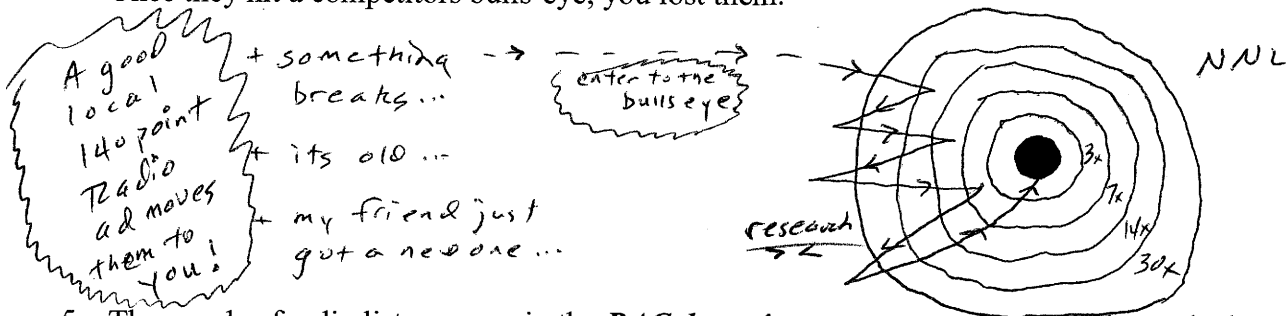


Why we do what we do?

1. **Radio Rocks!** People will not buy a car or truck if it doesn't have a radio in it. There are tales of Dealerships that have tried to order new vehicles at \$200 less without the radio/speakers so they can sell the vehicles cheaper. When that happened, the cars sat on the lot without selling.
2. **97% of all Michiganders listen to the radio every day for 3 hours 42 minutes**, from a recent study by state & national companies: M.A.B., Katz Agency Group, Arbitron and Nielsen.
3. Since we're an affluent society with disposable income, when a product fails, breaks or we plain get bored with it, we're instantly in the market for a new one, and in many cases we will change brands. So, **the forward thinking business invites people to do business with them daily**. This retailer will naturally capture more of this business energy.
4. People are highly motivated as they enter the **bulls-eye theory of advertising**. For example; something breaks or is perceived as old people want a new one. They naturally enter the target zone. So you want them to hit your bulls-eye. So by being on the Radio inviting people in, as they research products and perceive the need for anew item, you have a good chance of talking to new customers. However, if you are not in their mind they can be lost. Once they hit a competitors bulls-eye, you lost them.



5. Thousands of radio listeners are in the **BAC, buyer's awareness cycle, every day**. The length of cycle from deciding to purchase to actual purchase varies by product category. So to win more customers, be on the Radio inviting them to do business with you as they are researching their options. You just never know when they need you; 4 days from now or 4 months from now. Since they listen for 3 hours 42 minutes per day on average, why not enter into their day, enter into their mind, enter into their research with an inviting message about you and your services. (see GreenFolder for actual tested and measured BAC's across America)
6. Since we were created as such, **sleep erases advertising**. A good nights sleep wipes our mind clean. We are refreshed. But there are ways to add barbs to your message and plant it in memory. One is to be there with messages that score 140points. Successful retailers realize this and do a constant approach of reaching out creating awareness. So when you create TOMA (Top Of Mind Awareness), you always tend to get more business. It's because when people have a perceived need, they'll many times go first to who they have been hearing about. To win more customers, have a regular Radio advertising plan. Be on the RADIO, so you are at the top of their ranking as a local brand, on top of their mental ladder for your brand.
7. Choose to work with **"Station of the Year"**. Go with the 25year local group that has the demographics covered with 11 signals. Go with the group that creates better advertisements that score 140. Reduce your investment risk by going with marketing pros that **on-air/on-line create instant leads giving you the best return on investment in the Upper Peninsula**.