



Healthy Ratings. Trim Budgets.

RESEARCH!

It's good for you.

NEW!

DSD

Digital Survey Delivery

Fast. Accurate. Affordable.

Music Testing at Half the Cost!



Kelly Music Research introduces DSD – Digital Survey Delivery – for library music testing. Utilizing the speed and cost efficiency of high speed internet connections, your station can now field a library music test in half the time and at half the cost, or less.

Features:

- 500 hook test
- Random telephone recruiting
- Includes cell phone sampling
- Format and station preference screening
- 15 year age demographics
- Score Familiarity, Appeal and Burn
- Eliminates bias – Song order, artist name, song title
- Listeners complete survey in one or multiple sessions
- Live on-line test monitoring
- 3 week turnaround
- Data delivered in Excel spreadsheets

Pricing:

- Random telephone recruited sample including hooks and incentives – \$14,000.
– Or –
- Station provided e-mail database including hooks and incentives – \$9,000.



610-446-0318 ● KellyMusic.com

What is Radio saying about Kelly Music Research?

"Kelly Music Research is part of the strategic team at WBEB. Their integrity gives us the confidence we need to make the music decisions that steer us to our market leading success."

Chuck Knight, PD B-101 Philadelphia

"WRMF has been number one persons 25-54, seven out of the last ten books. Not surprisingly, we like to do our homework, and Kelly Research is a big part of that. Their attention to detail and quality is what has kept us a client for over 5 years."

Bob Neumann, PD WRMF, West Palm Beach

"98.5 KRZ continues to dominate in the Spring '09 book in Wilkes Barre/Scranton thanks to Kelly Research. #1 Adults 12+, 18-49, and 25-54! There's no doubt that Kelly Music Research is key to our success keeping a vibe on what the market reacts to musically."

Mike "O-D" O'Donnell, PD Entercom - WKRZ Wilkes Barre/Scranton

"104-7 WIOT/Toledo was not only #1 M 18-34, 18-49 and 25-54, EACH DAYPART was number 1 in those demos as well thanks to Kelly Music Research! Without the research, I don't think we would have been able to achieve those numbers. Thanks to Paul Kelly and Kelly Music Research for helping WIOT reach the best numbers we've had in over 2 years!"

"WVKS/Toledo had its best book in over 5 years thanks to Kelly Music Research. WVKS was #1 W 18-34 and W 18-49 and #1 A 18-34, #2 A 18-49 and #3 A 25-54! Since we jumped on with Paul, our numbers have reached "that next level". If you're not using Kelly Music Research, get on it today!"

Bill Michaels, Director of Programming Clear Channel, Toledo

"Cars 108 (WCRZ) continues its rating success with another #1 12+ rating book for the Spring of 2009. We have kept the station in its best position by playing the best music possible... our music is tested with Kelly Music Research. Kelly Music Research is without a doubt, my best weapon in the ratings war!"

J. Patrick, PD Regent - WCRZ, Flint

"KMYZ/KTSO is a very programming savvy operation and we are demanding in how we need things done. KMR has always been accommodating and understanding of our needs and found a way to help us get what we wanted. Lots of companies do research, but I don't know of another who works harder for their clients!"

Chuck Browning, GM Shamrock - Tulsa

"It's been great having the opportunity to work with Kelly Research. Outside of being the best deal for Froggy 101, the service is impeccable! With Kelly Research, I'm testing more songs and also getting perceptual questions in every run. Being the program director and morning host of The Doc Show, the morning research is important to me and so far it's paying off."

Ken "Doc" Medek, PD Entercom - WGGY Wilkes Barre/Scranton

Once again we are number #1 in our demo, Men 18-34. Kelly Music Research Local Callout is such a great tool to have. It has helped so much.

Tony LaBrie, PD Regent - WWBN, Flint

"We've grown in ALL of our key demos in 2009 and we heavily rely on Kelly Research as a "finger on the pulse" of our audience. If you want to grow, GET IT!"

Terry O'Donnell, PD Pamal - WFLY, Albany

"WRCL depends on the LOCAL up to date information that Kelly Music Research provides to stay on top of what our audience wants. We have maintained a stranglehold on our key demos thanks to that accurate information."

Clay Church, PD Regent - WRCL, Flint



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