

# Best & Worst Times to Advertise on Radio



**FUNCTION AS**  
Morning Drive or AM Drive

**DESIRABILITY LEVEL**  
High

## EXPLANATION

Considered to be one of the two most desirable time slots for radio advertisers because of the high engagement of listeners.



**FUNCTION AS**  
Midday

**DESIRABILITY LEVEL**  
Medium

## EXPLANATION

Many talk stations tend to lose audience during this period. However, the shows of major talk personalities such as "Push Limbaugh" are located in this day part. Some music stations gain audience as listeners use radio for background noise during work.



**FUNCTION AS**  
Afternoon Drive or PM Drive

**DESIRABILITY LEVEL**  
High

## EXPLANATION

A coveted time for advertising. Food and entertainment advertisers tend to seek this time out for advertising.



**FUNCTION AS**  
Evening

**DESIRABILITY LEVEL**  
Low

## EXPLANATION

Listeners are thought to be less responsive to radio ads during this time frame. With the exception of 7 p.m. - 8 p.m., the audience tends to be much smaller than the daytime. However, there is an opportunity to get "bargain" rates.



**FUNCTION AS**  
Overnight

**DESIRABILITY LEVEL**  
Very Low

## EXPLANATION

Considered the worst time to advertise. Unless you're running a 24-hour diner or some other business that caters to people who work at night, this time period should generally be avoided.



# Radio Advertising Sales Success

**Julia Schneider**



## **Radio Advertising Sales Success:**

*Radio Advertising Sales Success* William M. Pacelli, 1988

**Radio Advertising Power** Ethan Evans, AI, 2025-03-31

Radio Advertising Power explores the enduring value of radio advertising in today's marketing landscape. It argues that contrary to popular belief, radio remains a powerful tool for reaching targeted audiences and driving business results. The book highlights how radio advertising has evolved from its golden age, adapting to modern technology while retaining its unique strengths. For example, the live endorsements on radio can create a personal connection with listeners, a feature often missing in digital ads. The book is structured to provide a comprehensive understanding of radio advertising, progressing from fundamental concepts to strategic rationale and real-world case studies. It examines audience demographics, advertising formats, and the cost effectiveness of radio compared to other media. Case studies demonstrate successful radio campaigns across various industries, illustrating how strategic implementation leads to measurable outcomes. By integrating data analysis and expert interviews, Radio Advertising Power distinguishes itself by offering a data-driven and practical approach. Readers will gain actionable strategies for planning and executing radio advertising campaigns, learning how to build brand awareness and reach specific target demographics. The book also addresses the integration of radio with digital marketing, maximizing reach and impact in a cohesive strategy. This makes it a valuable resource for business owners, marketing managers, and advertising professionals seeking to leverage the power of radio.

**Effective Radio Advertising** Marc G.

Weinberger, Leland Campbell, Beth Brody, 1994-01-01 To learn more about Rowman Littlefield titles, please visit us at [www.rowmanlittlefield.com](http://www.rowmanlittlefield.com)

**Case Histories of Successful Advertising** Printers' Ink, 2008-05-30

Examples of successful advertising tests and campaigns. Includes such topics as Markets Advertising, Moving from Regional to National, New Product Introduction, Industrial Advertising, and more.

Digital Radio Production Donald W. Connelly, 2023-10-27 Written for an industry in perpetual motion, Digital Radio Production takes a holistic approach and prepares students to join the business of radio in both large and small markets and across multiple digital platforms. The author shares his 20 years of experience and invaluable insights into radio production, communication, and promotion. The potential of developing technologies like artificial intelligence and voice cloning, and their impacts on the world of radio and the professionals who work in it, cannot be ignored. In the fourth edition, these topics are discussed along with how and what people listen to on the radio in the twenty-first century. A new chapter on podcasting explores the development of podcasts as well as the preplanning and equipment needed to create an episode. The flexibility of today's digital consoles, audio processing software, and delivery formats create more opportunities for creativity and growth in the industry. Fully updated, the text enhances students' technical skills and knowledge of digital audio recording and transmission. Each chapter features suggested activities outside the classroom, key informative websites, and a glossary of industry terms. The text is accompanied by over 80 audio examples of virtually every aspect of radio production, from microphone techniques to commercial production samples. An outstanding selection of

