

## **Choice Radio Advertisers Get Results!**

As with any market resource there are many facts and figures that are associated with the dynamic medium of radio.

During times of economic adversity, **Choice radio** has always been able to successfully deliver an advertiser's message to the right audience with results! The past two years have been no exception. In fact more advertiser's are using radio to drive traffic to their locations and even their web sites.

In any economic climate **Choice radio** can deliver your message in a clear and concise way with the frequency necessary at a cost that is less than other types of advertising for the impact they make.

- Selective – **Choice radio** allows you to target those consumers who are most likely to buy your products and services.
- Mobile – **Choice radio** reaches busy consumers wherever they are 24-hours a day.
- Intrusive – **Choice radio** allows you to break through the ever-increasing media clutter with a message that blends in with valuable information that listeners want to know. I.E.: Local News, Sports, Weather, along with Choice radio's local flavor.
- Intimate – **Choice radio** gives you a connection with your customers and prospects like no other medium.
- Last Word – As consumers run their last minute errands on their way to and from work, during a busy weekend of shopping or in the comfort of their own home on the web. **Choice radio** is often the last word they hear before they make important buying decisions.

Ask your Choice radio account representative today, how we can work with your business & create a success story.



