

Best & Worst Times to Advertise on Radio



INFO NAS
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.



INFO NAS
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.



INFO NAS
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.



INFO NAS
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.



INFO NAS
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

Camilla Rothe



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