

Radio is America's #1 Reach Medium.

270+ Million

Weekly Listeners and Growing

Reaching **93%** of Americans Weekly

Sources: 1) Nielsen Audio Today 2018 P 6+; 2) Nielsen Comparable Metrics Report Q2 2017, Adults = P18+

Radio is Both Mass Appeal and Diverse.

Monthly Reach

98%
of Boomers

97%
of Blacks

97%
of Gen X

96%
of Hispanics

95%
of Millennials

94%
of Teens (12-17)

Nielsen Audio Today 2018 persons 12+ unless defined

Radio Delivers Superior ROI.

\$10:\$1

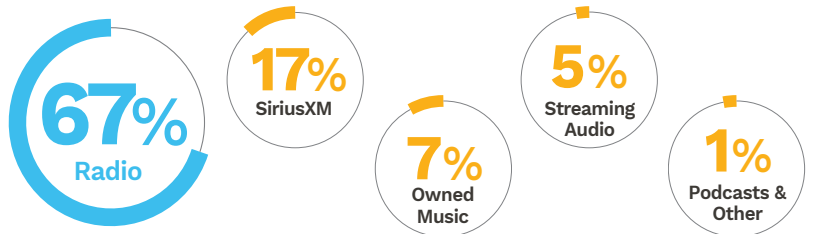
Average Across Major Categories

Nielsen Catalina Studies 2014 - 2017

- \$23** Grocery
- \$21** Auto Aftermarket
- \$17** Department Stores
- \$15** Mass Merchandisers
- \$14** Telecom
- \$9** Home Improvement
- \$6** Snacks
- \$4** Beer
- \$3** Candy
- \$3** QSR
- \$2** Soft Drinks

Radio Dominates In-Car Listening.

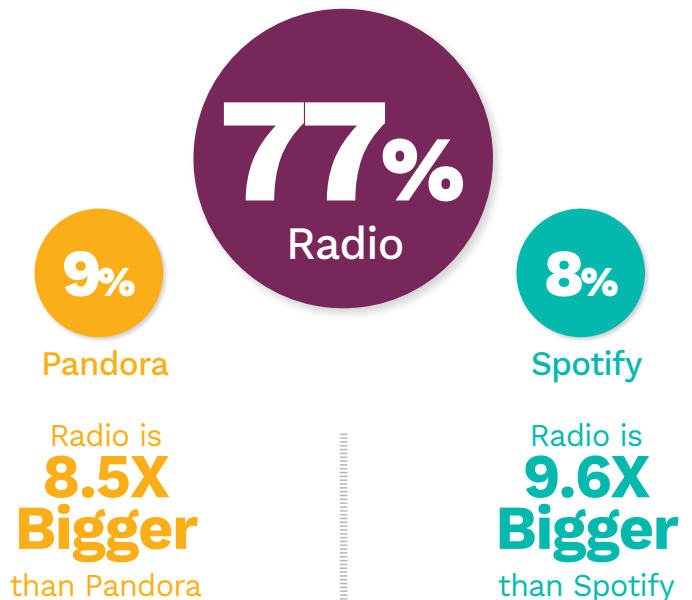
Share of Audio Time Spent in-Car



Edison Research, "Share of Ear," Q2 2018, P13+ IN-CAR

Radio is America's Dominant Audio Platform.

