

## Quick Facts:

Over 235 million Americans listen to radio regularly  
3 million new listeners were added between 2007 and 2008

# RADIO VS.

## Quick Facts:

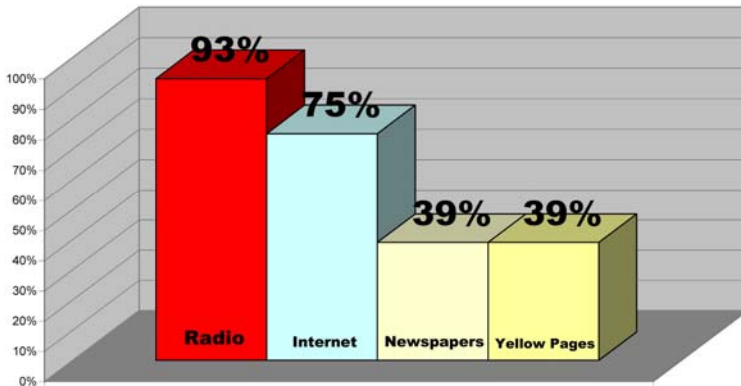
93% of Americans 12 and older listen to Radio weekly  
92% say Radio plays an important part in American Life

# Other Media

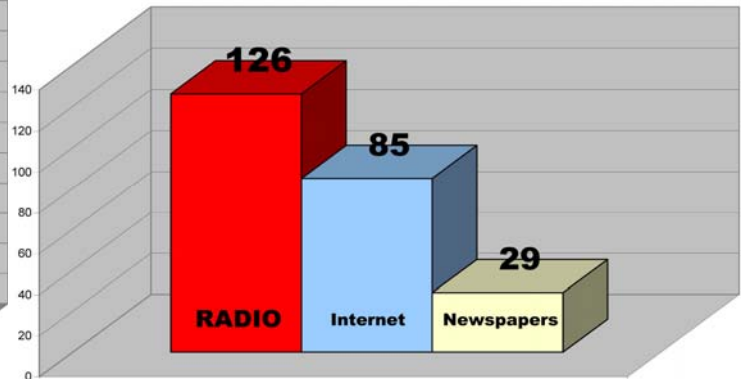
It's no secret that Newspapers across the country are losing readers and advertisers each month... With the Advent of the Internet, it was only a matter of time...

As far as TV is concerned, if you want hit all the TV viewers, you'll have to buy ads on 4 different cable networks and that still leaves out all the people with Direct TV and Dish Network... Besides look at how many people Tivo through the Commercials...

Radio Reaches More People  
Percentage of Consumers Reached by Each of these Major Media Sources in a Typical Week



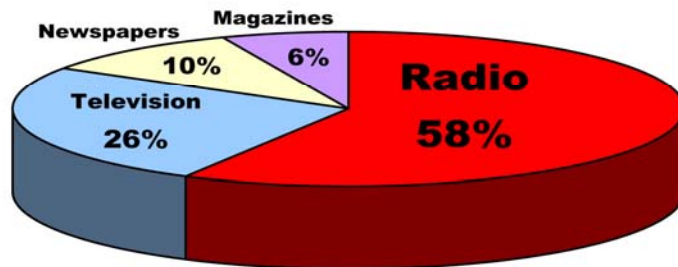
More Than 2 Hours A Day  
Average minutes consumers spent with these major media sources in the last 24 hour



## Quick Facts:

89% of Newspaper Readers Listen to the Radio during their commute to work. For an average of 45 min. a day

Average Weekly Share of Time Spent w/ each Medium



## Quick Facts:

90% of Television Viewers Listen to the Radio during their commute to work. For an average of 47 min. a day

TV and Newspapers can't reach people at work.

but **RADIO** can.

50% of workers have a radio at work.

Sources:

Arbitron RADAR 80,84,88,92 & 96, Arbitron Radio Today 2007 edition, Newspaper Association of America, Radio Advertising Bureau, Scarborough Research, Yellow Pages Advertising Tips-The Straight Facts about Yellow Pages Usage.