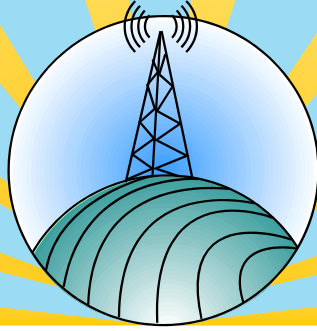


Local radio: Stronger than ever in reaching your customer



Comparison of local radio 2010 to 2004

Web-based companies love to say “traditional media” is losing its punch when it comes to reaching consumers. That may be so with other media, and it may even be so with radio in other markets, but in this area, **RADIO HAS NEVER BEEN STRONGER!** 2004 was the first year of comprehensive, twice-a-year research of consumers in LaSalle, Bureau, and Putnam counties.

Here's how this day of I-Pods, MP3's, Internet radio and personal communication devices compare to the “old days” of 2004:

Age 12+

- 2004 — 66% listen to LOCAL radio each week
 - 2010 — 73% listen to LOCAL radio each week
- Note: Total of 95% of local residents listen to radio each week, while 22% listen to out-of-area stations—mostly Chicago, Peoria and Quad Cities

12 to 24 age (the group that supposedly has left radio):

- 2004 — 60 % of 12 to 24 year olds listen to LOCAL radio each week.
- 2010 — 76% of 12 to 24 year olds listen to LOCAL radio each week

Most of the growth of local radio listenership has come from The Radio Group stations:

- 2004 — 55,400 listeners per week to Radio Group stations.
- 2010 — 73,900 listeners per week to Radio Group stations.
- Q97.7/Q103.3 just recorded the largest weekly listenership of any station in the market since ratings began — 31,500 listeners.
- 2004: Only WALLS 102 (#1) and WAJK (#2 and not a Radio Group station) beat WGN and WBBM (both Chicago) in the ratings.
- 2010: Q97.7/Q103.3 (#1), WALLS 102 (#2), Classic Hits 106 (#3) and WAJK (#4, not a Radio Group station) beat all Chicago stations.

SO WHAT? No other advertising source so effectively reaches consumers in this market than **RADIO**. And **RADIO TODAY** reaches more local consumers than **EVER BEFORE**.

The same research that provides listenership for radio provides detailed research **ON YOUR CUSTOMERS**. The Radio Group sales department can provide you with this research to help build your business with more efficient advertising. Call your sales representative, call the advertising department at 800.855.2480 or e-mail advertising@theradiogroup.net.

