Offer expires June 30, 2025. 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 American Standard Heating & Air Conditioning 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 American Standard Dealers:

Accrual Period: Monthly

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 retailers.



04-22-25 Save Big This Spring With Spartan Mowers!

The Offers:

- Let your Spartan Mower dealers know about this special offer. Get up to \$2,500 in instant rebates on any new 2024 and older Spartan Mower. Visit your local Spartan Mowers dealer for complete offer details. Offer expires June 30, 2025. 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 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.

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 retailers.



Search More Than 8,000 Co-op Plans

Q 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](#)

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
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 ▾	= 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 \$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)

Print

Radio

TV

Cable TV

Outdoor

Digital

All

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](#)

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



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

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



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 them 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.

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 Works for Automotive

Research and studies to help you help your automotive clients.



Use the resources on this page to prospect, build presentations and find new revenue in the Automotive category.

RAB



Driving Demand: The Impact of Radio Listening on Automobile Purchases

Provoke Insights



2024 In-Vehicle Visuals Report

QUU



Radio Drives Traffic for Auto Service

Radio Matters Blog



Auto Attitudes of Radio Listeners

Radio Matters Blog



Reaching Auto-Buying Radio Listeners

Radio Matters Blog



Radio Drives Search for Auto Insurance

RAB | AnalyticOwl



Radio Drives the New Auto Buying Process

RAB | AnalyticOwl



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

RAB | NADA 2020



The Pitch - Automotive

Valuable research into the auto industry from The Pitch



Radio Works for Automotive

Radio Matters Blog

Important Links

Links to help you with additional research.



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



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

Automotive News

24/7 access to in-depth, authoritative coverage of the auto industry.



The Voice of the Automotive World!



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



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.

Public Dealer Groups Lean on Fixed Ops Amid Tariff Fears

[VIEW](#)

Tesla Tops List of Used Cars With Biggest Price Drops

[VIEW](#)

Bridging the Language Gap for a Stronger Industry

[VIEW](#)

Cox Automotive Auto Market Report: April 29

[VIEW](#)

Cox Automotive Forecast: Tariff Concerns Drive New-Vehicle Sales Growth in April, As Inventory Tightens

[VIEW](#)

Hybrid First, BEV Later: Dealers Should Expect to Travel a Stair-Step Path

[VIEW](#)

Automotive TV Spending Rises 10.8% In March

[VIEW](#)

TODAY: Tyson Jominy, J.D. Power, will share his outlook on the auto industry

[VIEW](#)

Inventory Alert: Sub-\$30K Cars May Soon Vanish

[VIEW](#)

Despite Slowing Rate of Increase in Auto Insurance Pricing, Most Customers Still Shopping, J.D. Power Finds

[VIEW](#)

Report: Average Car-Repair Costs Were Down in 2024; Tariffs Threaten to Increase Prices

[VIEW](#)

Tariffs Could Reduce Car Sales By 2 Million in U.S. and Canada in 2025

[VIEW](#)

J.D. Power: Prepare Now for Price Volatility

[VIEW](#)

www.rab.com

RAB

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.

Chevrolet ▾

Submit

[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.



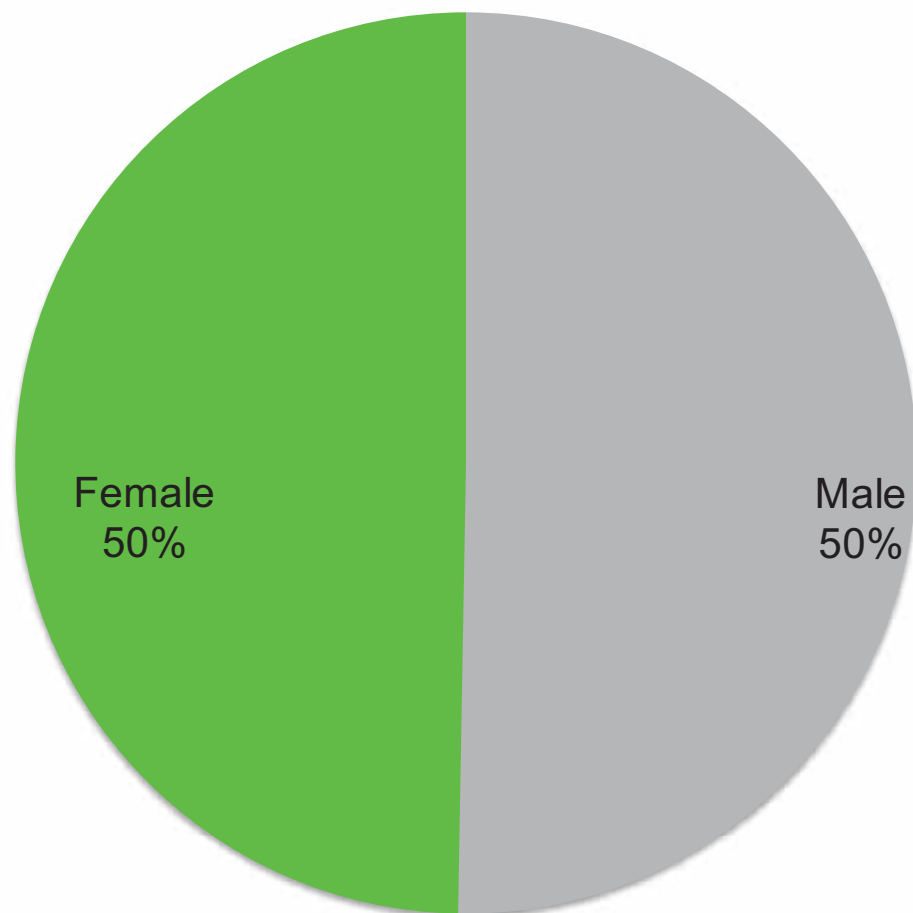
Office 365 Users: You can also use PowerPoint Design Ideas. Click the **DESIGN IDEAS** in the toolbar on the right side of your screen to see suggested design elements.



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 memberresponses@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

