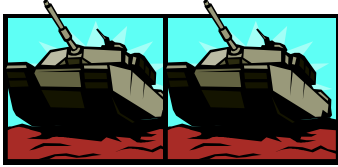


How we help you avoid those seven deadly advertising sins.

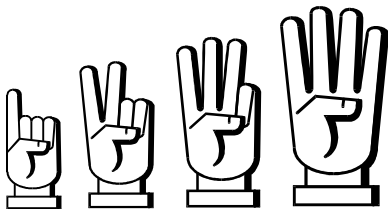
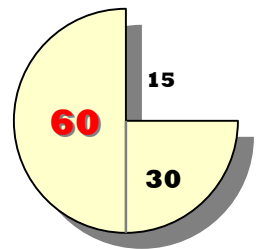


Concentration for your advertising efforts.

Instead of spreading yourself over five or six stations or other places we allow you to concentrate on just three radio stations, precisely focusing your investment into an overpowering mass. Marketing warfare demands it!

Longer ads are remembered better.

Broadcast stations normally “upcharge” significantly for 60 second commercials. We put our money where our mouth is: when you buy our Rotation Plan there is no extra charge for 60 second ads, which have a substantial recall advantage over 30 second ads by some 36 per cent. It’s also twice as much airtime.

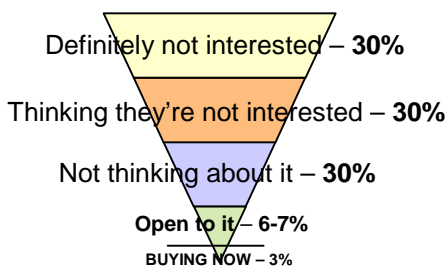


Repetition: the mother of learning.

The foundation of our operating system is based on delivering your message every day, over and over – affordably. We believe in the concept of repetition so much, we pay **DIVIDENDS** to our customers in the form of free commercials every day from unsold inventory.

Bye-bye schizophrenic marketing.

Cost and complexity complicate marketing. We remove all the guesswork with a simple and easy approach, designed to serve smaller businesses. Our cost structure enables you to be on-air multiple times every day. Huge discounts reward your longer term time horizon. Consistent scheduling naturally breeds momentum and equity where each ad builds on the foundation of previous ones.



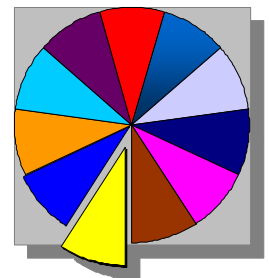
THE AUDIENCE FOR ANY PRODUCT OR SERVICE

Build top-of-mind awareness before they're in the market.

In today's world you can't afford to ignore the vast majority of consumers who aren't buying your product today. Our operating system allows you to be on the air every day telling your story, delivering your message repetitiously and intrusively. You are able to create value for your company and product, instead of just throwing out a cheap price, building a relationship before the need arises.

Welcome to our clean, uncluttered ad environment.

If your ad is surrounded by 20, 30 or more ads per hour, your impact and memorability are severely diminished. With our 11 ads per hour (or less) restriction, your own a larger slice of the advertising pie (1/11 versus 1/30), and your message is remembered better.



We demand great creative; so should you.

We'll make sure you're spending 80 per cent of your time on what to say, not where to advertise. We are experts at helping craft messages which educate, interest and motivate consumers to action. Our commitment to excellence has led to many awards from the MT Broadcasters Association.

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