

tune in
AM 540 600 720
FM 88 90 92 94
with North American

Get some serious air

with North American

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A Sammons Financial Company

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Finding the sweet spot on the dial

Radio has incredible reach. If you're not using radio advertising in your marketing, you could be missing out. Your competitors may be finding prospects who could benefit from your services.

Increase search traffic

Many consumers begin their purchasing journeys by using a search engine. So getting potential clients to search for your business is key. If you want clients searching for your brand, radio advertising could be a key driver.

Radio and social media

If you're working to reach potential clients online via social media, radio advertising is a great complement. If you're advertising on radio, most stations will be happy to work with you in cross-promoting your advertising on their websites and social media pages.

Radio is affordable

Radio has one of the lowest cost-per-thousand (CPM) reaches available. Pricing varies based on the market you are in, but a 30-second spot could cost as little as $25 in a small market.

Compare this to a direct-mail campaign. 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 junk mail. How many people can you reach with a direct mailer for that same $25?

Building an effective radio campaign...simple as 1-2-3

1 Finding a station

Station format

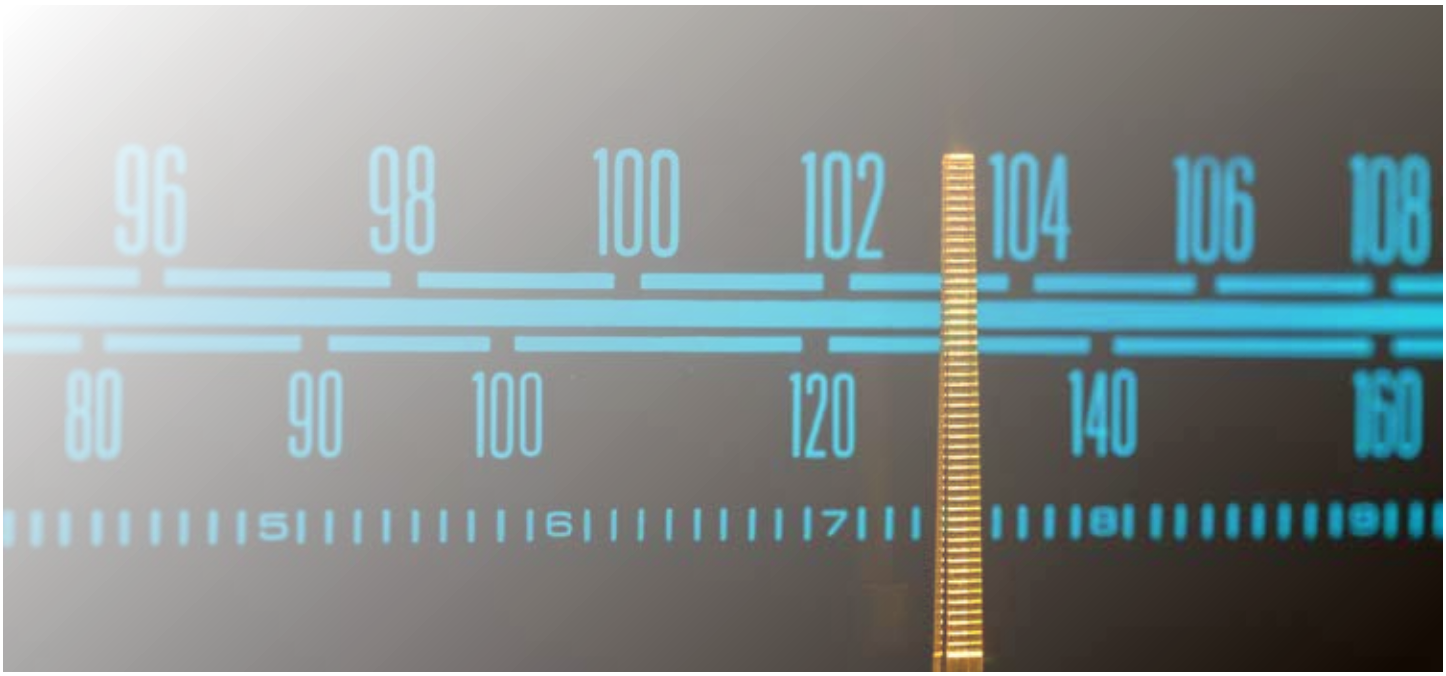
The format is the flavor of the station – what listeners tune in to hear – whether it be country, news, top 40, etc. Choosing the right format is important because it affects your ad's performance and the audience you reach. One media group may own or represent multiple stations in your area with different formats that can help you focus on different market segments:

- News radio or talk radio typically has an older, wealthier demographic.
- Sports radio and Top 40 music typically have a younger audience.

Locating a station

You are probably already familiar with the local stations you enjoy. But if you need to explore a little more, visit Radio-Locator.com and browse the format and frequency of stations in your area. Stations that are below 92 FM on the dial are not-for-profit stations, which could include public radio, college or religious programming.





