



"I tried radio and it ~~didn't~~ works!"

If you are tired of hearing that "radio doesn't work", take a couple of minutes and read on.

We have developed a **LEAD-GENERATION** platform for radio, that will have your radio station(s) generating **NEW REVENUE** from local tire dealers in the first **30 DAYS**.

Radio drives results with a simple call-to-action:

"Need tires? Go to iNeedNewTires.com. Get a price quote."

- Everything you need is provided: radio commercials, video pre-roll, web banners, etc.

The program works for any size tire dealer in any size market.

- ✓ Multi-location tire dealer chains (Discount Tire, Les Schwab, Tire Kingdom, etc.).
- ✓ Tire dealer groups (American Tire Distributors, Tires Warehouse, etc.).
- ✓ Independent, single-location tire dealers.

We are constantly developing and testing (so you don't have to).

- Continual A/B testing of design, colors, text, etc. – we're gotten so good, our lead completion rate is over 65%, even when requiring a phone number from the user.
- Radio creative testing. We know what commercials work best. Follow our formula.

TIRES – A great product for radio.

- 263 MILLION vehicles on the road in the U.S.
- Tires are a "consumable" – they wear out.
- Tires have a short buying cycle. When it's time to replace . . . it's time.
- Tires have a price point of \$500+ for set of 4.
- Lifetime value of new tire customer can be 10x initial purchase.

Works with any radio format!

- Leads generated from any radio audience (A18+). Ratings not required.
- Leads can get generated during any time of day. Overnights too.
- Program is measurable and accountable.

Market Exclusive License: \$95/mo.

* Annual license / Barter may be available.

Proof is in the numbers.



Monthly advertising revenue: \$3,000 (\$36,000 annually)

- ✓ From six (6) local independent tire dealers.
- ✓ Sold-out program in less than 10 days.



(Riverside, CA)

"We do a lot of radio advertising, and this program gave us the best return on our investment. My three (3) locations (Riverside, CA) were able to generate tangible sales with the program. We received leads every day from radio, converting about 35% of the leads into new customers. Customers who still do business with us today." - Bud Luppino, Owner

Curtis Parcell, President
AMERICAN RADIO STRATEGIES

Over 20 years experience in radio sales and radio sales management.

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