



SeaView Radio Mirrors The Market

Based on the United States Census Bureau, (2004 American Community Survey)

In Northern Palm Beach County -- SeaView Radio's backyard --

65% of the residents are 45+ years of age!

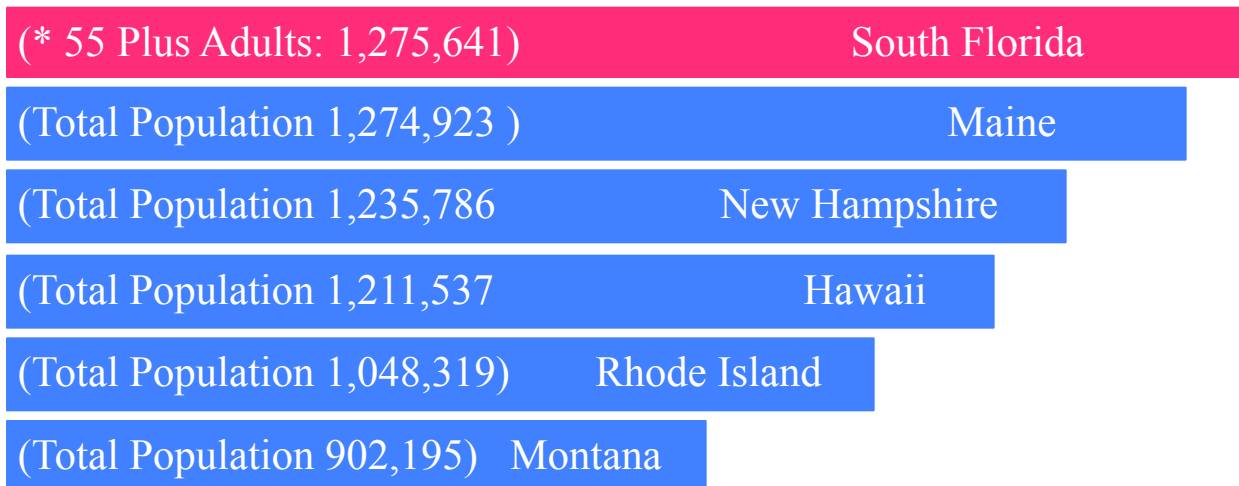
SeaView Radio's Adult Standard **Mirrors** the Market!

SEAVIEW RADIO SPEAKS TO YOUR TARGET MARKET

WHY RADIO!

1. People do not listen to radio. They bathe in it!
2. Radio reached new markets – strongest word of mouth.
3. Radio Targets directly to reach the prospect.
4. Radio is used in the car, at work, at home.
5. Radio makes customers want to buy.
6. Radio establishes a special personal relationship between you and your consumer.
7. Every on-air commercial is a headline – It is the only thing on the air at the time. You own the airwaves.
8. Radio makes lasting impressions.
9. Radio drives customers to other sources like the Internet faster than any other media.
10. Radio is "Theatre of the Mind" – it can build Big Impressions. You are not limited by the TV screen or the size of your Newspaper Ad.

SOUTH FLORIDA'S 55 PLUS POPULATION



 **SOUTH FLORIDA (55+ POPULATION)**
 **OTHER STATES (ENTIRE POPULATION)**