

## The combination of local radio and the internet

Written by Administrator  
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**