



WHY CHOOSE A CAREER IN RADIO AD SALES?

SO YOU'RE IN THE JOB MARKET... HAVE YOU EVER CONSIDERED A CAREER IN RADIO AD SALES?

RADIO? YES, RADIO!!

We call it "Radio" but today's Radio broadcast companies do WAAAAAY more than just bring the tunes and weather report to your daily commute. Audio related media companies are on fire lately. You'd have to be living under a rock not to notice that podcasting and streaming audio are exploding in popularity and getting hotter by the day. These new Digital extensions that radio companies are creating are on the cutting edge of cool.

And that stuff is just barely scratching the surface of what's happening behind the door at your local "radio station."

Ever noticed radio stations are at all the big events like music festivals, concerts, sporting events of all size? It's no coincidence. In many cases, it's actually the radio company who organized the whole thing-end-to-end.

IT'S SHOW BUSINESS, AND MORE...

Being in radio is a taste of show biz magic. It's creative, it's energetic, it's fun – but it's also important work. When a storm rolls through and the power goes out, who do you turn to? Yep, radio. That's when radio people shine brightest. There's a connection to the community and a responsibility that radio companies take very seriously. They are among the first responders in times of crisis.

BUT WHY CHOOSE A CAREER IN RADIO AD SALES?

You know how things work. There's an old saying: 'money makes the world go round.' Advertisements (commercials) are fuel that make commerce go and business grow. Businesses big and small need to get their message out to consumers and Ads are an effective way to do it.

Commercials really do serve a legit purpose. They educate, inform, and remind people of products and services worth trying. And RADIO ads work particularly well. That's partly due to the fact that almost everybody in America listens to the radio. In fact, more people tune to radio than watch TV, use the internet, or are on social media. Seriously!! All ages, all ethnicities—virtually everyone (92% of the U.S.) listens to radio. Yes, even the millennials. The Nielsen Ratings research confirms it again and again. So when advertisers need to get their message out to A LOT of people, radio delivers the masses.

AD SALES IS A UNIQUELY COOL GIG

It's definitely not a desk job. Radio Ad Sales will put you out in your community every day. Literally meeting face-to-face with local area business owners. From the biggest car dealers to your corner "Mom-and-Pop" pizza shop, you'll have a chance to become a resource and valued partner to companies that want to learn how to grow their business faster. And those Big Events? You'll be there too. All of them. Representing companies who want to be associated with things that draw a big crowd.

DON'T KNOW ANYTHING ABOUT AD SALES?

Not to worry—if you've got the spark, are a "people person," and have the desire to succeed in life, the radio company will teach you everything else you need to know. Learn about what makes Radio so important to A LOT of people. Learn how to use good research and create great commercials to help your local area businesses GROW!

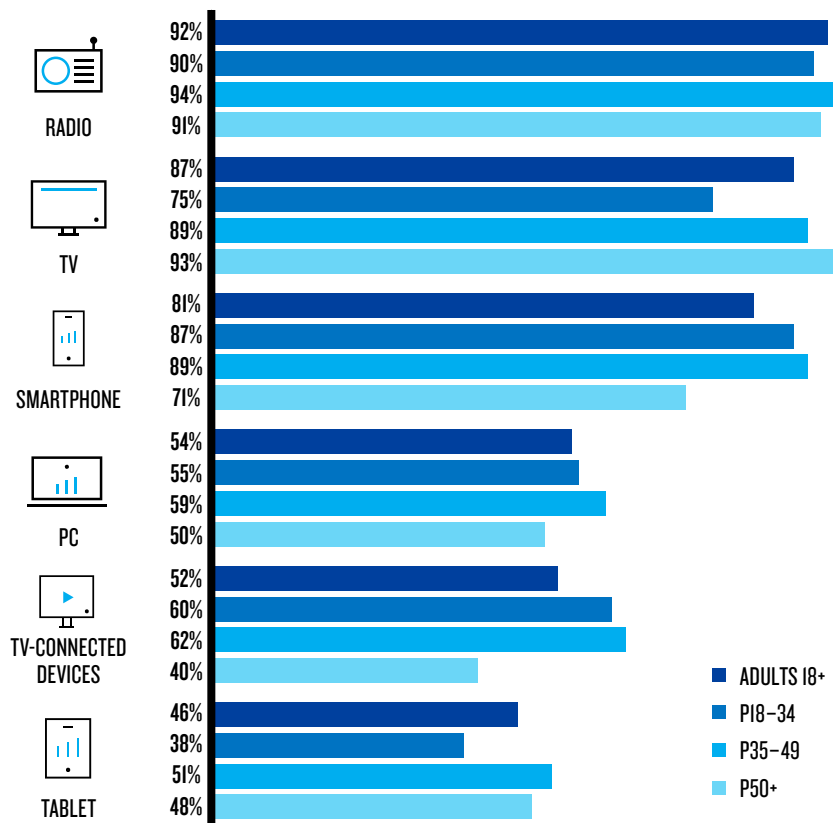
Interested so far? Read on to learn more...

