

Let's **crunch** the numbers.

1. One \$500 ad in a newspaper or magazine with 5,000 readers would cost \$0.10 per impression.
2. That same \$500 could buy 50 radio ads on any of our stations over an entire week -- not just one day. At least 25,000 people listen to each of our stations each week (and the number is actually much higher, but we're doing simple illustrative math).

If only 20% of 25,000 people listened during the week of your campaign, that would be 5,000 people. And if these 5,000 people heard only 25 -- only half -- of your ads, the \$500 investment would make 125,000 gross impressions.

Newspaper or magazine cost per impression: \$0.10

Radio cost per impression: \$0.004

In this example, print is 25 times more expensive than any RadioAlabama station.

Let us help make **our numbers** work for you!



106.5 FM. 1290 AM. 98.3 FM. 100.3 FM. 105.1 FM. 96.3 FM. 1050 AM. 100.3 FM.