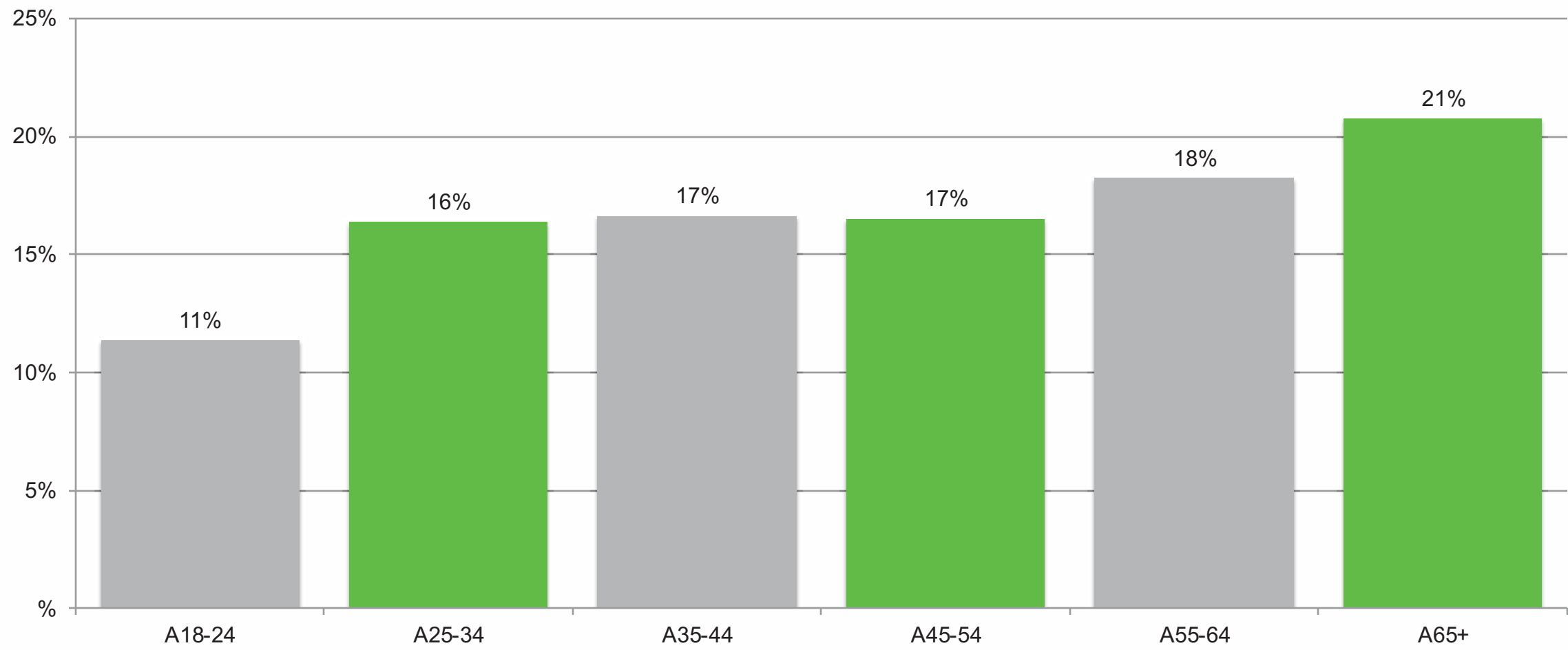
Employment

- 48.21% Employed Fulltime
- 21.6% Retired

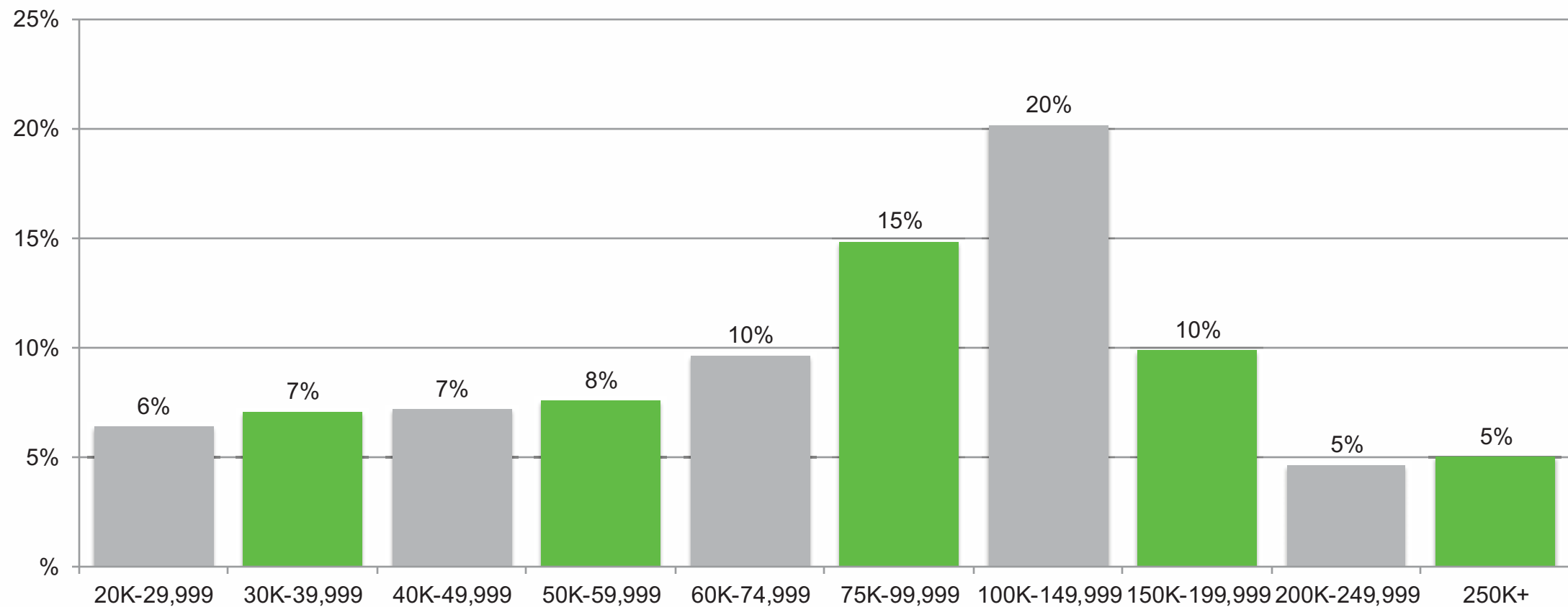
Marital Status

- 58.49% Married
- 25.99% Single or Never Married

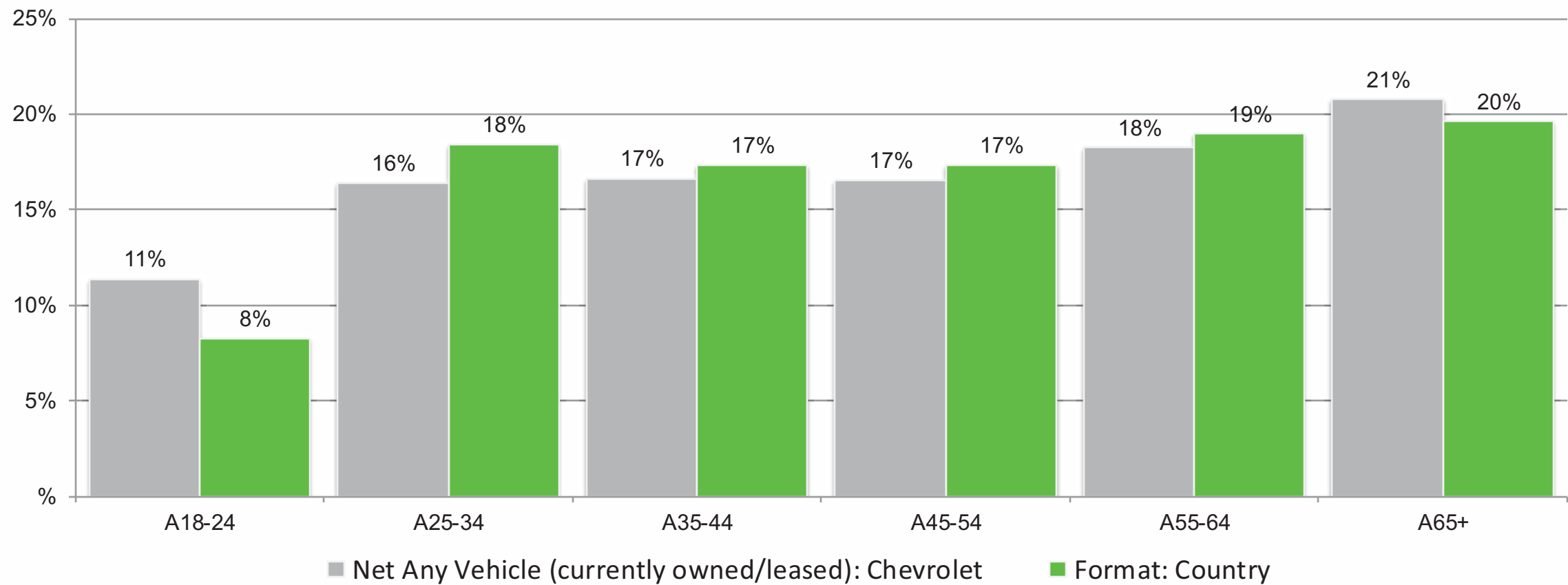
Net Any Vehicle (currently owned/leased): Chevrolet
Customer Profile by Age



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





[RADIO FACTS](#) ▾

[PLANNING / BUYING](#) ▾

[SALES TOOLS](#) ▾

[CREATIVE](#) ▾

[TRAINING](#) ▾

[STAFF](#) ▾

[MY RAB](#) ▾

[DASHBOARD](#)



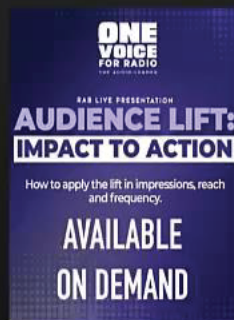
Members Only

Live Presentations

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

[REGISTER NOW](#)

< On Demand



This Month

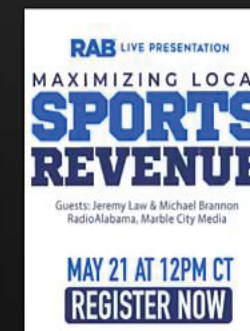
RESEARCH

7 STEPS
TO SELLING
SUCCESS SERIES

RAB LIVE PRESENTATION
MAY. 7 AT 12PM CT

[REGISTER NOW](#)

Upcoming >



Welcome! Would you like a quick tour?

[TOUR RAB.COM](#)

[TOUR DASHBOARD](#)



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.



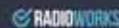
MISPERCEPTION
EVERYONE IS
LISTENING TO
PANDORA/SPOTIFY/
SATELLITE

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](#)

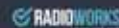
In Spanish: [El Tiempo con la Radio es tiempo bien invertido](#)



MISPERCEPTION
EVERYONE TURNS OFF
THE RADIO WHEN A
COMMERCIAL COMES ON

Everyone Turns Off the Radio When a Commercial Comes On 🗕

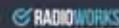
Radio ads engage and influence behavior. Listeners listen and listen and listen.



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.

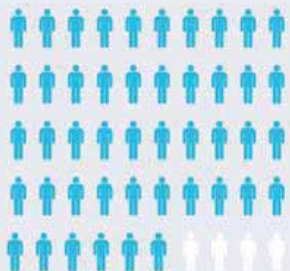
MISPERCEPTION IS ANYONE LISTENING?

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.



214MM
the number of people who listen online each month

183MM
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.



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.



#11

Competitive Media

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 140 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



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 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

#12

Radio Facts

The POWER of Radio

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



70%

% STATE RADIO IS AUDIO
SOURCE USED IN-CAR

Infinite Dial 2024



227,022,000

PEOPLE 12+ LISTENING EACH
WEEK

RADAR 163, December 2024 © Nielsen Audio, M-Su
24-Hour Cume Est.



10.5

HOURS LISTENING EACH WEEK

RADAR 163, December 2024 © Nielsen Audio, M-Su
24-Hour Cume Est., P12+



91%

% REACHED EACH MONTH
(P18+) -- RADIO IS AMERICA'S #1
REACH MEDIUM

Nielsen Audio Today June 2023

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 brown hair in a yellow shirt and blue jacket, a woman with dark hair in a purple hoodie, a man with short dark hair in a green jacket over a white shirt, and a woman with long red hair in a red hoodie. They are all smiling and making 'rock on' hand gestures with their right hands. A semi-transparent yellow banner 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