production music that can be creatively reworked and transformed and a custom studio tracking session with suggested activities To download the audio and music demo cuts click here      **Successful Radio and Television Advertising** Eugene Fred Seehafer, Jack William Laemmar, 1951 TV commercials in the US campaigns audience      [Successful Marketing Communications](#) Cathy Ace, 2012-06-14 Successful Marketing Communications is a comprehensive introductory text that takes a very practical approach to the subject of marketing communications The text clearly covers all of the marketing communications content from certificate to advanced level and is ideal for students who need to gain a practical insight into promotional planning and implementation Written in plain English and with great web references throughout the text offers truly practical insights into how to successfully find brief and manage marketing communications service providers The book is backed up by a companion website containing the most up to date resources and examples      [Professional Radio Advertising Sales](#) Spike Santee, 2019-09-11 Professional Radio Advertising Sales The Complete Course for a Professional Career in Radio Advertising Sales will guide a new Radio advertising salesperson from their first day in the Radio station to their first annual contract within 90 days This is an all inclusive guide that details every step in the professional selling process for Radio advertising The book includes detailed descriptions on goal setting prospecting interviewing appointment setting qualifying presenting closing and customer service Using a special skill stacking formula the author teaches how to master each skill in his successful sales process in the proper sequence Special attention is devoted to the science of successful Radio advertising with an emphasis on the psychology of consumer behavior the mathematics of scheduling and the brain science involved in writing emotionally engaging commercials This is a must have resource for anyone seeking to make more money more quickly in Radio advertising sales You can learn more at [www.myradioschool.com](http://www.myradioschool.com)      [Encyclopedia of Radio 3-Volume Set](#) Christopher H. Sterling, 2004-03 Produced in association with the Museum of Broadcast Communications in Chicago the Encyclopedia of Radio includes more than 600 entries covering major countries and regions of the world as well as specific programs and people networks and organizations regulation and policies audience research and radio s technology This encyclopedic work will be the first broadly conceived reference source on a medium that is now nearly eighty years old with essays that provide essential information on the subject as well as comment on the significance of the particular person organization or topic being examined      [The Radio Station](#) John Hendricks, Bruce Mims, 2018-05-01 The Radio Station offers a concise and insightful guide to all aspects of radio broadcasting streaming and podcasting This book s tenth edition continues its long tradition of guiding readers to a solid understanding of who does what when and why in a professionally managed station This new edition explains what radio in America has been where it is today and where it is going covering the basics of how programming is produced financed delivered and promoted via terrestrial and satellite broadcasting streaming and podcasting John Allen Hendricks and Bruce Mims examine radio and its future within a framework of existing and emerging technologies The companion website is new revised with content for instructors

including an instructors manual and test questions Students will discover an expanded library of audio interviews with leading industry professionals in addition to practice quizzes and links to additional resources **Billboard** ,1951-04-21 In its 114th year Billboard remains the world s premier weekly music publication and a diverse digital events brand content and data licensing platform Billboard publishes the most trusted charts and offers unrivaled reporting about the latest music video gaming media digital and mobile entertainment issues and trends *The Radio Industry* ,1928 Batcheller Collection

**The Complete Idiot's Guide to Being a Successful Entrepreneur** John Sortino,1999 The founder of the Vermont Teddy Bear Company offers insider tips on raising capital marketing making deals hiring employees and creating quality products **Local Radio, Going Global** Guy Starkey,2011-11-22 An examination of the development of local radio broadcasting and the trend for locally owned locally originated and locally accountable commercial radio stations to fall into the hands of national and international media groups Starkey traces the early development of local radio through to present day digital environments *The Radio Station* Michael C. Keith,2007 Publisher description **This Business of Broadcasting** Leonard Mogel,2004 This guide provides industry background and career advice in a three part arrangement The first on television covers organizational structures within the networks and stations programming syndication new technology and the structures of cable television The second part on radio focuses programming formats advertising formats advertising [The Concise Encyclopedia of American Radio](#) Christopher H. Sterling,Cary O'Dell,2010-04-12 The Concise Encyclopedia of American Radio is an essential single volume reference guide to this vital and evolving medium Comprised of more than 300 entries spanning the invention of radio to the Internet this reference work addresses personalities music genres regulations technology programming and stations the golden age of radio and other topics relating to radio broadcasting throughout its history The entries are updated throughout and the volume includes nine new entries on topics ranging from podcasting to the decline of radio **A Career in Radio** Sayed Mohammad Amir,2024-02-20 This book gives an overview of the development significance and impact of radio as a medium of mass communication in modern society It provides a thorough understanding of the various wings and functionaries of the radio industry The book also covers aspects of commercial radio the basics of understanding the pulse of radio listeners formatting radio programming making an effective sales pitch and producing great commercials to exhaustive advice on presenting a show appearing for interviews and public speaking It also gives insight into the changes brought in by technology in terms of traditional radio broadcasts such as digital radio highlighting its advancements in audio quality and the diversity of programming options available and satellite radio subscription based services and exclusive access to specialised programming An outcome of the author s vast experience of working as a radio jockey and programme manager for over 17 years his book will be an ideal textbook for undergraduate and postgraduate students of journalism and mass communication taking courses on radio audio and podcasting media production and digital media Additionally this book will be an invaluable companion to existing radio

professionals as a resource book for their professional development  
Felix, 1927      *Judicious Advertising*, 1925

*Using Radio in Sales Promotion* Edgar Herbert

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## **Radio Advertising Sales Success Introduction**

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