

The combination of local radio and the internet

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Thursday, 31 May 2007 16:41

The biggest ad spenders in the nation-- major internationals like Nutrasweet and Walmart--have begun to understand what most local merchants have known for years: The combination of local radio and the internet produces results.

A recent study commissioned by a group of big advertisers and their ad agencies, reveal just how powerful the radio and internet combination is: Among other findings, they learned that radio exposure increases internet ad impact by over 300%. To read The Executive Summary of the research, just click it open.



Executive Summary PDF