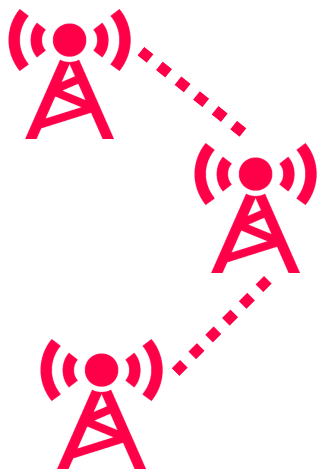


NETWORK RADIO 101

A QUICK REFERENCE GUIDE

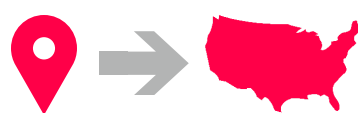
WHAT IS NETWORK RADIO?



Radio Networks:

- ✓ Are a group of radio stations that have committed to carry programming and commercials
- ✓ Provide affiliate stations with programming, production, sports, and news services which would not be available on a local market basis

Network Radio provides advertisers presence on hundreds or thousands of local radio stations, nationally.



HOW IS NETWORK RADIO BOUGHT AND SOLD?

UPFRONT

VS.

SCATTER

- Bought prior to calendar year
- Multi week/month/annual buy
- Cancellation options

- Bought throughout the year
- shorter lead time prior to start of flight
- Cancellation options



DAYPART

When your ad will run:

- AM Drive (6-10am)
- Daytime (10am-3pm)
- PM Drive (3-7pm)
- Evening (7pm-12am)
- Overnight (12-6am)
- ROS/Run of Schedule (6am-12am)



PRICING

Purchase preference varies:

- Cost Per Point (CPP) = cost of reaching 1% of audience in a given demographic segment
- Cost Per Thousand (CPM) = cost of reaching 1,000 impressions in a given demographic segment



Custom-built networks of stations comprised of shared demographic and/or formats also available for targeted buys.

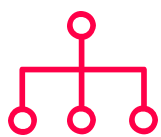
WHY NETWORK RADIO?



Scale and buying efficiency - nationwide campaigns easily delivering your message to many



Exposure to the message when and where consumers are closest to the point of purchase



Copy splitting capability and creative copy rotation market by market



Digital, social, and promotional extensions complement and enhance on-air campaigns

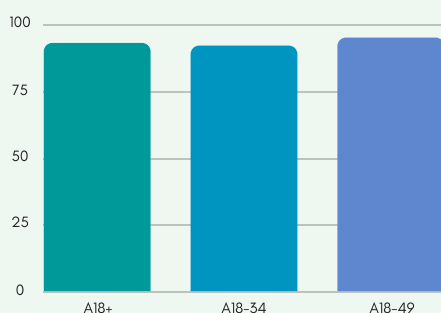


Access to trusted personalities and engaging environment

WHO'S LISTENING TO NETWORK RADIO?

#1 mass reach medium

Radio reaches 92%+ of Americans 12+ every week



92%

of America's most connected consumers, Millennials, use radio each week vs. 79% reached by TV



They're on-the-go: 73% use radio away from home, during commuting hours

14HRS per week

Consistent tune-in across African American, Hispanic, and general market listeners.

Source: Nielsen Audio, Radar 132, Mar 2017