



Get the Ear of the Boss

You have to get the ear of top management to sell a company on a new way of doing things. That's why more and more businesses are selling at the top.

Selling at the top means advertising at the top. **And the best way to get the boss's ear is with radio.** He can't turn the page past your ad - it pops right up after a favorite record. But what kind of radio reaches the boss? Classical Music Radio.

A recent Mediamark Research study found the classical music radio network, CMN, had a Top Management Index of 188 (an index of 100 is average). This puts them in the same league as upscale magazines. *Forbes* magazine had 336 while another upscale favorite, *Fortune*, had 323. TV is not in the same league. CBS TV's *Face the Nation*, had 112, and *60 Minutes*, 97. This means you more than double chances of reaching top management with Classical CMN.

Radio reaches the boss everywhere. At home, in the office, the car, and the boat. Classical CMN radio reaches over 7 million a week and 12 million a month. A savvy advertiser can reach top management while they're listening to a Bach concerto – anytime, anywhere.

Critics claim you can't sell a big idea without a chart or picture. Radio counters that charts or pictures often get in the way of a good story. A creative use of music, sound effects and the right words can stimulate his imagination – allowing him to paint his own mental picture.

If a magazine ad is just words on a page, it's more effective to have a well-known personality tell him about the big idea on radio. **It's like having an expert whisper in his ear.**

Production costs for radio are lower than TV or print. **With a small part of the budget of one TV spot you can produce several different radio spots.** You don't have to distill your whole story down to one ad. You can produce different radio spots with a variety of appeals and rotate throughout a radio campaign.

Color ads in national magazines may be beyond the reach of many advertisers. **A national radio schedule on Classical CMN, dollar for dollar, reaches more bosses, more often.**

If you've been running ads in the same old magazines and newspapers for years you probably could use a little Bach and Brahms in your media mix. You could save money by dropping a few pages and adding a dimension of sound. Chances are, **you'd reach top execs who've never heard your story.**

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