



## Google Audio Ads: The Power of Radio Advertising

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### About Google Audio Ads

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Google has partnered with over 1,600 radio stations to provide a platform that makes radio advertising easier and more efficient.

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For more information, visit  
<http://www.google.com/adwords/audioads>

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Radio advertising can be an important component of a marketing media mix and provide a great complement to Internet campaigns.

### Radio Reaches Your Customers

Did you know that radio reaches 94% of all Americans over the age of twelve every week?<sup>1</sup> Almost half of the US population (46%) listens to the radio while driving, and over a third of listeners (38.4%) prefer radio to other mediums during the hours of the day.<sup>2</sup>

### Radio Promotes Online Conversion

More than half (57%) of users who listen to the radio while browsing the Internet search for items they heard about on the radio. Additionally, nearly a quarter (22%) of online users make purchases after performing a radio driven search.



### Radio Increases the Impact of Your Online Campaigns

Recall for a mix of one Internet and one radio ad is four and a half times as high as the recall for two Internet ads alone.<sup>3</sup> Furthermore, a radio and Internet mix enhances website visitation, emotional connection, and aspirational lift.

### Consumers Are More Receptive to Radio Advertising

Radio ads are well received by consumers – a significant 63% of listeners feel that radio ads do not get in the way of their radio listening experience.<sup>4</sup> In fact, listeners are conditioned to expect ads for products that interest them.<sup>4</sup>

1. Radio Advertising Bureau "Radio Marketing Guide & Fact Book (2006)

2. Arbitron and Edison Media research "The National In-Car Study: Fighting for the Front Seat" (2003) & EMarketer - For 18+ population the year of 2007

3. Radio Ad Effectiveness Lab "Radio and the Internet: Powerful Complements for Advertisers" (2007)

4. Radio Ad Effectiveness Lab "Personal Relevance Two: Radio's Receptive Ad Environment" (2006)



## Google Audio Ads: Bringing Simplicity, Efficiency, and Accountability to AM/FM Radio Advertising

### About Google Audio Ads

Google has partnered with hundreds of radio stations to provide a program that makes radio advertising easy and cost-effective. Develop and launch campaigns right from your AdWords account, and target audiences based on time, location, stations type, and demographics. Through our network, you'll have the potential to reach millions of listeners across the United States. You can track the progress of your radio campaigns with our online reporting feature which even offers real-time recordings of radio spots in context.

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**“Google Audio Ads is an innovative approach to radio advertising. It's perfect for us as we target entrepreneurs through both call to action and brand marketing.”**

**Siamak Taghaddos,**  
co-founder, president, and CEO,  
GotVMail Communications

Select from over 1,600 AM/FM radio stations across the U.S. – including Clear Channel properties – to play your 30-second spots. Monitor your radio campaigns more efficiently, right from your AdWords account.

### We're Making Radio Advertising Easier

Google Audio Ads™ allows you to create and launch high-quality radio advertising campaigns, in just a few easy steps. You can set your own budget and decide when and where you'd like your ads to air.

Traditional Radio Advertising	Google Audio Ads
Contact multiple parties at each station	Easy-to-use, single, online interface
Difficult to find ad creation resources	Use the Google Ad Creation Marketplace to find an ad creation specialist
Challenging to identify target audience	Target ads by market, format, and daypart
Limited schedule accountability	Real-time air check reports
Limited ad flexibility	Ad changes go live the next day
60-90 day delays in reporting and invoicing	Detailed, automated online reporting

### How Pricing Works

Bidding for ad plays is generally the most affordable option – at the beginning of each broadcast day, radio stations auction off the available ad time to the highest bidders.

Reserving ad plays allows you to choose how much radio advertising you'd like to buy, at a set price.

### The Google Audio Ads Advantage

- Event based triggers – play ads based on parameters you set, such as high and low weather temperatures
- Call reporting – measure the effectiveness of your radio campaigns with a unique telephone number (it's free!)

