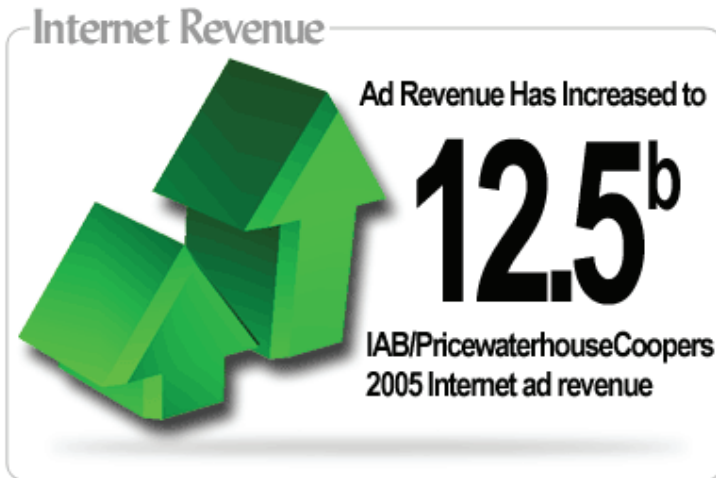




media comparisons

Internet



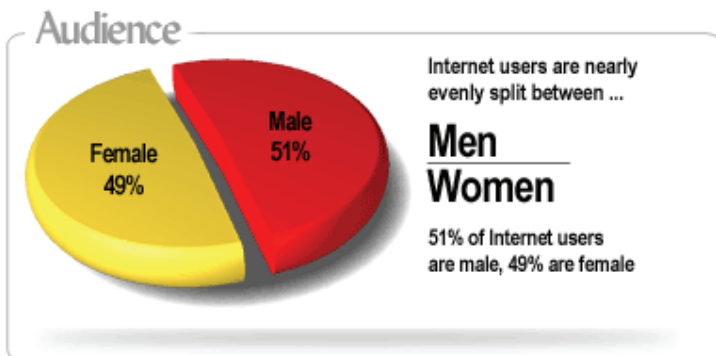
Internet Ad Bureau, 2006



Internet Ad Bureau, 2006

Borrel Assoc., 2006

MRI, 2005



Pew Internet Study, 2005

QUICK FACTS

Radio, TV and newspaper sites are generating more than half of local online revenues. Search engines generate the most online ad revenue, followed by display-related ads. (*Interactive Advertising Bureau, 2006*)

National ads accounted for 75.1% of online ad spending as of third quarter 2005. (*Borrell Associates Inc., 2005*)

Among adult consumers who shop the Internet, men and women are almost evenly split. (*Mediamark Research, 2005*)

Seventy-one percent of online shoppers are between the ages of 25-54. (*Mediamark Research, 2005*)

ADVANTAGES

INTERACTIVITY: The Internet allows your customers to communicate directly with you; they can tell you what they do and don't like, what they want, and what they will buy. They spend as much time as they choose with any amount of information you provide.

TRACKING: Internet technology allows you to measure exactly how many people saw your message...and how they responded.

IMMEDIACY: Thanks to online commerce, your message can reach consumers just before they buy online...and offer detailed information to shape the buying decision.

DISADVANTAGES

CONSUMER CONCERNS: Legitimate ads are hard to distinguish from those that are malicious. Individuals using the Internet for spreading viruses or electronic fraud have created worries among Internet



media comparisons

Internet

users. Phishing (pronounced “fishing”), where apparent legitimate businesses ask for credit card and security information, gives rise to identity theft.

INFRASTRUCTURE PROBLEMS: As an increasing number of consumers access the Internet looking to shop and buy, sites that don’t prepare for the growth in traffic (particularly around the Christmas holidays) will be plagued by painfully slow loading times or outright crashes. Moreover, e-tailers are very dependent on timely shipping, a possible weak link that could break down just when it’s needed most. Loss of online visitors means your advertising will be less effective.

RISING COSTS: Much of the advertising on the Internet is being sold on a bid basis. The higher the advertiser bids, the better placement of the ad. Premium positions are often higher on a Cost- Per-Thousand basis than Radio.

PLUS RADIO

TRUSTED: From the beginning, consumers have expressed caution in using and believing the Internet. Radio is consumers’ local, trusted source for information. Add credibility to your advertising campaign with Radio.

MARKETING PARTNERS: Radio and the Internet make perfect marketing partners. Radio has proven its ability to drive consumers to advertised Web sites, and many Radio stations have their own Web sites offering advertisers unique multimedia marketing opportunities.

TARGET SPECIFIC CUSTOMERS: With Radio, you can target specific customers by demographic group, lifestyle trends, and specific product affinity. And since the average Radio listener spends more than three hours each weekday and five hours per weekend with their favorite stations, it’s easy to generate enough message frequency to get them to check out your online advertisement (Radio Marketing Guide & Fact Book, 2005 Edition). As Radio draws consumers to your online message, it can encourage them to print special coupons directly off the Web and redeem them at your place of business. (*Radio Marketing Guide & Fact Book, 2005 Edition*)

Source: Radio Advertising Bureau www.rab.com