



radiostationauction.com

radio auction internet software



**IT'S A COMPLETE SYSTEM!!**

- Generate Revenue • Generate New Clients
- Low Cost - High Rate of Return • Create An Event Around Your Station
- Boost Your Station's Internet Presence
- A Proven Reliable System • Already In Use By Many Radio Stations

## REAP THE BENEFITS

- Generate Revenue
- Generate New Clients
- Clients Support Local Business and Community
- Create an Auction Pull-Out-Section with "Long Life"
- Create an "Event" Around Your Radio Station
- Boost Your Radio Station's Internet Presence
- Awaken Dormant Clients
- Incremental Revenue From Existing Clients
- Revenue Recovery
- Collect Auction Revenues Immediately

### How It Works:

The Radio Auction is a Powerful New Advertising Sales Tool! It allows your radio station to create a Special Event around an Auction. Your staff post auction items sponsored by your advertising clients. Through the auction web site, (hosted by Auction Media), these items are then auctioned to the public. A colorful auction pull-out section in your radio station advertises the items up for bid. The Radio Auction system, tracks bidder accounts, tabulates bids and totals the auction results in real-time. The radio station then trades advertising space with the participating clients equal to the value of the items that sell in the auction.

### It's A "Win" For All Involved...

For The Radio Station's Listeners and Bidders

- Fun, exciting and competitive
- Great deals to be had
- Valuable e-coupons from vendors
- Safe and secure auction model
- No chance of being defrauded like e-bay
- Able to visit participating retailers
- All products new with full warranty
- Event operated by known local radio station

For The Participating Retailers

- Great value
- Purchase wholesale advertising
- No cash spent
- Great promotion for the business
- Free advertising in auction guide
- Free advertising on web site
- Creates and in-store event
- Move stale stock, floor models
- Builds walk-in traffic
- Builds consumer interest
- Up-sell and side sell
- Affiliation with reputable radio station
- Second place bidder principal
- Qualifies as Co-Op Ad Dollars for Retailers
- It's fun!

For Your Radio Station's Sales Team

- Compelling sales opportunity
- A fresh new program
- High close rate
- Great ice breaker with new clients
- Revive dormant accounts
- Defend current accounts
- Great sales staff motivator
- Retailers return for next auction
- Paper offers sales incentives
- It's fun!

For Your Radio Station

- Generate new revenue
- Generate new clients
- Collect revenue immediately
- Boost sales
- Boost your Internet presence
- Revenue recovery
- Create a special event
- Drive the competition crazy
- Auction guide with long life
- Low cost
- High rate of return
- Great sales staff motivator
- Brand recognition
- Participant database
- Client database

Radio Auction System Features

- Complete turn key system
  - Auction media hosts the entire system
  - Manual, training, 24/7 support included
  - Quick and easy web-based auction administration
  - Add auction items to system with ease
  - Auction guide and advertising templates supplied
  - Multiple branded packages or customization included
  - Real-time browser based auction reporting
  - Complete post auction reports (exportable)
  - Bidder friendly auction software design
  - Bid using your WAP enabled cell or PDA
  - On site training (optional)
  - In-bound call center (optional)
  - Bid-by-touch-tone-phone system (optional)
  - Winning bid processing (optional)
- And Much More!

### How is our system different than an "e-bay" style auction?

A radio auction is different than an "E-Bay Style" auction because all of the articles to be auctioned are new and are provided by local businesses. Your listeners can also visit the store to see the article on display and ask questions. Furthermore, the radio auction is branded for your radio station and it provides a name your listeners know and trust.

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