



Radio is a “Powerful Broadcast Medium that Delivers Targeted Reach and Measurable Advertising Retention.”

88% of consumers surveyed noticed the music in the mall.

60% of consumers surveyed remembered the advertisements.

By more than a **4-to-1** ratio, respondents said that the music made their visit to the mall more enjoyable.

Advertising awareness increased with the length of time spent in the mall.

It was demonstrated that mall radio advertisements generate a higher recognition rate among consumers.

* Edison Media Research – January 17, 2006

<http://www.edisonresearch.com/home/archives/BusinessWire011706.pdf>