



# *Why Radio is Fabulous!*

**Frequency** – The key to selling anything

**An Automobile is a radio with four wheels.** It can sell all the way to the point of purchase.

**Radio offers a captive audience** – 91% of the time, people are alone in their automobile.

**Targetability** – Radio can zero in on your target audience.

**Efficiency/Cost effectiveness**

**FOR MORE REASONS WHY RADIO IS FABULOUS, CONTACT:**

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