RADIO IS FANTASTIC PRODUCT TO SELL— BECAUSE IT’S ALREADY AN IMPORTANT PART OF PEOPLE’S LIVES!

Across all age groups, RADIO reaches more Americans each week than any other media platform measured by Nielsen. It reaches better than nine out of 10 U.S. adults every week, averaging 1 hour and 42 minutes of listening each day!

In the car, At-work, at-home—Radio reaches people where they live, work and play. It provides the businesses with an opportunity to deliver their ad messages to consumers when and where it counts.

WEEKLY U.S. REACH (PERCENT OF POPULATION)



Source: Nielsen Audio Today 2019

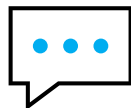
RADIO'S ON THE GO

Radio advertising works so well because it primarily reaches consumers during the day and away from home, when they're on the go and closest to the point of purchase. This is a powerful advertising proposition, especially when you consider the impact of a captive audience in the car, where most of radio's out-of-home listening happens. Increasing traffic and commute times aren't likely to diminish anytime soon. This means radio will continue to reach a large segment of Americans when they're on the move, offering advertisers the ability to deliver the right message to the right audience at the right time.



IT'S FUN AND EXCITING

Wouldn't it be great to love your job? As a Radio Account Representative you will be working in the entertainment industry with interesting people and lots of energy. Each day holds an opportunity to be part of something cool and exciting that will be broadcast out to thousands of listeners across your community. On-Air Personalities, Show-biz talent, festivals, concerts, sporting events, entertainment venues, community events, and more!



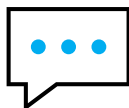
"You never know who's going to show up in the studio. I've gotten to meet some of the coolest recording artists!"

Samantha K
Associate Account Representative,
Country Station



IT'S FLEXIBLE

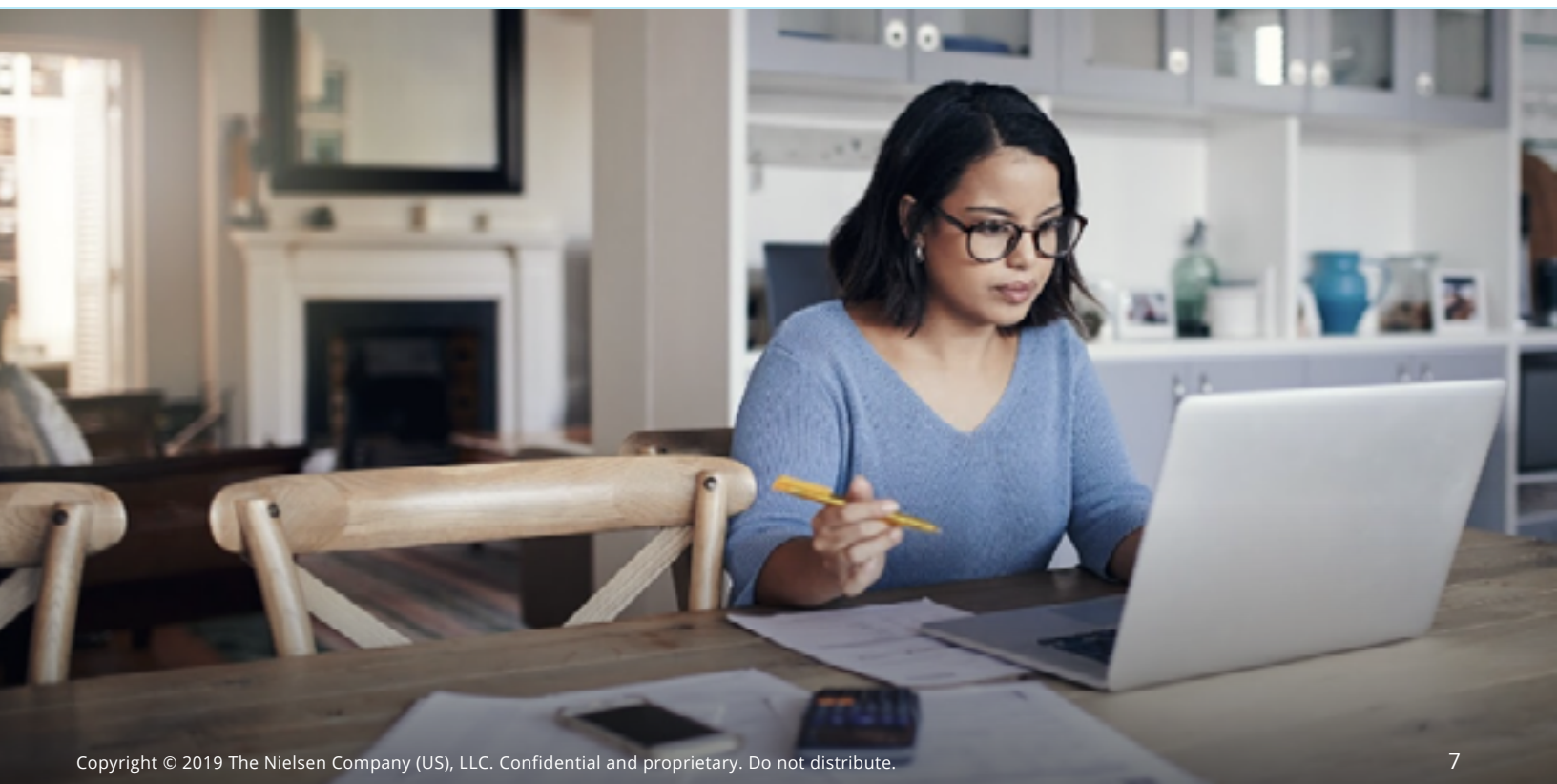
This ain't no typical office job! While you'll obviously need to put in the hours to advance your career and income, many radio sales positions allow for a flexible schedule. Radio companies value talented sellers, and for the right candidate, they will accommodate working moms and other life circumstances that don't fit cleanly into the standard 9:00AM-5:00PM workday schedule.