THE MEDIA UNIVERSE

P18+ WEEKLY REACH


SOCIAL MEDIA

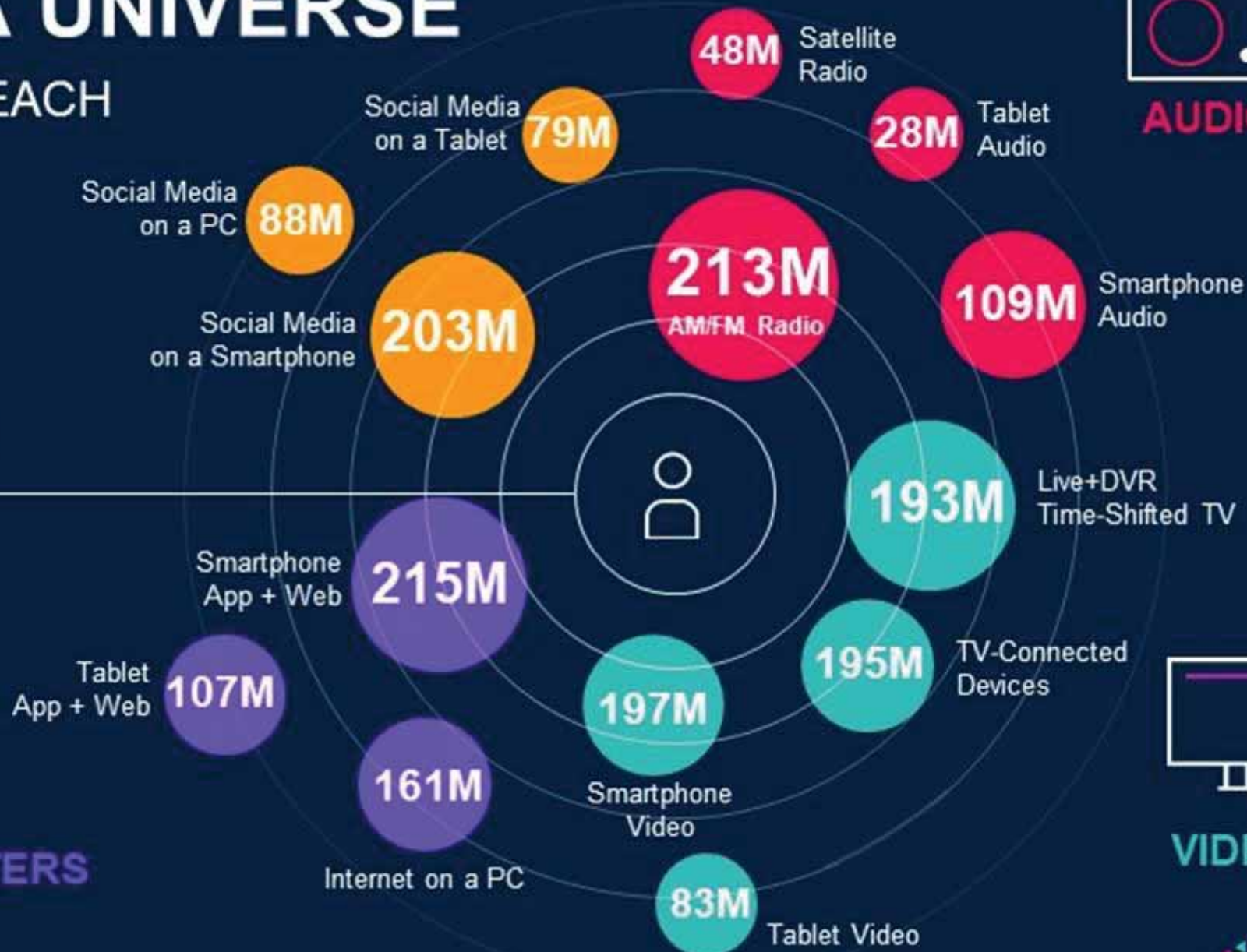
THE CONSUMER



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



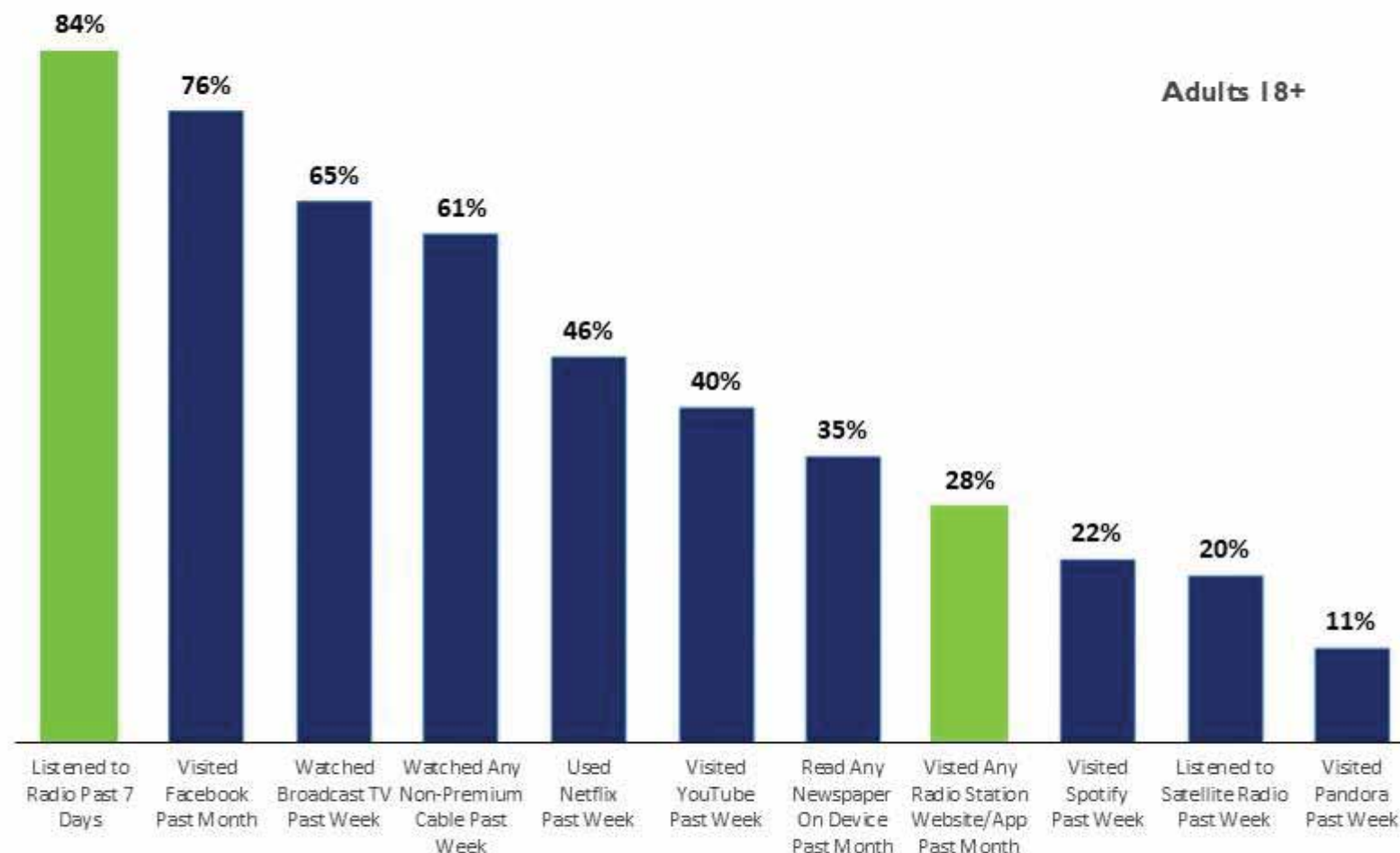
RADIO'S INCREDIBLE REACH

RAB



radio reaches
227+ million
P12+ every week

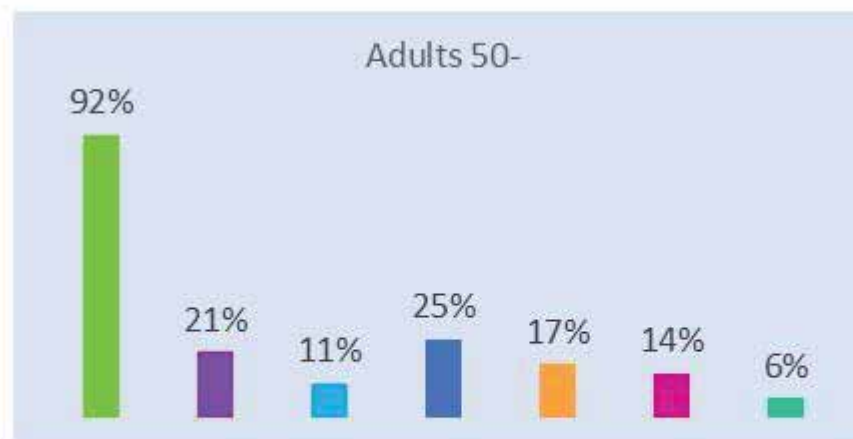
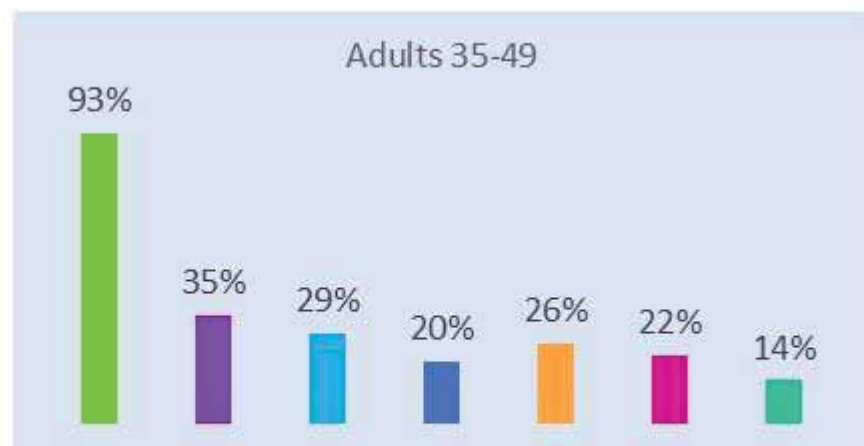
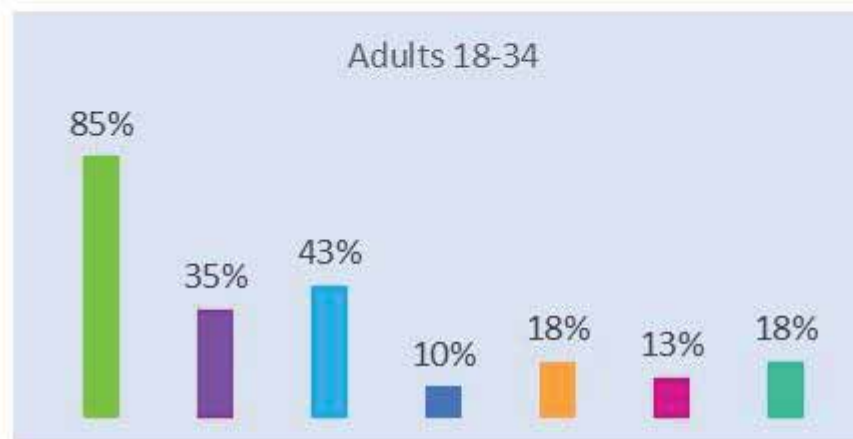
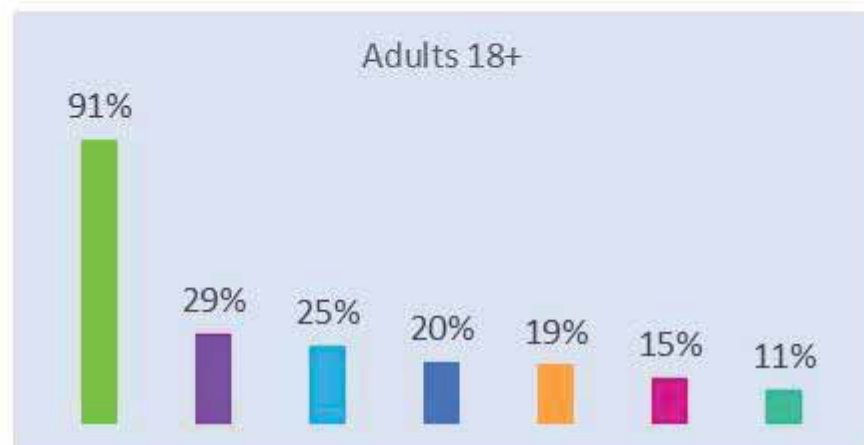
HIGHEST REACH AMONG ALL MEDIA OPTIONS



