

# Riger

ADVERTISING



## MEDIAWORKS

Your unbiased, affordable media buying guide.

### What is Riger MEDIAWORKS?

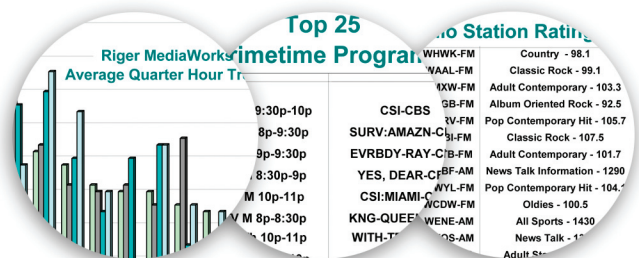
Riger MEDIAWORKS is designed to give you unbiased and current data about your media options so you can make more effective decisions when placing your radio, television and print advertising. In addition to helping you become more informed, MEDIAWORKS saves you time by "optimizing" time spent with media representatives, and saves you money by providing a factual and relevant basis for rate negotiation.

- **See** which stations will reach your audience most effectively
- **Take control** of your media and advertising budget
- **Understand** how your media dollars are working
- **Learn** tips and tactics for smarter media buying

## BUY SMARTER!

### SAVE MONEY

### SAVE TIME



Preview some of the useful information your subscription to MEDIAWORKS includes at [www.riger.com](http://www.riger.com)

### Get answers to questions such as:

- What are the top radio stations for my target audience?
- What's the best way to judge the quality of my radio and television buys?
- What should I prepare before sitting down with a media representative?
- How do the top prime time shows compare?
- Whose local news is on top—and by how much?
- How does a newspaper audience compare with that of a broadcast station?
- What's a GRP? AQH?

### Start saving today!

For more information, call:  
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