"No day is the same. One day you're driving around town meeting clients – the next day you're back at the radio station helping script their commercials. There's never a dull moment."

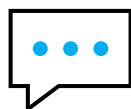
Sandra M

Account Manager, Sports Station



BUILD VALUABLE BUSINESS (AND PERSONAL) RELATIONSHIPS

As a radio account rep you'll meet many different professionals across a wide array of business types —auto, retail, home improvement, restaurants, entertainment venues—just to name a few. Once you have built a relationship and track record of success with your clients they will regard you as a key part of their winning formula!



"Helping local advertisers build a successful business is really satisfying. They appreciate me. I am their marketing partner."

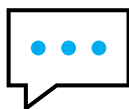
Hal N

Account Executive, News/Talk/Information Station



COMPENSATION

Show me the MONEY!! The more you sell, the more you make, which puts you in control of determining the size of your pay check. Depending on the city you live in, income potential will vary—however many Radio Account Executives feel they are very fairly compensated. BTW—ever notice how sales people tend to have the better cars? Definitely not a coincidence.



"Your hard work directly correlates to how much money you can make and sky's the limit! (You get out what you put in...and that's motivating.)"

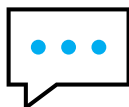
Scott M

Account Executive, Alternative Rock



USE YOUR CREATIVITY

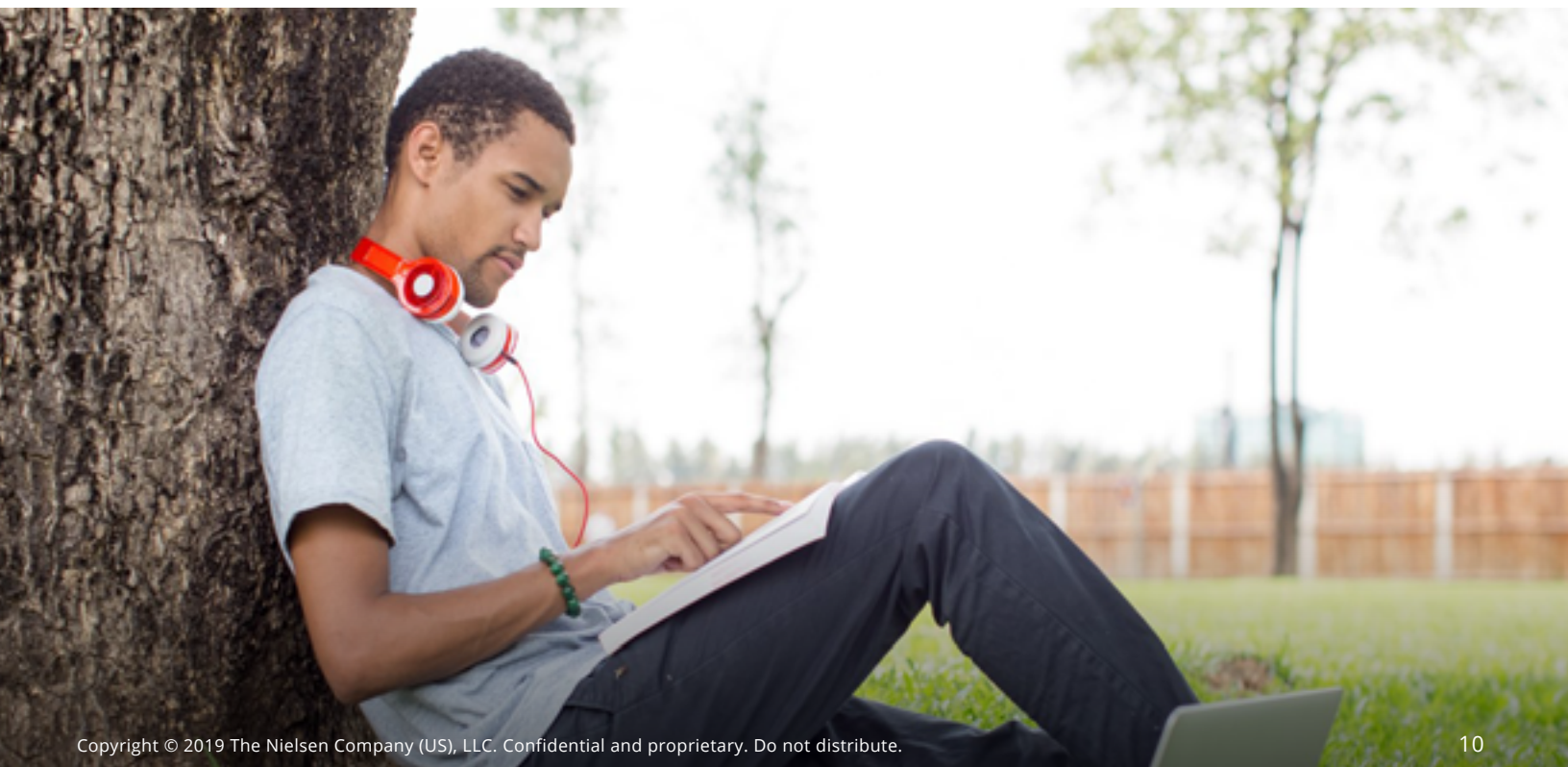
Are you a creative type? Fantastic! Radio Account Reps work closely with their clients and the station's on-air personalities to come up with interesting, funny, and attention grabbing commercials. This is a chance to have your work showcased to friends and family—and thousands of other listeners. How cool will it be to hear an ad YOU created air on the radio? But it's not just about the commercials—Radio's expanding portfolio of interesting sponsorship opportunities across Podcasting, streaming, and live events means you can create mind blowing cross-platform marketing solutions—custom tailored to meet the needs of your client.



