
WHY ADVERTISE ON WLYV?

THE ADVANTAGES OF RADIO

More than ever, Americans are on the move and are listening to radio in their cars while they do it. Radio advertising remains the gold standard: The stablest, most efficient and cost-effective way to reach the largest possible audience even as other media keep fragmenting and getting more expensive.

Why Radio? It's Everywhere:

Nationwide, an estimated 541,000,000 radios are in use at any time. 169,000,000 of these are in vehicles, all potentially tuned in to your message.

Radio is everywhere, reaching virtually everyone, working 24/7, 365 days a year.

A recent national Arbitron sponsored study found that 96% of those who have driven or ridden in a car in the past month have used the car radio. More than 80% of 35-64 year olds say they spend most of their time listening to radio.

Reach a Captive Audience:

Think about it: Your audience is locked in during their daily commutes. Americans spend more time listening to radio than to any other medium between 6:00 a.m. and 6:00 p.m.

According to the Arbitron study:

- Since 1999, in-car radio listening has been increasing. 43% of commuters say they leave their car radio set to one station and they leave it on.
- Americans listening to radio in their cars an average of 15 hours per week, up 14% from 1990 to 2000.
- The greatest percentage of increase in time-spent-commuting is often in small and medium size markets.
- Radio's audience size continues to grow-Not only with in-car listening, but at the office too.

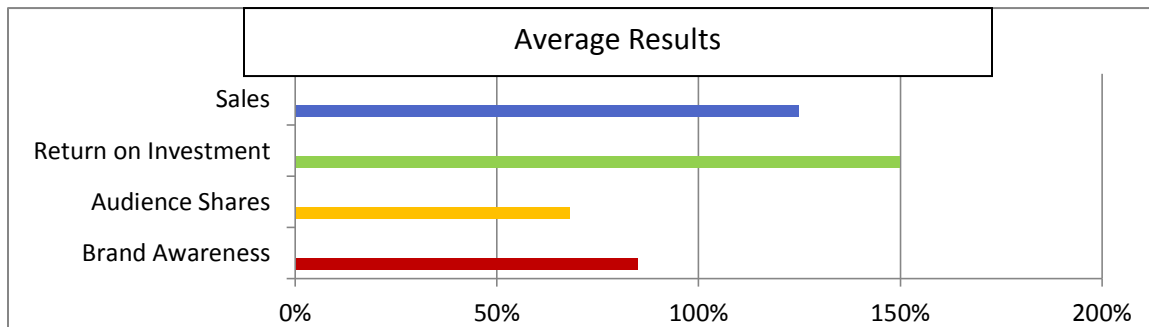
Smaller Investment, Bigger Results

No other medium offers a better ROI than radio advertising.

Unless you're a Fortune 500 company, you probably don't have the budget to spend on a major network television ad campaign. And, though cable television and online advertising are less pricey, the market is still only a fraction that of radio. And let's be honest-much of the time, PPC just means click and ignore.

Whether your business is a small corporation or a one-person-operation, WLYV offers tremendous reach. We're budget friendly while maximizing your campaign's success.

- WLYV reaches over 350,000 tri-state regional listeners 24/7. What other medium can deliver results like that so consistently?
- WLYV delivers that all important, under-utilized 55+ age demographic. A recent *Ad Week* study shows this group has over 40% of the disposable income among listeners.
- Think about it: How many businesses do you visit where a radio is playing? The vast majority of radio listeners tune in from two places: in the car and at the office. Advertising with WLYV can plant the seeds of awareness in potential B2B clients, and WLYV scores in the top 25% of workplace favorites.



No other medium matches radio for amazing results with immediacy, speed, and flexibility in today's highly cluttered marketplace.

Call 260-436-WLYV or email for a free quote. We'll be happy to answer any questions you may have.