

Radio can sell!



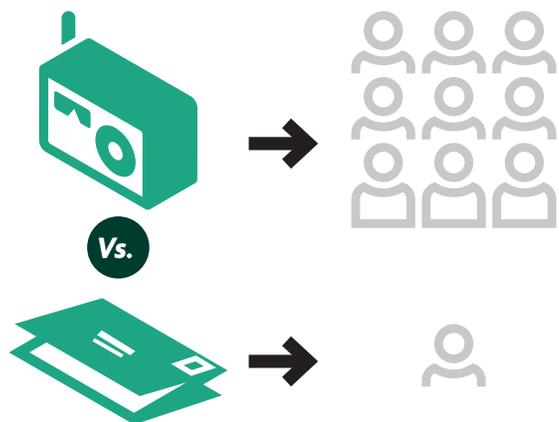
92%

of adults are reached by radio every week¹

Radio is one of the only true mobile mediums. Think about it.

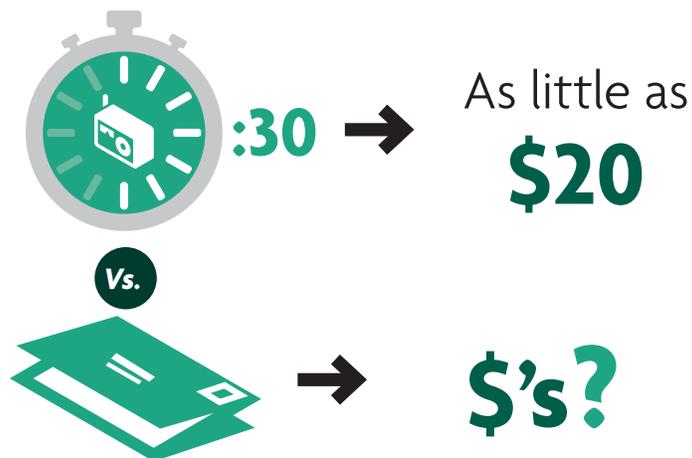
In the car, at the gym, in the mall, at the office, and with many stations streaming online, most can be accessed through the phone in the palm of your hand. Your clients can take radio almost anywhere! Because of that, baby boomers spend an average of 15 hours each week listening to radio¹.

With that kind of audience, think of the potential!



Compared to a direct mailer, radio has the potential to reach more people, more often.

Think about it – one piece of direct mail reaches one person, one time. One radio ad can reach thousands of people at once, and a radio ad can play several times a day, for several weeks! Plus, when your ad plays on radio, it's front and center, not buried in a bunch of mail.



Radio is cost effective

With one of the lowest CPMs, or 'Cost per Thousand' reaches available. One thirty second ad could cost as little as \$20 in a small market². How many people can you reach with a direct mailer for \$20? Not as many as radio!

Your marketing budget may go farther with radio.

Contact Sales Support to learn more **866-322-7066**, or visit NorthAmericanCompany.com/Radio to get started on your next radio ad.

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1. Nielsen Total Audience Report February 2020

2. <http://www.gaebler.com/Radio-Ad-Rates.htm>