

Radio 101



Measure what you're buying

- Don't pick stations based on your own personal taste.
- Select stations on their ability to deliver the key Male 35 to 54 core demographic
- Compare rates vs. audience exposure.



Get a “snapshot” of the market

Ask your radio representative to run a
“Rank Report” based on:




- ¼ hour averages.
- Men 35 to 54.
- Monday to Sunday 5 am to 1 am



Here's what it looks like...

Radio Schedule				
Market: London Ctrl		Demo: M35-54		Pop: 73,254 Sample:275 ID: New
Totals	FC Agh	Ctrl Agh	Schd Rch	No
CFHKFM	769	468	1,907	5
CFPL	661	491	1,944	5
CFPLFM	5,010	2,544	8,212	5
CHSTFM	1,868	1,739	6,014	5
CIQMF	1,490	1,298	4,301	5
CJBK	799	775	2,886	5
CJBXFM	2,947	1,260	3,871	5
CKDKFM	2,655	412	1,495	5
CKSL	169	167	481	5
All Stations:	1,819	1,017	26,078	45
1 Week:				

Source: BBM fa09 : Stn. Timeblocks			Roger Robitaille	24-Mar-10
		fa09		
	% Wght	100.0		
Pop (000)	M35-54	73.3		
Sample:	M35-54	275		

 Ver: 2007.15.8
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Looking at the numbers

- “Ctrl Aqh” stands for “Central Average Quarter Hours.
- That is the average number of people listening at any given $\frac{1}{4}$ hour during the week in your immediate (central market) trading area.



Looking at the numbers

- “FC Aqh” stands for “Full Coverage Average Quarter Hours.”
- That is the average number of people listening at any given $\frac{1}{4}$ hour during the week in each station’s full signal range.
- This area will vary based on the station’s signal strength



Full Coverage or Central?

Depends on a couple of factors

- How isolated is your market area?
- How far do you draw customers?



Rate vs. exposure

- You aren't just buying air time, you're buying exposure to an audience.
- CPM (cost per thousand) is a quick way to compare the relative value of a station's advertising rates.
- $\text{Rate card} \times 1,000 \div \text{by rate} = \text{CPM}$



For example:

- If FM-96 has a an AQH audience of 5,010 and charges \$78 per ad
 $\$78 \times 1,000 = 78,000 \div 5,010 = \15.57 CPM.
- If BX-93 has a an AQH audience of 2,947 and charges \$50 per ad
 $\$50 \times 1,000 = 50,000 \div 2,947 = \16.96 CPM.
- FM-96 is a better value based on audience exposure.



Don't Spread Your Budget Too Thin

- Repetition builds awareness and awareness is a key ingredient in gaining market share.
- Only buy as many stations as you can afford to dominate.



Get the most out of scheduling

- As a general rule a “Reach Plan” is usually the best value for your dollar.
- Explore specialty programming (car show, environmental show, etc.) for sponsorships, adjacencies and tie-ins.
- “Flight” your schedule



Schedule “Flighting”

- Rather than buying a few ads each week, every week... heavy up your schedule a week or two each month (repetition is key)
- Listeners don't remember that it was 2-3 weeks ago that they heard your ads.
- Creates the illusion that you are doing far more than you really are.



Cross Promotions and Sponsorships

- Ask your radio rep to work with their promotions dept. to create a promotion that will be mutually beneficial.
- Leverage your paid advertising buy with on-air giveaways, contest sponsorships, etc.

