

# RADIO ADVERTISING

Radio is a powerful tool for retailers to drive store traffic. Its sense of immediacy and audience reach potential are well-suited for retail events and promotions.

UNFI uses research and marketplace knowledge to negotiate and place highly effective schedules. We also use our production facilities and industry knowledge to create low cost commercials that work.

## Impact at Affordable Prices

UNFI has extensive experience in negotiating with radio stations and digital streaming services across the country. We have access to Arbitron ratings to insure audience size is in-line with station rates. We also have other state-of-the-art research to insure the right stations are purchased based on the coverage of your prospects. Once schedules are purchased, we use sophisticated software to track schedules and issue payments to stations.

UNFI will write the scripts and produce the radio commercials at a low cost. We produce hundreds of retail commercials a year and can work with small budgets and short time-lines. Most importantly, the commercials we produce work.

## Radio Works for Retailers

Radio is used extensively by retailers due to its:

- Sense of immediacy and reach potential
- Media cost efficiency and low production costs
- Flexibility due to the short turn-around time
- Ability to provide market-wide coverage with terrestrial radio
- Ability to cover specific retail locations with streaming digital radio

## Let UNFI Work for You

While radio advertising is highly effective, the process can be complicated and expensive for retailers working on their own. Let UNFI use our experience to make the process easy and affordable.

## RETAIL MARKETING



## WHY CHOOSE UNFI?

- Experienced placing retail schedules that reach the right audience
- Ability to work with large or small budgets effectively
- Access to sophisticated research and tools
- Low cost, high impact commercials

## FAST FACTS



On average, people listen to 1 1/2 hours of radio every day

Radio reaches 86% of adults on a weekly basis

Radio is perceived by listeners to be highly relevant and local

## [SIGN UP TO LEARN MORE](#)

Some services may not be available in international markets.

Questions? [PSSales@UNFI.com](mailto:PSSales@UNFI.com)

Browse more value-creating business solutions at [services.unfi.com](http://services.unfi.com) or [view our brochure](#).

