ABOUT RADIO

“Radio is at the center of that universe, as it reaches more Americans each week (92%) than any other media platform.”

WEEKLY REACH OF AUDIO – ADULTS 18+

- **RADIO**: 92%
- **STREAMING AUDIO ON SMARTPHONE**: 45%
- **PODCASTS**: 19%
- **SATELLITE RADIO**: 16%
- **STREAMING AUDIO ON TABLET**: 13%

One reason radio maintains its broad reach is due to high usage occurring away from the home. Automobiles are the most significant listening location, as 65% of all non-home radio use occurs there.

**AWAY-FROM-HOME RADIO USE, BY LOCATION**

<table>
<thead>
<tr>
<th>Location</th>
<th>Full Week</th>
<th>Working Weekday</th>
<th>Weekday Drive Times</th>
<th>Weekends</th>
</tr>
</thead>
<tbody>
<tr>
<td>In Car</td>
<td>32%</td>
<td>36%</td>
<td>28%</td>
<td>16%</td>
</tr>
<tr>
<td>At Work</td>
<td>65%</td>
<td>61%</td>
<td>70%</td>
<td>77%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
<td>2%</td>
<td>7%</td>
<td></td>
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</tbody>
</table>

**WHAT**

Place your audio message in front of the right audience at the right time on the right platform.

**TURN KEY SERVICE**

- **PRODUCTION** of a radio spot by the MultiVu Creative. Includes scripting and recording.
- **REACH** media and customers. Includes email blast to MultiVu's proprietary lists of radio contacts and posting on PR Newswire for Journal. Plus, guaranteed airings on national, regional or local outlets.
- **COMPREHENSIVE** report after the conclusion of airings.

**PACKAGES**

- **GENERAL AUDIENCE PACKAGES**
- **HEALTHCARE PACKAGES**
- **HISPANIC PACKAGE**
- **TARGET-DEMO PACKAGES**
- **EXTENDED MESSAGES**
- **STREAMING AUDIO**
- **CUSTOM PACKAGE**
AUDIO NEWS RELEASE PACKAGES:

GENERAL AUDIENCE

**BASIC ANR: $6,000**

- Affordable nationwide reach solution
- Includes guaranteed airings on news/talk networks: National Media Network and Main Street Radio Network
- Maximum acceptable length: 60-seconds
- Daypart: Most airings happen Monday-Friday, 6am-7pm
- Projected Impressions: 3 million AQH, 22.9 million CUME

**National ANR: $8,500**

- Reach a larger national audience
- Includes airings on news/talk networks: National Media Network, Main Street Radio Network, USA Radio and Radio America
- Maximum acceptable length: 60-seconds
- Daypart: Most airings happen Monday-Friday, 6am-7pm
- Projected Impressions: 4.5 million, 33.3 million CUME
AUDIO NEWS RELEASE PACKAGES:

HEALTHCARE

HEALTHCARE ANR: $8,500

- Maximum acceptable length: 60-seconds
- Includes guaranteed airings on Doug Stephan’s Daily Health Segment & Good Day Health with Doug and Dr. Ken Health Weekend, The Dr. Bob Martin Show, America’s Healthcare Advocate, Mayo Clinic Radio, The Dr. Mitch Show, Main Street Radio Network and National Media Network
- Daypart: Includes airings on Monday-Fridays and weekends
- Projected Impressions: 5 million AQH, 34.4 million CUME

Enhanced Healthcare ANR: $11,000 - $13,500

- Maximum acceptable length: 2-minutes
- Includes guaranteed airings on Radio Health Journal and National Media Network
- Daypart: Airings run for 7 days. Starts on Sunday and ends Saturday
- Projected Impressions: 3 million AQH, 53 million CUME
AUDIO NEWS RELEASE PACKAGES:

TARGETED DEMOGRAPHICS

HISPANIC ANR: $7,850

- Maximum acceptable length: 60-seconds
- Includes guaranteed airings on Univision Radio and GLR Networks
- Daypart: Univision (Monday-Friday, 10am-3pm)
- GLR (Monday-Friday, 6am-9pm)
- Projected Impressions: 1.6 million AQH, 19 million CUME

FINANCE ANR: $7,850

- Maximum acceptable length: 60-seconds
- Daypart: Includes airings Monday-Friday and weekends
- Projected Impressions: 2.7 million AQH, 18.6 million CUME
AUDIO NEWS RELEASE PACKAGES:

TARGETED DEMOGRAPHICS

FEMALE ANR: $8,500

- Maximum acceptable length: 60-seconds
- Includes guaranteed airings on Pop Crush Nights, On with Doug, Jen and Victoria, Doing What Works, Passport Mommy, Café Mocha, and Kevin & Taylor
- Daypart: Includes airings Monday-Friday and weekends
- Projected Impressions: 2.7 million AQH, 18.6 million CUME

MALE ANR: $8,500

- Maximum acceptable length: 60-seconds
- Includes guaranteed airings on Tech It Out with Marc Saltzman, Popular Technology Radio, The Drive, The Chad Benson Show, The Money Pit, and ESPN Radio’s Spain and Fitz and Freddie and Fitzsimmons
- Daypart: Includes airings Monday-Friday and weekends
- Projected Impressions: 4.1 million AQH, 24 million CUME
MultiVu understands that sometimes 60-seconds is just not enough time for full message delivery. These extended packages can help you cover your needs.

**Extended Basic ANR:**
$10,000 - $10,500
- Maximum acceptable length: 3-minutes
- Includes guaranteed airings on National Media Network and Main Street Radio Network
- Daypart: Most airings happen Monday-Friday, 6am-7pm
- Projected Impressions: 3 million AQH, 22.9 million CUME

**Long-Form News/Talk ANR:**
$5,000 - $7,500
- Maximum acceptable length: 5-minutes
- Includes guaranteed airings on Main Street Radio Network
- Daypart: Most airings happen Monday-Friday, 6am-7pm
- Projected Impressions: 1.2 million AQH, 7.5 million CUME
AUDIO NEWS RELEASE PACKAGES:

CUSTOM PACKAGE

NEED TO REACH A SPECIFIC REGION OR TARGET AUDIENCE?

- Reach only the **audience you need**
- All markets available
- Stations chosen based on target demographic
- Airs on prime dayparts only (6am-7pm)
- Top rank stations purchased
- Post-logs and airchecks are available