

# Seeking out some radio airtime bargains...?

## We have just the ticket! ...Radio Trading Desk!

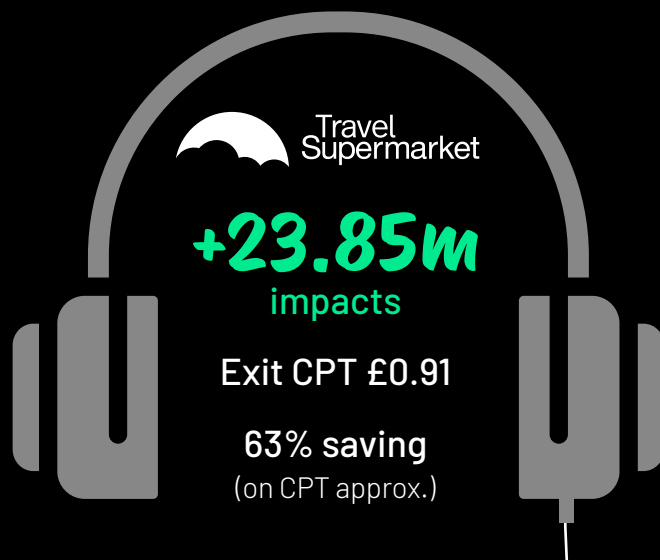
Radio Trading Desk is a **reverse auction** where stations bid against each other to win business from advertisers like you.

The radio stations that offer the lowest prices, for the most listeners, win the advertisers' business each week.

It's a **win-win** platform for both advertisers and radio stations:

- Advertisers access greatly discounted rates on prime airtime & stations, perfect for their audience.
- Radio stations are happy for any investment for airtime that would have gone unsold.

### BRAZIL STREET EXAMPLES:



We have complete control over the budget, CPT, the audiences we want to access, the stations we want to hit. We can access >150 national and regional radio stations.

Radio Trading Desk works best to bolster current airtime – increasing reach, testing new audiences / stations and improving overall CPT performance.

**Get in touch with us today to find out more.**

