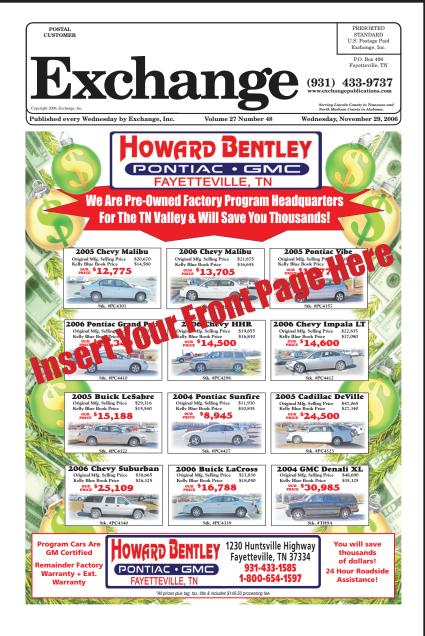


You have choices in advertising.
Let us help you choose wisely.

AM? FM? HD? Satellite? CD? MP3?

Your customers have lots of choices when deciding what to listen to. When you need to reach those customers you could choose radio. But should you choose AM, FM, HD, or Satellite? Then which format should you choose: Adult Contemporary, Smooth Jazz, Rock, Hip Hop, Country, Classical, News, Talk, Urban, Oldies, Latin, Religious, or Sports? Once you've chosen the medium and the format you'll need to select the right stations. How many stations do you listen to? Do your customers listen to the same ones? Do you need a 30 or 60 second spot?



Finally, which daypart should you advertise on: morning drive, mid-day, afternoon drive, evening, or overnight?

If this all seems a bit complicated there is an alternative. Your free community paper reaches the most households in our area and offers two simple options: size and color. You choose the size and color options that work for your budget. It's that simple.

Call us today to discuss those two options with a professional advertising consultant. We'll handle everything. Then you can sit back and listen to your iPod without any distractions.