2 Buying air time

Work together

Your best resource on radio advertising is your local radio sales representative. Talk with them. Ask them questions. They're there to help you use radio to its full potential. They'll work with you to craft a campaign that fits your goals and budget. You'll want to ask questions related to:

- **Demographics:** Age and gender of average listener
- **Prime-time listenership:** Most popular times, programs, radio personalities
- **Cross-promotions:** Additional places they'll promote your ad, such as their website or on social media
- **Special events:** Some stations allow you to host competitions, contests, and may even remotely broadcast from your business
- **Sponsorship opportunities:** You can sponsor the news, weather, local football game, etc.
- **Cost:** Cost per length, time of day, length of run (how long your ad will be on air)

Building a campaign

When putting together a successful radio campaign, there are several ad choices available. The first being length of your ads. The most common spot lengths are 60-second, 30-second, 15-second spots, and mentions.

- You may see references to :60's, :30's, and :15's, simply denoting the ad length in seconds.
- A mention spot is typically 10 seconds or less – enough time to mention your business name and a quick call-to-action with a pertinent method of contact (e.g., "North American. Find your True North. Visit us online at NorthAmericanCompany.com"). When used frequently, mentions are a good way to round out a campaign and remain top-of-mind with consumers.
- When it comes to choosing which length is best for your campaign, the answer really depends on your message and advertising goals, but we find :30's and :60's fit the best with most campaigns. *Visit NorthAmericanCompany.com/radio for a slew of pre-produced :30 and :60 spots you can personalize.*

Also, be sure to consider what time of day is best for your ads to play.

- Typically, morning drive (6 a.m. to 10 a.m.) and afternoon drive (3 p.m. to 7 p.m.) will have the highest listenership (also the highest cost of advertising).
- Weekends and overnights generally have lower listenership (and lower ad prices).

Take 'flight'

Eventually, the radio salesperson will put your campaign together as a flight (complete run of all your ads and all the times they'll play) and provide pricing bids. Typically, a flight is thirteen weeks long. Here's an example.

13 Weeks: 2/22-5/16

Daypart/Program	Len	Spots	Rate	Cost	AQH Rtg	AQH	% Mkt	Freq	Net Reach
Mon-Fri 5a-6a	30	3	$10.00	$30.00	0.3	1,800	2.0	10.3	11,300
Mon-Fri 6a-9a	60	4	$90.00	$360.00	1.1	6,300	10.2	6.7	61,000
Mon-Fri 6a-7p	5	5	$0.00	$0.00	0.9	5,200	15.6	3.9	89,200
Mon-Fri 10a-7p	30	6	$50.00	$300.00	0.9	4,900	14.1	4.1	80,200
Sat 8a-10a	30	1	$18.00	$18.00	0.5	3,100	1.9	3.7	10,800
Sat 8a-10a	30	1	$22.00	$22.00	0.7	4,200	3.6	2.7	20,300
Weekly Total:		**20**	**--**	**$730.00**	**0.8**	**4,400**	**7.7**	**2.3**	**44,000**
Flight Total:		**260**	**--**	**$9,490.00**	**0.8**	**4,400**	**19.8**	**10.3**	**114,500**

Here are a few definitions:

- **Len:** Length in seconds
- **Spots:** Number of times the commercial with run
- **Rate:** Cost per advertising spot
- **Cost:** Rate times the number of spots
- **Average quarterly hour (AQH):** The average number of persons listening to a particular station for at least five minutes during a 15-minute period
- **AQH Rtg:** The AQH divided by the population x 100
- **Frequency (Freq):** The average number of times the same person will hear a commercial
- **Net reach:** The number of different persons reached in a given schedule





3 Creating your radio ad

Some stations will work with you to create your ad, but we've already done the hard work for you. Visit NorthAmericanCompany.com/radio, and have a listen to our available ads. Ads are created, updated and retired seasonally, so check back frequently. Here's a quick how-to:

1. Download the ad(s) you want to use.
2. Write a script for the end of your ad.
   a. Each pre-produced ad leaves roughly 10 seconds of music to record your script over so it blends in seamlessly.
   b. Example: "Hi, I'm [First name Last name] with [Company Name]. Give me a call at 555-555-5555, or visit my website and let's chat about what matters to you."
3. Submit your script to our Ad Review team using the form on our website.
4. Once approved, hand over the radio ad and your script to your chosen station. They can help you record your piece. Most stations will accept your ad via email, but the experts at the station can let you know what works best.

Hit the air with North American

Radio advertising is built on frequency and repetition, and it can take weeks or months to start seeing return. Top-of-mind awareness equals market share. Help stay top-of-mind with Tune In with North American.

And remember, stay in touch – we'd love to hear how radio is working to grow your business.

Sammons Financial® is the marketing name for Sammons® Financial Group, Inc.'s member companies, including North American Company for Life and Health Insurance®. Annuities and life insurance are issued by, and product guarantees are solely the responsibility of, North American Company for Life and Health Insurance.



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Be prepared

Use this sheet as a guide when reaching out to your radio executive.

Station call sign and frequency

Radio sales executive contact info

City of broadcast origin and coverage area (dictated by station wattage. Could be expressed in terms of square miles, counties, or persons)

Station format

Demographic breakdown of listeners

Most popular time slots

Most popular on-air personality

Traffic hits to station website

Advertising options offered by station (flight package, cross promotion on station website, special events, contests, sponsorship opportunities, etc.)

Cost

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