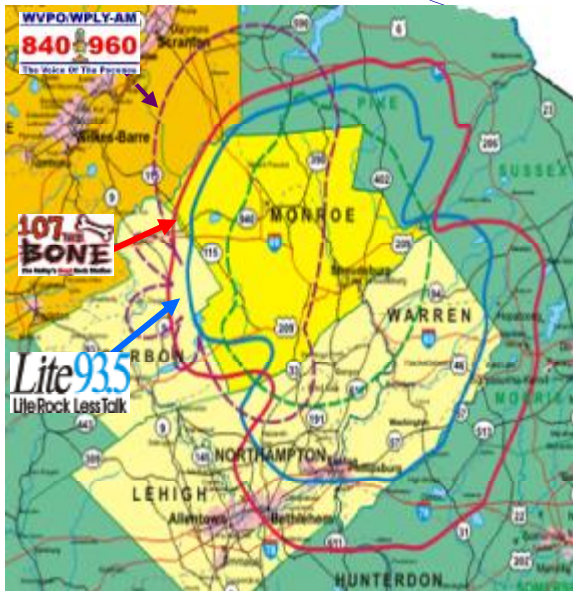


RADIO RECRUITMENT ADS

It's easy to use radio. We will help you write and produce your advertisement FREE of CHARGE.

HOW IT WORKS

Give us information on your company and the positions you are recruiting for and get ready to take applicants.



One of Our
Recruitment Specialists
Nassau Broadcasting
570-421-2100

YOU'RE IN GOOD COMPANY WITH ...

Excel Storage	TLC Trucking
Easton Hospital	Sanofi Pastuer
Bayada Nurses	Iridium Industry
Logex Trucking	Schneider National
Roadway Express	Pocono Medical Center
Weiler Corporation	Pocono Personnel

NASSAU BROADCASTING

22 South 6th Street
Stroudsburg, PA 18360
Phone: 570-421-2100
Fax: 570-421-2040

NEW STRATEGIES
RECRUITING
QUALITY
EMPLOYEES

RADIO RECRUITMENT



NASSAU BROADCASTING PARTNERS, L.P.
A NEW GENERATION OF BROADCASTING



To always be the best choice for our clients, audiences, and employees



NASSAU BROADCASTING PARTNERS, L.P.
A NEW GENERATION OF BROADCASTING



RADIO RECRUITMENT

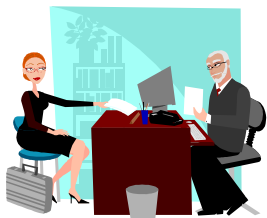
Do you continue to run radio commercials in the newspaper expecting better quality candidates to apply for your positions? Maybe it is time for a change.

RADIO RECRUITMENT WORKS

1. RADIO IS INTRUSIVE

Many media placements made by recruitment advertisers are targeting the active job seekers. Newspaper classifieds, Internet postings, Trade journals, all require the reader to find the message. They are effective because an active job seeker, by definition, is aggressively perusing these sources for a job. But the active job seekers constitute only 11% of the entire workforce. So a solid media plan also needs to reach the passive job seeker. In this case, the message needs to find the reader. You need something INTRUSIVE like RADIO

2. RADIO CREATES A NETWORKING EFFECT!
An article in HR magazine states that people are more likely to tell a friend or acquaintance about an opening they heard about on the radio. More than 50% of the people responding to radio ads didn't hear the radio commercials firsthand. Radio is a great public relations tool.



3. YOU WON'T HAVE TO COMPETE HEAD-ON
With Web postings and print advertising your commercial is surrounded by the competition. The clutter can be a drain on your responses. But with radio you're generally guaranteed that no other recruitment advertisers will be aired adjacent to your radio commercials. This allows you the exclusivity that you need for an intrusive media.



4. REACHES A HUGE AUDIENCE
Radio reaches 96% of all persons 12+ years of age every week. And 77% of

persons 12 and over on a daily basis. That makes radio a powerful medium. But the numbers are even more compelling for recruitment advertisers. In the highly sought-after 18 to 34 age range, radio reaches 95.8% of women and an astounding 98.3% of men on a weekly basis. And as long as we're talking numbers, let's dispel a myth about listenership. So many advertisers want to target drive time exclusively. But overall, radio actually reaches more adult listeners in the 10am to 3pm time period than in the 6am to 10am time period. The margin is only slight, but it proves that drive time is not the only desirable day time for your radio commercials.

5. CREATES BUZZ WITHIN THE COMPANY
You simply cannot underestimate the value of company buzz. And a good radio schedule will



Find Quality Employees through radio recruitment.

definitely get your employees talking. Think about it. Radio is not viewed as a traditional recruitment media by the outside world. So employees are feeling pretty good about their "progressive" company. And let's say that some of your employees are working extra hours because the new hires are not coming fast enough. You'll find that happening in healthcare right now. A radio schedule says, "Hey, we're doing everything we can to find more help." This will aid in keeping employee satisfaction high during a difficult time.



6. EXTENSIVE RESEARCH IS AVAILABLE
How much do you know about the media you are currently using? For print advertising, you might know circulation and maybe the readership. But that's all. However, there is an incredible amount of research on radio listenership. Determine the demographics of your target audience. Ask for a plan best suited to reach your target. Plug in some dollar figures on a proposed schedule and you can find out what percentage of your target audience you're bound to reach over the course of the schedule. And that's only the basic information. Want to know more about radio research? Just ask!