

## **Selling Interactive Advertising**

This online program addresses the needs of all Radio sellers and managers who need to understand how to sell interactive advertising without having to take time away from actual street selling. Designed to help Radio sales professionals access their share of the emerging \$17 billion interactive advertising market, this course was developed in response to the high interest that was generated from the RAB's Increasing Your 'Net Worth session.

The eight-module program explores new media with a collection of street-level tactics that help sales teams build real revenue from interactive advertising. Radio sales professionals will learn how to design systems and programs that fully support new media strategies and help them increase Radio's share of local online advertising!

### **Online Classes**

Classes are accessed via the Internet, allowing sales professionals to remain focused on actual street selling while learning new advanced skills. Each class is packaged into a complete interactive lesson with a full instructional online video to communicate key concepts clearly. State-of-the-art video controls allow students to stop, rewind, and replay any part of a lesson easily. Similar to RAB's Academy Online Training Program, Selling Interactive Advertising allows managers to decide what is most important for their sellers, giving them complete control over class assignments and allowing them to easily monitor progress and to measure performance.

### **The Curriculum**

The series of eight classes features proven techniques that cover:

- The State of Interactive Advertising
- The Language of New Media
- What Advertisers Want
- Systems for New Media
- Pricing Strategies
- Advertiser Benefits
- Interactive in the Retail Market
- Interactive and Automotive

Like our other online programs, Selling Interactive Advertising is extremely affordable, with multi-student discounts!

**To place your order, contact Mark Levy at 972-753-6756 or [mlevy@rab.com](mailto:mlevy@rab.com).**