

Are you **so sure**
your ad dollars are
on target
you'd turn down a

free
media analysis?



How to **be sure**
your ad dollars
are well spent.

What is it?

A Riger Media (Post-Buy) Analysis examines the broadcast stations and programs you bought, the dollars you spent, and measures them against actual ratings to determine how much of your target audience you actually reached, how many times.

Why do it?

It helps make sure you're getting the most for your money. If certain media are under-performing, it also gives you negotiating leverage on your next campaign!

Does it work?

A local retailer took us up on our challenge. For his \$3,400 multiple-station radio buy, he hit 26% of his target audience, with individuals hearing the message just over 4 times. Following Post-Buy Analysis, we showed him how choosing a better mix of stations could nearly double his reach (45%), while maintaining a 4-time frequency, for the same \$3,400 investment!

Call Patty Farro at 866-885-7441 ext. 312 for your free Post-Buy Analysis. It's easy! It's **free!**
What have you got to lose?

Riger



A MARKETING COMMUNICATIONS
COMPANY