Source: Scarborough USA+, 2024 Release 1 Adults 18+ (Jan 2023 – Apr 2024)

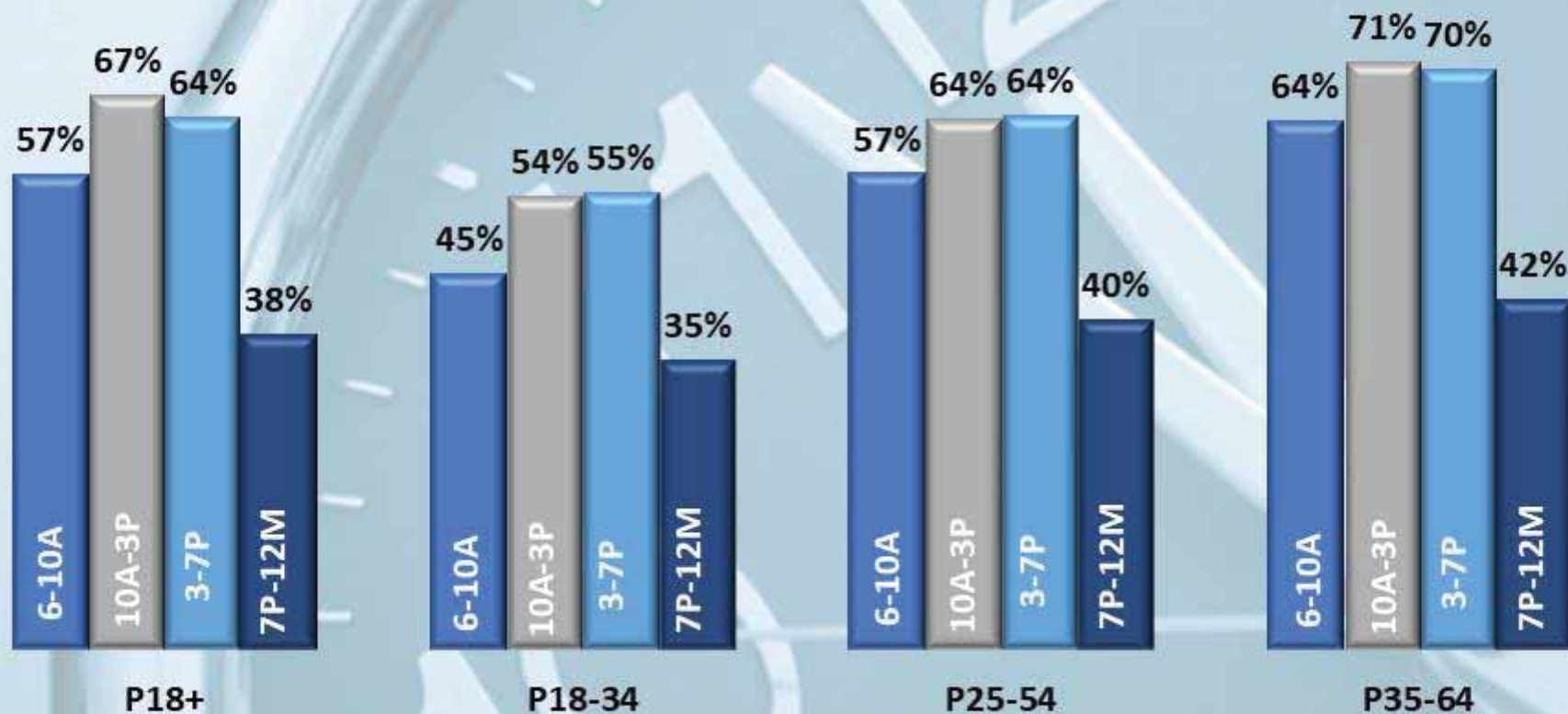
RAB

RADIO BOASTS HIGHEST REACH AMONG ALL AUDIO SERVICES



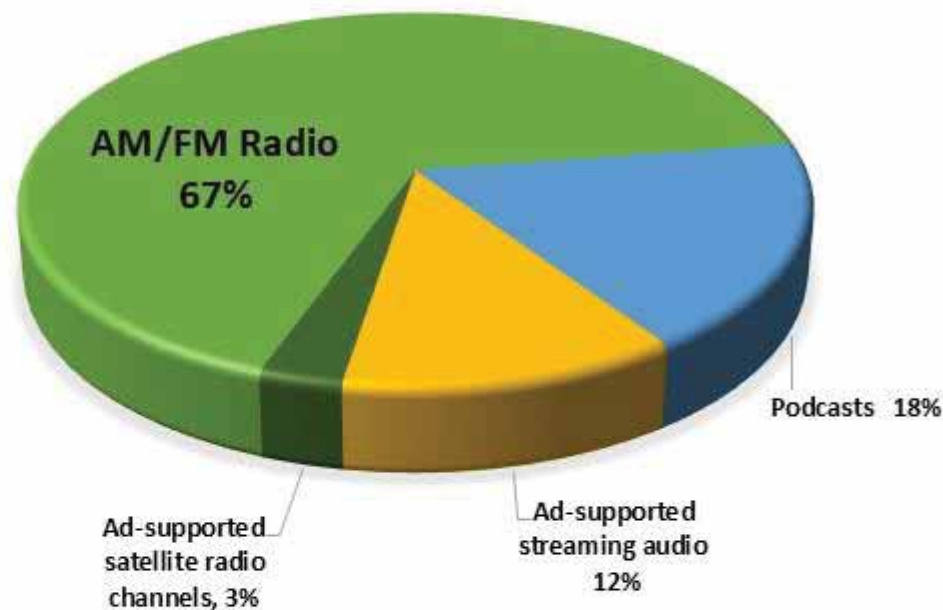
Radio YouTube Music Spotify Satellite radio Pandora Amazon Music Apple Music

RADIO PEAKS DURING THE DAY



RADIO REIGNS AS AUDIO LEADER

SHARE OF AD-SUPPORTED TIME SPENT AMONG P18+



AM/FM RADIO
ACCOUNTS FOR
67% OF THE
DAILY AUDIO TIME
SPENT WITH ANY
AD-SUPPORTED
PLATFORM

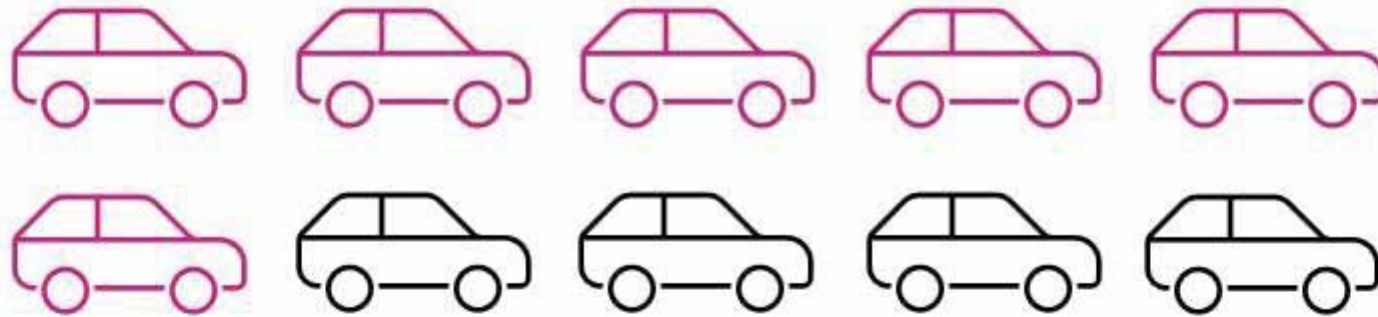




RADIO
IN CAR

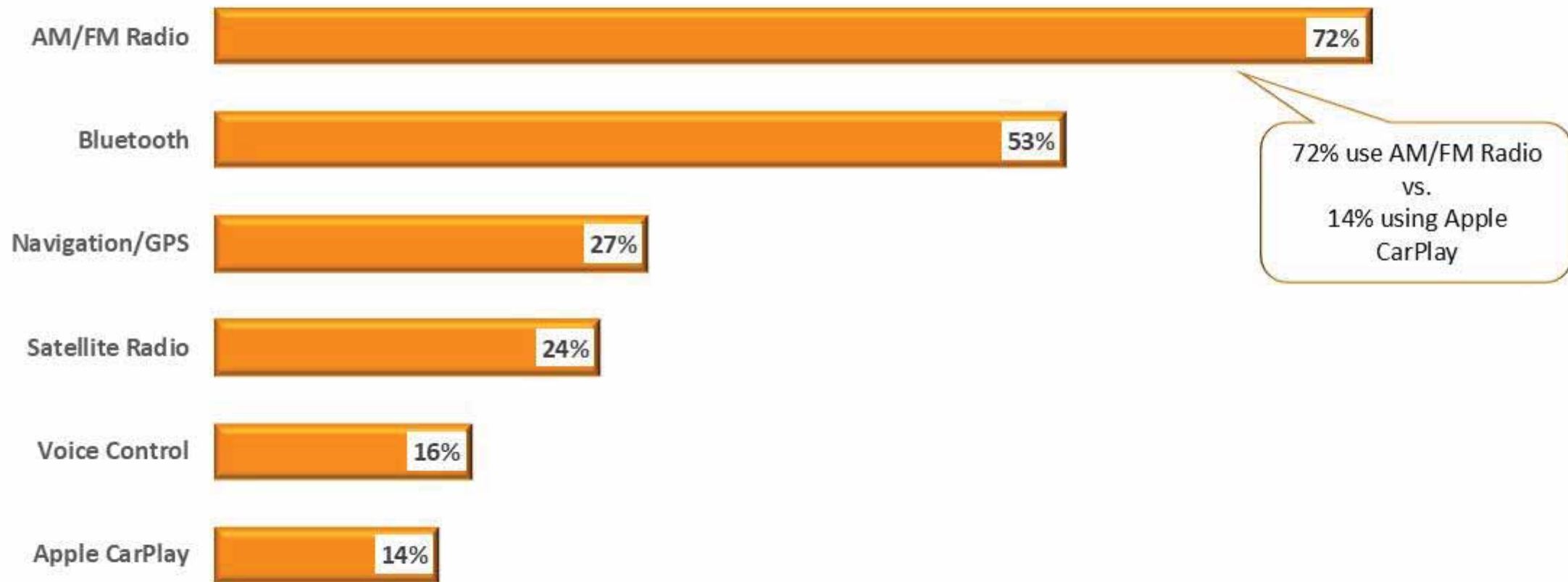
RADIO IS IMPORTANT IN-CAR

6 OUT OF 10 CONSUMERS WILL NOT BUY A VEHICLE WITHOUT AM-FM RADIO



- 49% of luxury car buyers believe that AM/FM radio is a very important feature to have in their next vehicle
- 46% of ultra-luxury car buyers believe the same

RADIO IS THE MOST USED FEATURE IN-VEHICLE



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



radio is a top in-car device

70%

AM/FM radio while in car

more than...

