

IMAGINE YOUR STATION GOING NATIONWIDE!

WE'VE CONVINCED LISTENERS IN THESE MARKETS:

	6A-Mid/M-S (Local)	Open House Party (National)	Advantage
Atlanta/WAPW-FM	9.4	11.8	+26%
Boston/WXKS-FM	7.7	8.7	+13%
Cleveland/WPHR-FM	3.4	6.3	+85%
Denver/KQKS-FM	4.9	8.4	+71%
Houston/KRBE-FM	5.5	7.6	+38%
Indianapolis/WZPL-FM	9.7	16.5	+70%

Arbitron, Spring '89, AQH Metro Share, 6AM-Mid, Mon.-Sun vs. 7P-Mid OHP weekend average.

? WHY IS THIS HAPPENING ?

An **AMAZING BREAKTHROUGH** in audience response is occurring every weekend to programmers airing **OPEN HOUSE PARTY™**:

LISTENERS THINK IT'S LOCAL

Suddenly, your station is hosting the biggest party on the planet... with programming beaming across North America. *Open House Party™* makes it sound like your station is broadcasting nationally, which boosts your image in the eyes of your listeners.

135 MILLION!

Now airing on over 70 great stations, *Open House Party™* reaches a potential audience of 135 million! It has changed the sound of weekend radio forever. Your station is connected with cities from coast-to-coast, now definitely the most listened to live contemporary radio program on the air.

SUPER HOT GUESTS

The biggest stars are available exclusively to *your* listeners through *your* station. The hottest stars in America beg to get on mike with John Garabedian, who makes your competition's weekend talent sound like *feeble wimps*. Banks of toll-free 800 lines provide direct, interactive listener input. Our studio is wired directly for live satellite transmission assuring stellar digital quality! Your call letters are *always* first talk out of music.

KICK IN THE ASS

Take advantage of this festive, high-tech programming to give your weekends a kick in the ass (your competitor too). We target mainstream available audience, updating constantly, using fresh research from independent firms. Imagine extending *your* weekend time-spent-listening during this show, and adding it to your Monday through Sunday total audience. Wow!

CATCH THE FALL BOOK NOW

Connect your listeners, with the fastest growing weekend audience in North America. Call **Superadio** now to lock it up before your competition locks you out. **(508) 485-3500**.



Open House Party™