

# INSIDE RADIO

## THE BLUE PAGE

### **Marketron Exchange: Making Radio Easier to Buy.**

Marketron Exchange is an e-commerce platform that allows nearly 6,500 radio stations using Marketron, Visual Traffic, or DeltaFlex business systems to communicate electronically with media buyers. It enables orders, invoices, and proof-of-performance data to flow electronically—eliminating the need for manual processes, reducing discrepancies, increasing radio's accountability by delivering accurate proof-of-performance to buyers, and bringing more revenue to radio by making it easier to buy.

In early December, Marketron and Katz Media Group will announce that in early January, national orders will be distributed to Marketron stations electronically using this new platform.

**“The ability to distribute Katz orders electronically is the first milestone in one of the most important industry-wide initiatives ever.”**



“Marketron Exchange is a giant step forward for Radio, says Pete D’Acosta, Marketron CEO. “Beginning with national business and expanding to all radio, sellers now have a process that will eliminate discrepancies, reduce operational costs, and open the door to buyers of all traditional and non-traditional radio inventory.”

D’Acosta has participated for nearly a decade on industry committees formed to establish standards for electronic communication between media buyers and sellers. This experience convinced him that the only way to overcome radio’s communication gap was to develop a single platform to build bridges between proprietary buyer and seller systems.

**“The industry has no transportation infrastructure, therefore no industry-wide connectivity. Our goals were clear; eliminate the barriers between buyers and sellers. Create a consistent way to do business in Radio.”**

D’Acosta adds that, “We can’t overlook the importance of this initiative. Every major industry in the U.S. has moved

to electronic commerce. Banking, retail and travel have realized extraordinary benefits from the accuracy and immediacy of e-commerce. The bottom line is that Radio needs the efficiencies that this technology brings. We want to work with all companies involved in buying or selling radio to move our industry forward and make radio easier to buy.”

**Clicking a single button delivers orders to nearly 6,500 radio stations.**

Making stations more accessible means new revenue for Radio. Stations previously left off of national buys because they were too difficult or time-consuming to buy are now as easy to reach as the largest station in the largest market. Stations control the acceptance of all orders, confirming electronically and moving them seamlessly into their traffic system. Invoices are returned using the same electronic pathway saving labor, paper costs and postage.



**Eliminate discrepancies, reduce operational costs, and open the door to all radio buyers.**

Orders received electronically do not need to be re-keyed into the traffic system, reducing labor, discrepancies and communication errors. Proof-of-performance gives buyers immediate accountability ensuring a stronger relationship with stations. Electronic invoices mean faster payment and reductions in paper, postage and labor costs.

Marketron is committed to advancing our industry through better communication. **Sign up for Marketron Exchange today, risk free.** We guarantee that if you don’t see the benefits, you don’t pay.



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