- online audio – 37%
- podcasts – 32%
- CDs – 25%
- SiriusXM – 22%
- MP3/digital files – 16%
- Apple CarPlay – 16%
- Android Auto – 10%

% currently ever used in car last month

Source: The Infinite Dial 2024 – Edison Research / Audacy/CumulusMedia/SiriusXM adults 18+, driven or ridden in a car in the past month, 85%

RAB

RADIO ACROSS PLATFORMS & DEVICES



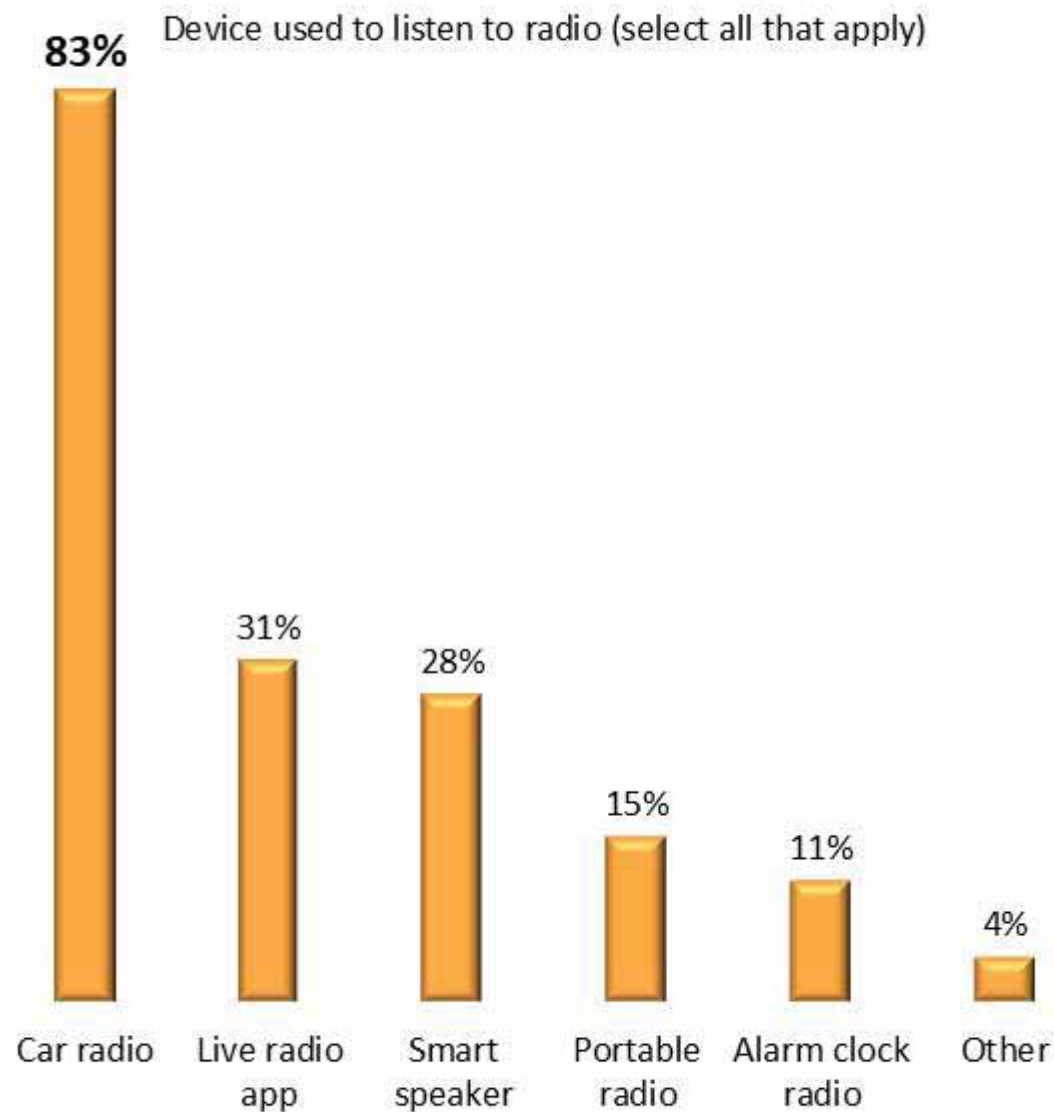
RADIO'S DIGITAL PLATFORMS ARE STEADILY GROWING



Source: The Infinite Dial 2024 – Edison Research/Audacy/Cumulus Media/SiriusXM Media; HD Radio stat from Xperi/HD Radio, 2023; The Infinite Dial 2023; PrecisionTrak.com, 2023, commercial and non-commercial stations

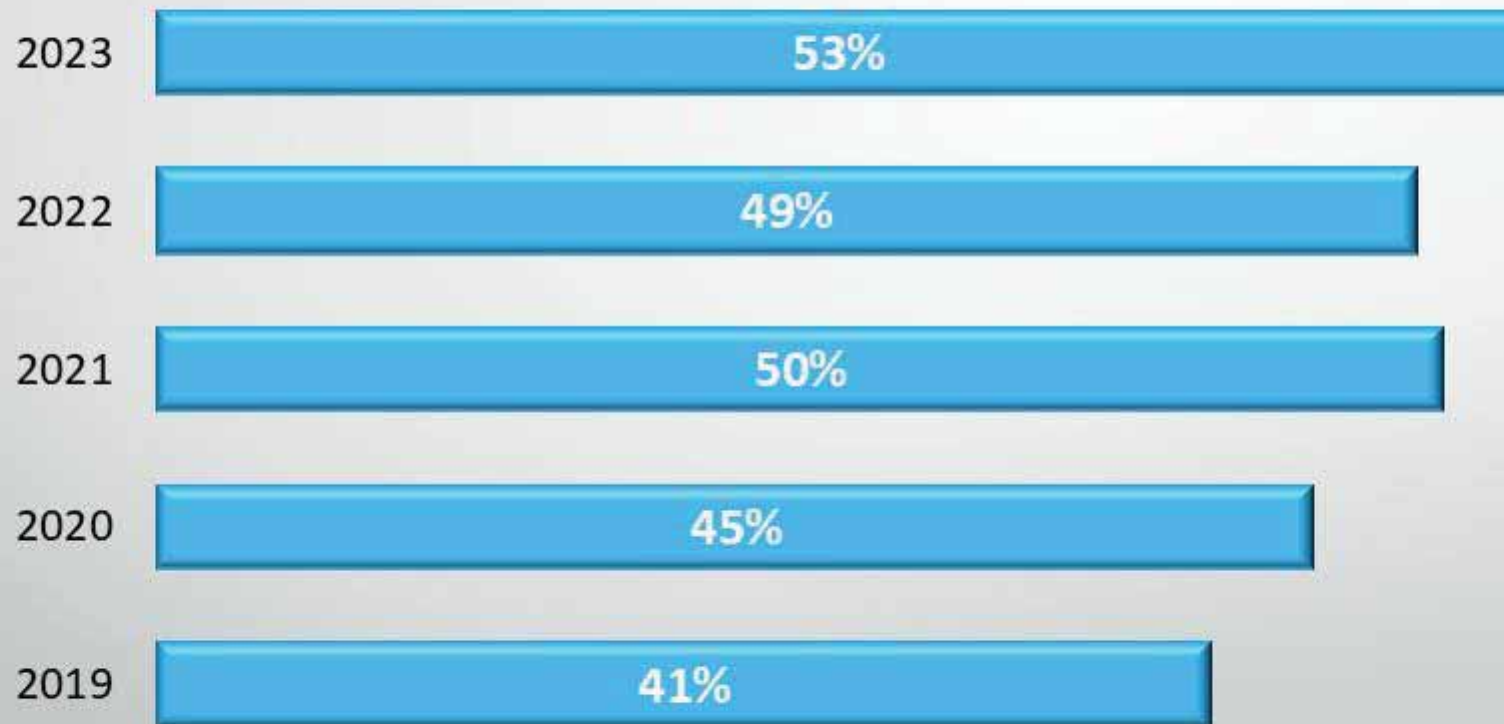
RAB

HOW DO PEOPLE LISTEN TO RADIO?



GROWTH OF ONLINE LISTENING IN-CAR VIA CELLPHONE

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



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

RAB

A person wearing a red and blue plaid shirt is pointing at a laptop screen. The laptop screen displays a dashboard with three bar charts and a donut chart. The bar charts show data for 'Radio' (red), 'TV' (blue), and 'Online' (yellow). The donut chart shows a large yellow segment and a smaller grey segment. The person is sitting at a desk with a smartphone and a cup of coffee. The background is a bright, out-of-focus office space.

