

Radio Gets Results

Broad Reach for Every Listener

Nassau Broadcasting The Poconos



If You want to Reach Monroe County
You want Nassau Broadcasting

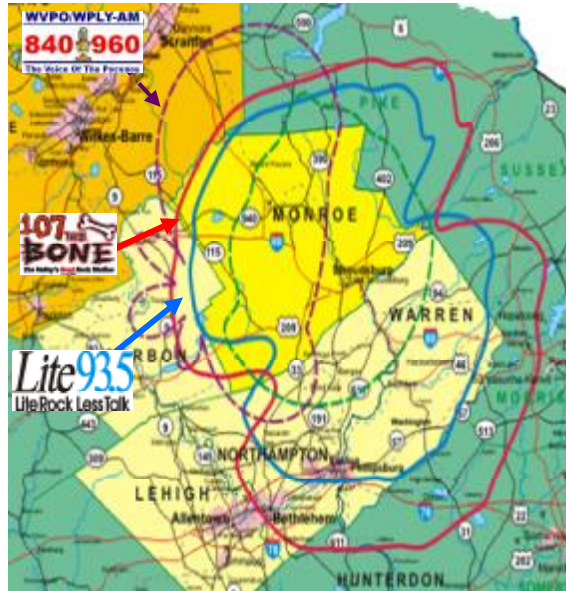
50.1% Weekly Reach
Persons 25-54

56.7% Weekly Reach
Women 25-54*

WSBG-FM ♦ WWYY-FM ♦ WODE-FM ♦ WVPO-AM
22 South 6th Street, Stroudsburg, PA 18360
570.421.2100 ♦ Fax 570.421.2040

News-Talk ♦ Local News ♦ Weather ♦ Traffic
New York Yankees Baseball ♦ ESU Football ♦ Local High School Football
RADIO is a Great Way to Recruit New Employees
Call for Information 570.421.2100

bitron WilkesBarre-Scranton, PA F06/SU06/SP06/W06 Geo: MONROE COUNTY, PA-Mon-Sun 6A-Mid Cume Rat
Persons 25-54 & Women 25-54 Combination: WODE-FM, WSBG-FM, WWYY-FM, WVPO-AM



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Stroudsburg, PA 18360
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Why Use Radio



Why radio can work for you!

Approximately 44,315 people in Monroe County commute every day to work. (U.S. Census) Across the nation, Americans spend increasing time in their cars—longer commutes, running errands, and taking the kids (and themselves) from activity to activity, 24/7. Radio—the medium that invented “drive time” is always along for the ride. Whether they’re joyriding or destination bound, nearly 82 percent of Americans may be reached in their vehicles during the course of the week.

In a society characterized by time poverty and hectic consumer lifestyles, Radio stays closer to the consumer for longer periods during prime buying hours than any other medium. And Radio’s targetability enables you to identify, reach, and motivate your best target customers with pinpoint accuracy, efficiency, and minimum waste.

Thousands of advertisers trust Radio as their exclusive advertising choice, and many more recognize Radio’s value as an accelerant in the advertising plan; like lighter fluid sprayed on softly glowing embers, Radio creates immediate spark, excitement, and—most importantly—results!

Newspaper vs. Radio

Using Radio together with newspaper increases the reach of your advertisement among light readers and younger consumers and adds impact through message frequency. That means bigger and faster results.

According to Veronis Suhler, Americans spend 151 hours per year (2.9 per week) reading the newspaper, 15 hours less than in 1995. In most markets, circulation is flat or declining, while paper costs and other factors continue to drive production costs up and that leads to bigger ad rates for smaller impact.

- The paper provides information once consumers decide to buy, but it does not build brand awareness or create product demand.



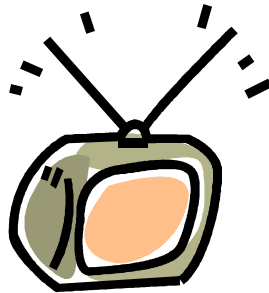
- Most people don’t read all sections of the paper everyday. Ads in a given section reach only those who read that section.
- On average 42 percent of readers will recall noting a full-page ad.

- It’s difficult to accommodate selective approaches that improve your cost efficiency and enhance frequency against clearly defined, high potential customer segments.

Cable TV vs. Radio

By using Radio you not only can deliver more message to your customers with greater frequency, but also can participate in special promotions that attract customers and increase sales.

68 percent of all TV households are wired with basic cable but due to the increasing competition from Direct-broadcast satellite (DBS) cable now faces a steady stream of defectors from the ranks of subscribers. DBS has captured nearly 17 million subscribers in just a few short years, and it is acquiring even more viewers now that the government has granted permission for satellite companies to offer local channels.



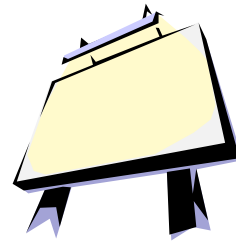
While cable systems as a whole may reach into a large percentage of homes, their audiences are fragmented among dozens, even hundreds of channels. The average system brings its viewers 62 channel choices.

- Because cable TV gives the viewer so many channels to choose from, cable audiences are considerably smaller than those of broadcast TV.
- As many as 12 percent of U.S. households get their programming from alternative delivery systems such as satellite TV and the percentage is much higher in many major markets.
- Network TV typically carries a 24-unit spot load every hour, cable often as many as 28 units per hour—17 percent more—making ads that much more annoying and therefore more susceptible to zipping, zapping, and time-shifting.

Outdoor vs. Radio

Your outdoor message can be seen only where it is displayed, but Radio allows your message to travel with your customers wherever they go—at home or at the office as well as in the car. By combining Radio with outdoor, you can build your message’s range and frequency and reach more of your customers more often.

The need to communicate a memorable message in a split second sharply limits the level of detail an outdoor ad can convey and results in relatively poor consumer recall. Additionally, many people consider billboards a visual blight on the landscape.



- The very nature of outdoor advertising demands that the commercial message be brief and relatively simple.
- Prime outdoor locations (in high-traffic areas) often are controlled by large, long-term advertisers.
- Unlike other advertising media, outdoor advertising has no truly reliable method to measure its effectiveness.
- Commuters behind the wheel and other potential customers are exposed very briefly to outdoor messages, minimizing message retention.
- Once a message is up, it generally stays up through the duration of the contract, even if the advertiser’s needs have changed.

Satellite Radio vs. Radio

“No significant loss of listeners to satellite.” Katz researcher Maggie Hauck says “Howard Stern listeners have stuck with terrestrial radio despite all the hype.” They mostly turned to new options on the AM/FM dial. What Katz finds is that the total audience — Persons Using Radio — didn’t shrink in the Winter 2006 Arbitrons. It was off 2% in New York, Long island and Chicago, and 1% in L.A.

- Satellite Radio portability has prevented users from expanding beyond the home & car.
- Programmers are following suit to terrestrial radio stations through predictability while people are paying for random.
- Promos are played throughout the stations telling listeners to tune into other stations when listeners already have a channel guide to direct them.