



Source: Shutterstock.

▲ Radio enjoys the advantage of intimacy with the local DJ.

ing. To place a national advertisement requires contacting a large number of companies. Few large radio conglomerates means contacts must be made with multiple stations. Negotiating rates with individual stations based on volume is difficult. Local businesses can often negotiate better rates than national advertisers because of the local company's relationships with the radio stations.

The four main national radio networks in the United States are Westwood One, ABC, CBS, and Unistar. These are joined by a few other strong networks, such as ESPN radio and CNN. Nationally syndicated programs such as those on the Fox radio network offer some opportunities to national advertisers.

In large metropolitan areas, duplication presents another problem. Several radio stations may try to reach the same target market. For instance, Chicago has several rock stations. Advertising on every station may not be financially feasible, yet reaching everyone in that target market will not be possible unless all rock stations are used.

Radio advertising offers a low-cost option for a local firm. Ads can be placed at ideal times and adapted to local conditions. Careful selection of stations, times, and quality construction of the advertisement will be the key. Radio allows local businesses to present remote broadcasts. Remotes can attract attention to a new business (restaurants, retail stores, etc.) or to a company trying to make a major push for immediate customers. Radio promotions can be combined with other media (local television or newspapers) to send more integrated messages.

For business-to-business advertisers, radio provides the opportunity to reach businesses during working hours, because many employees listen to the radio during office hours. Radio can reach businesspeople while in transit to or from work. Both radio and television usage has increased for business-to-business marketing.

## Outdoor Advertising

Billboards along major roads are the most common form of outdoor advertising; however, there are other forms. Signs on cabs, buses, park benches, and fences of sports arenas are other types of outdoor advertising. Some would argue that even a blimp flying above a major sporting event is outdoor advertising.

Advances in technology have dramatically changed outdoor advertising. Annual expenditures on outdoor advertisements now total more than \$5.5 billion. Global positioning systems, wireless communications, and digital display technology have transformed outdoor advertising. The most popular outdoor technology, LED, is used by companies such as Procter & Gamble and McDonald's. LED technology is used to create video screens for animated videos in locations such as Times Square in New York and the Strip in Las Vegas. It can create both static messages and visuals that change electronically.

allowed communications between the listeners, customers of the product, and the DJs. The other advantage of using radio was that it was easy and inexpensive to make changes to ads as the campaign progressed. The campaign was highly successful in California. Beachbody subsequently expanded the campaign nationally within a few months.<sup>20</sup>

## Disadvantages of Radio Advertising

One problem with radio is the short exposure time of an ad. Most radio commercials last 15 or 30 seconds. Listeners involved in other activities, such as driving or working on a computer, may not pay attention to the radio. Further, people often use radio as a background to drown out other distractions, especially at work.

For national advertisers, covering a large area with radio advertisements is challeng-