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

RADIO IS EFFECTIVE

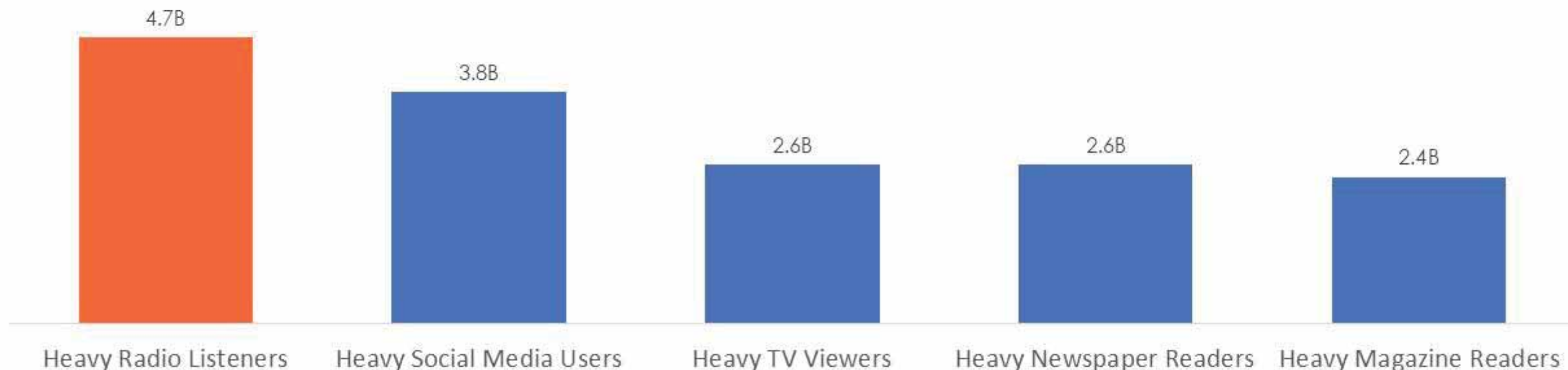
Radio builds web traffic:



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

engagementlabs

CONFIDENTIAL - Do not duplicate or distribute without written permission from Engagement Labs.

RAB

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.

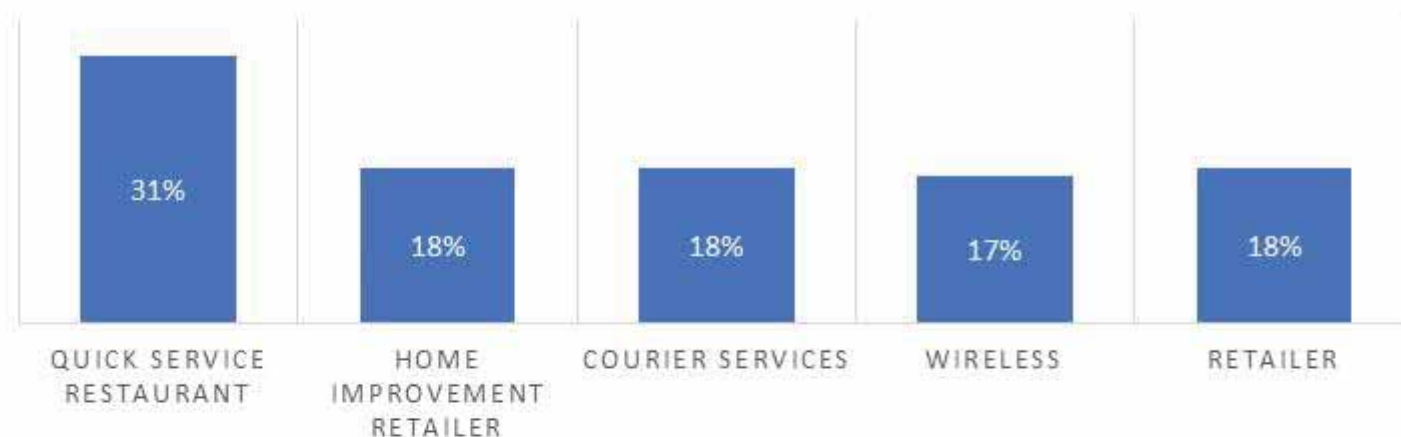
That's ahead of
the national avg (49%)

Radio performs
particularly well in:

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

RADIO IS A MULTIPLIER

RADIO ADDS INCREMENTAL REACH



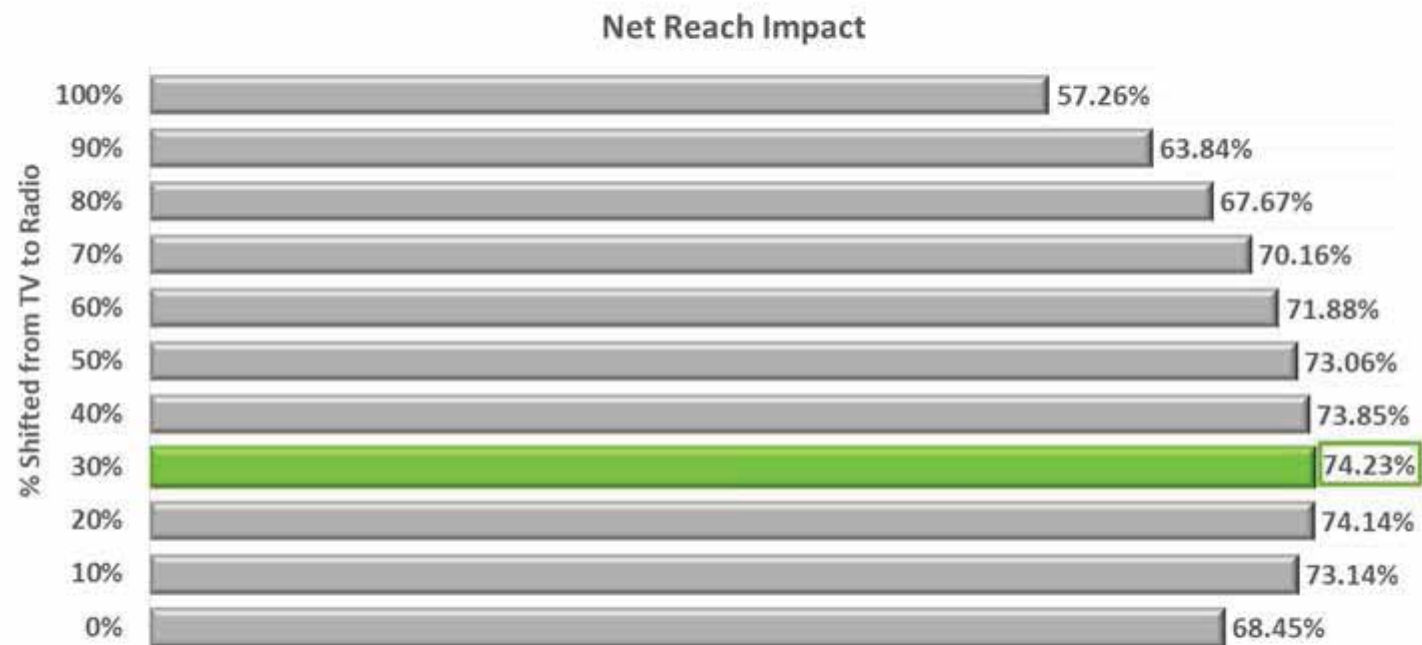
INCREMENTAL REACH GROWS AMONG YOUNGER AUDIENCES

Category	Incremental reach by age				
	P6+	P18-34	P18-49	P35-54	P55+
Quick service restaurant	+31%	+46%	+30%	+32%	+31%
Home improvement retailer*	+18%	+42%	+35%	+25%	+11%
Courier services	+18%	+39%	+33%	+24%	+9%
Wireless	+17%	+35%	+30%	+22%	+8%
Retailer	+18%	+41%	+37%	+30%	+10%
Day/night	+18%	+41%	+37%	+30%	+10%
Weekend	+18%	+41%	+37%	+30%	+10%

Source: Nielsen PPM Custom Analysis. Aggregate of incremental Reach Studies conducted in 2019/2020.

