



Why Radio is **FABULOUS!**

1. **Frequency** - The key to selling anything.
2. **An automobile is a radio with four wheels.** It can sell all the way to the point of purchase.
3. **Radio offers a captive audience** – 91% of the time, people are *alone* in their automobile.
4. **Targetability** – Radio can zero in on your target audience.
5. **Efficiency/Cost effectiveness**

FOR MORE REASONS WHY RADIO IS FABULOUS, CONTACT:

Bill Burton

3250 W. Big Beaver Rd. Suite 400

Troy, MI 48084

Phone: 248-614-7244

Online at www.radiodetroit.com