"I enjoy what I do because this career allows me to get paid for flexing my creativity!"

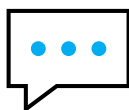
Morgan P

Sales Manager, Spanish Tropical Station



MAKE AN IMPACT IN YOUR COMMUNITY

Radio stations provide information and entertainment to listeners, however they also provide an important service to the local community. Being part of a radio company gives you the chance to interact and work closely with businesses and residents in your area every day!



"Knowing business owners and community leaders on a first name basis makes me feel like what I do really matters.

Lori D

Account Executive, Top 40 Hit Radio Station



YOU. A MARKETING PROFESSIONAL... IMAGINE THAT.

So put down the classifieds! Take a minute right now to visit the employment section of your favorite radio station/s website and send in your resume. This is not just a job—it's a CAREER calling you!

(You'll thank us later.)



ABOUT NIELSEN

Nielsen Holdings plc (NYSE: NLSN) is a global measurement and data analytics company that provides the most complete and trusted view available of consumers and markets worldwide. Our approach marries proprietary Nielsen data with other data sources to help clients around the world understand what's happening now, what's happening next, and how to best act on this knowledge. For more than 90 years Nielsen has provided data and analytics based on scientific rigor and innovation, continually developing new ways to answer the most important questions facing the media, advertising, retail and fast-moving consumer goods industries. An S&P 500 company, Nielsen has operations in over 100 countries, covering more than 90% of the world's population. For more information, visit www.nielsen.com.



The background of the entire image is a vibrant blue with a series of flowing, undulating waves that create a sense of movement and depth. The waves are rendered with subtle gradients, giving them a three-dimensional appearance.

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THE SCIENCE BEHIND WHAT'S NEXT™