RADIO ADDS
VALUE

IMPACT WHEN TV AD DOLLARS ARE SHIFTED TO RADIO

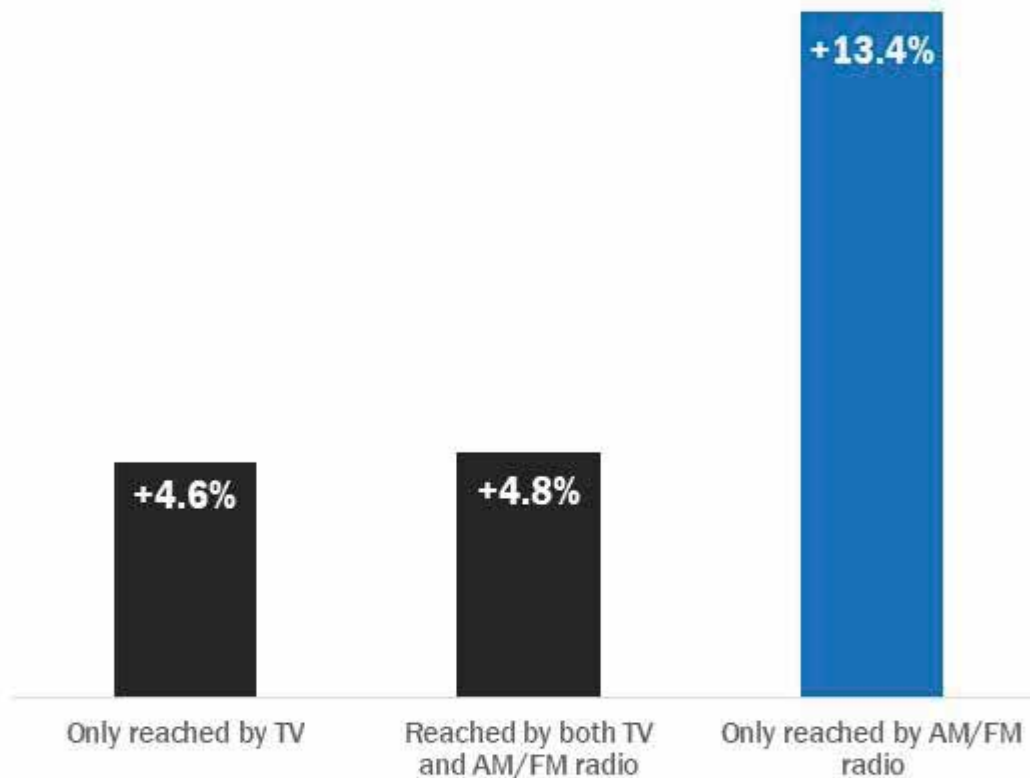


Source: Local Nielsen Media Impact; scenario based on \$1.3MM ad budget

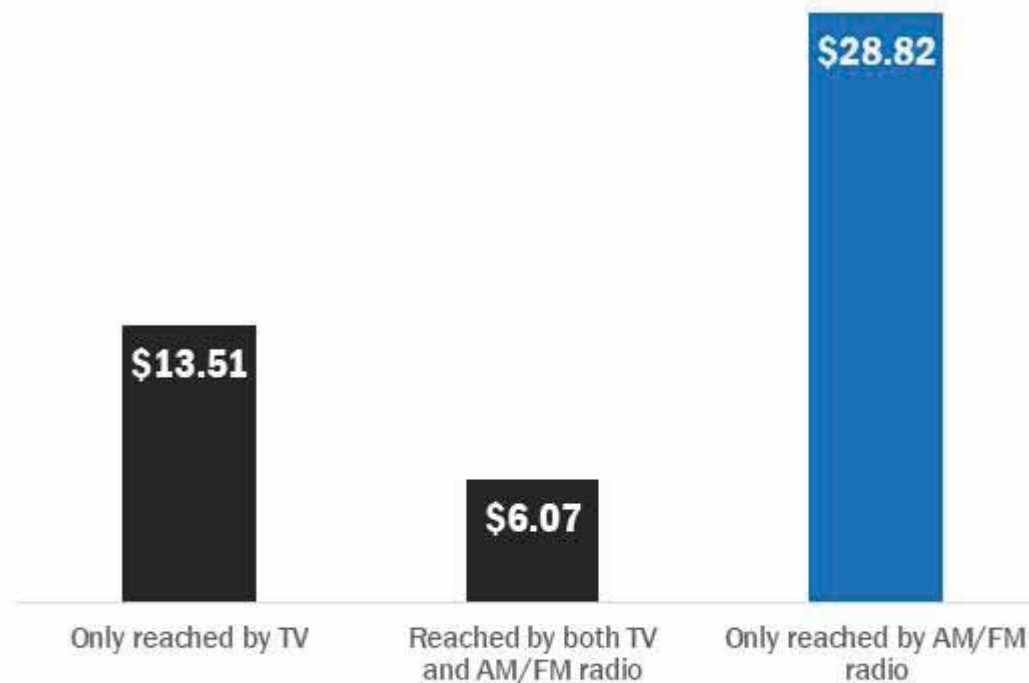
RADIO DRIVES SALES AND STRONG ROI

AM/FM RADIO DELIVERS 3X SALES LIFT OF TV FOR RETAILER

% change exposed/unexposed: total spend



Return on ad spend for every \$1 invested



Source: CUMULUS \ Westwood One, [Nielsen Sales Effect Study](#), November 2020

RAB

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

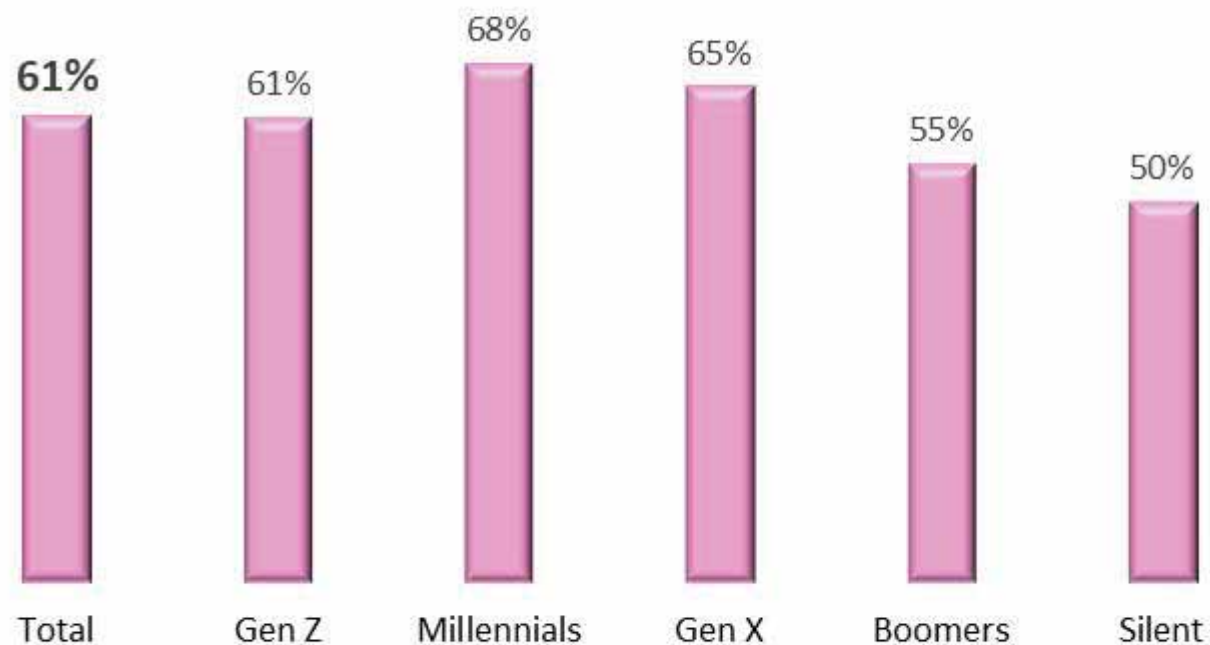


- ❖ 21% Listen to radio for their on-air personality
- ❖ 14% Tune in for companionship



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

% Why Say Personalities are the Main Reason They Listen

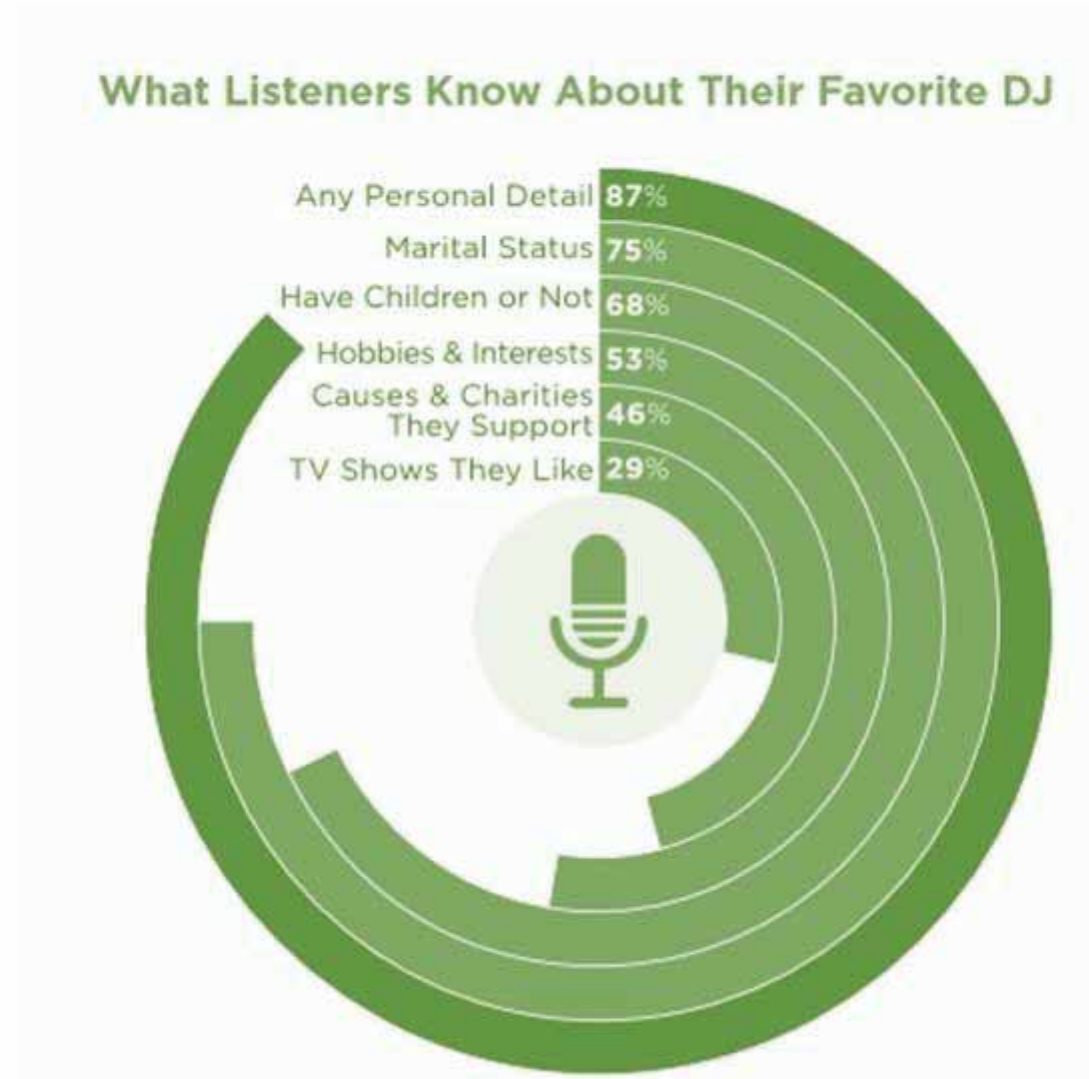


YOUNGER LISTENERS ARE ENGAGED WITH ON-AIR PERSONALITIES

OVER **70%**
OF GEN Z AND MILLENNIALS
ARE INTERESTED IN
CONNECTING WITH A FAVORITE
PERSONALITY/ SHOW/HOST/DJ



LISTENERS ARE PART OF A DJS INNER CIRCLE




JOIN US


Subscribe to Radio Matters Blog
and Radio on Main Street Podcast at:
www.RadioMatters.org

