



In the newspaper, there's no such thing as bad reception.

**A single weekday issue of the *Star-Telegram* reaches twice the local audience of a week of radio spots on any station—and the Sunday paper reaches three times the audience.** It's just one example of how the *Star-Telegram* delivers impressive numbers with none of the static.

- DFW has more than 100 radio stations in every major format, creating significant audience fragmentation. Meanwhile, the *Star-Telegram* stands tall as the dominant daily newspaper in Tarrant County.
- Half of all area adults change the station, mute the volume or do other things when a radio commercial is broadcast.
- 8 of 10 area adults take no action after hearing a radio commercial.
- However, two of three adults actively look to the paper to see what's on sale.

In other words, if you want maximum exposure for your message, the choice is perfectly clear.

**Star-Telegram**

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