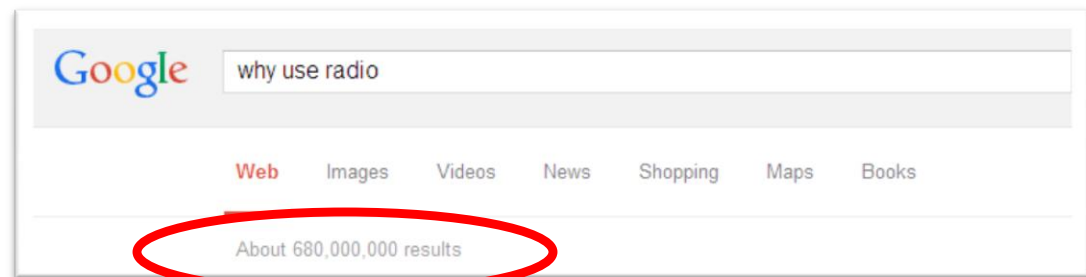


3 SLIDE WEBINAR

"Why use radio"





1

Radio is the cost effective medium.

Newspaper rates are up (even though circulation is down). TV ad rates are up (even though viewership is down).



You're always on the front page with radio.

With radio advertising you are front and center in the listener's attention span when your ad is on the air.

3

The Company YOU keep.

Associate yourself with the BEST team.

“Radio with **IMPACT** is providing YOU with more daily **touch points** to reach **your** consumers.”



We're working hard for you.

Client words

“We need a strong local presence. We have to bring in new customers. myFM has listener loyalty and helps us build a strong local image.”

95%

Of advertisers say myFM advertising is outstanding value for money.

96%

Of advertisers say they are pleased with myFM's Customer service.

95%

Of advertisers say myFM advertising provides a positive return on investment.