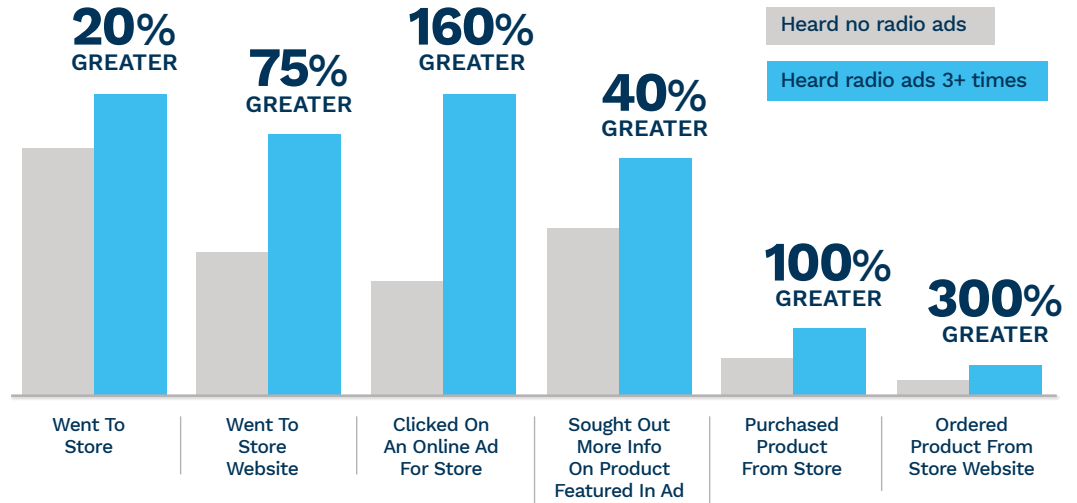
Share of Audio Time Spent



Edison Research, "Share of Ear," Spent Listening to AM/FM + Streaming Audio Sources, Q1 2018, persons 13+

Radio Directly Impacts Purchase Decisions.

Those who hear radio ads are **far more likely to act** online and offline than those who don't hear radio ads

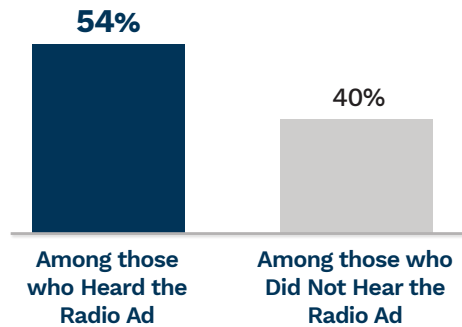


Nielsen Audio, Radio (Re)discovered: A Brand Managers Guide To Radio, 2017

Radio Amplifies TV Ad Memorability.

35%

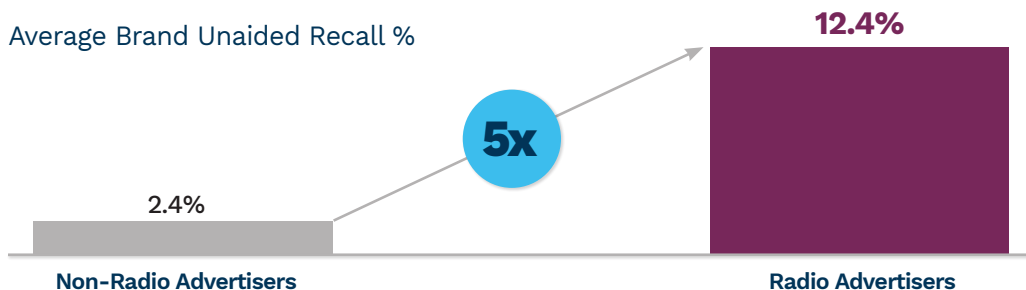
Higher Awareness of TV Advertiser, after hearing the same advertiser's radio ad



Nielsen Audio, Radio (Re)discovered: A Brand Managers Guide To Radio, 2017

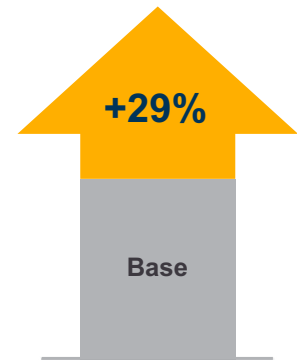
Radio Delivers Exceptional Brand Recall.

Average Brand Unaided Recall %



Media Score/Local Ad Recall – 6,060 listener respondents from 18 surveys investigating 6 sales categories in 7 different markets during March 2015 - January 2017. Markets: Charlotte, NC; San Francisco, CA; Atlanta, GA; Detroit, MI; Philadelphia, PA; Las Vegas, NV; and Springfield, MA.

Radio Drives Online Search.



29%

Lift in Google Searches

across 8 brands & 2157 ads studied by adding radio to the mix

Radio Drives Search! Study, RAB and Sequent Partners, September 2017

Radio is an Unmatched Opportunity for Advertisers

Boston's #1 Reach Medium

A Medium of Influence and Personality

Dominant Across Key Demographics

Boston's Dominant Audio Platform

Superior ROI

“

In the end, radio
is everything.”

Bono