Opt-in to receive Matter of Fact at:
www.rab.com


Visit:
www.rab.com/WhyRadio

Like and follow us on social media

 @yourRAB

 @yourrab

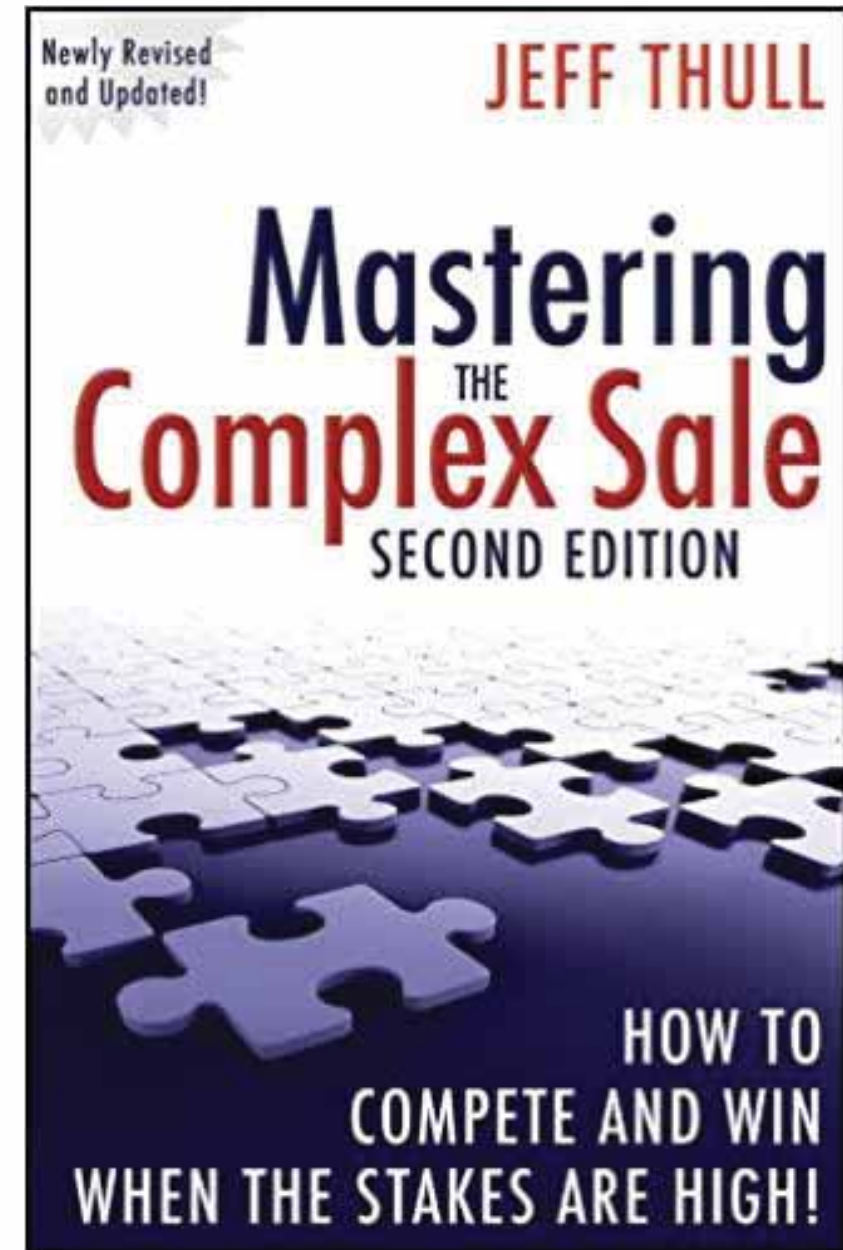
 RAB

 @your_RAB



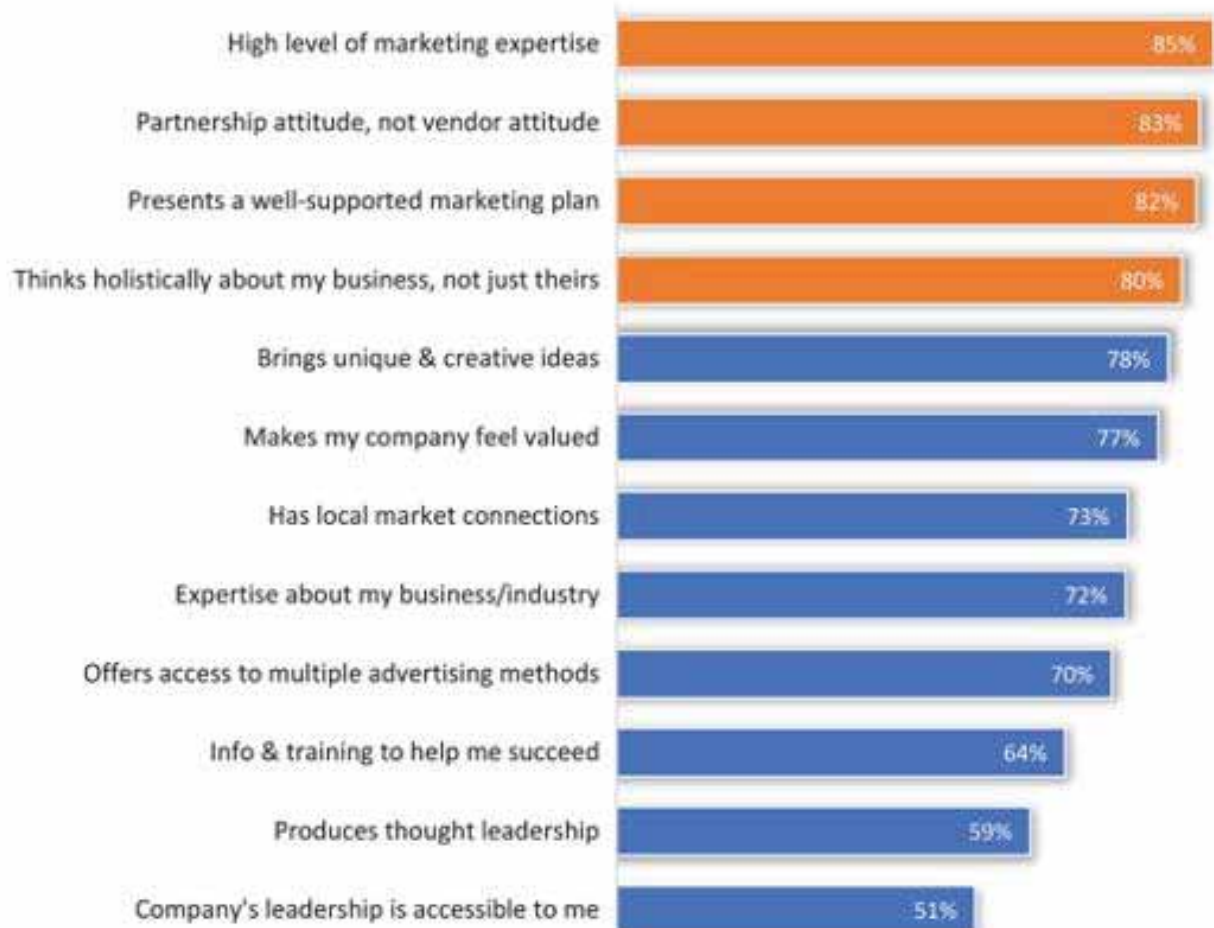
RAB[®]

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.

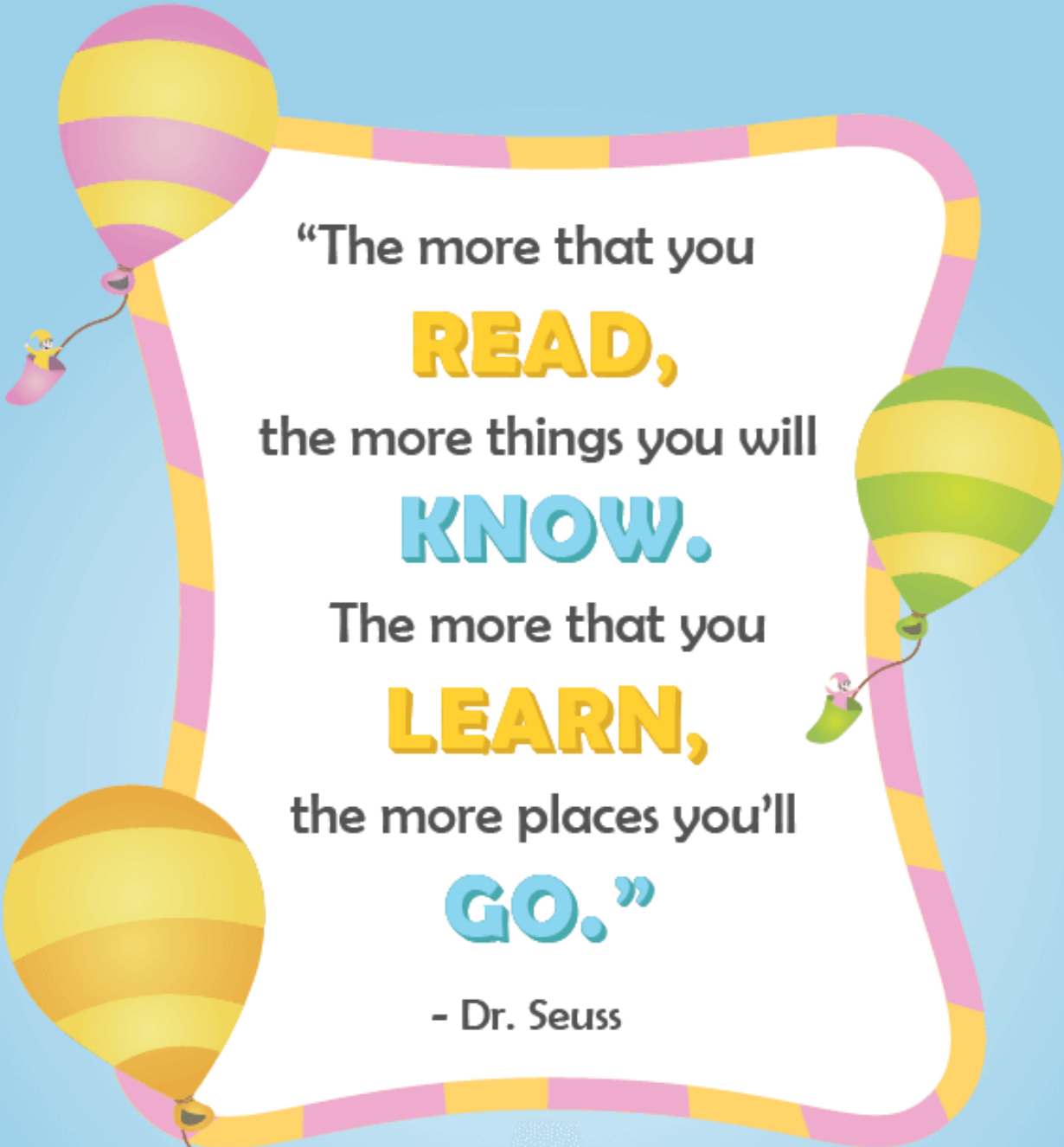
*What's **NOT** so important? Expertise about the advertiser's business, thought leadership, and a broad set of advertising offerings.*

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**





800-232-3131
MemberResponse@Rab.com