

# **RADIO ADVERTISING BUREAU**

## **SELLING AND SCHEDULE VERIFICATION GUIDELINES**

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### *Purpose*

The purpose of this document is to provide guidelines for Radio advertising transactions. It is intended to propose a recommended practice for RAB member stations with regard to creating a stronger environment of accountability in Radio's commitment to deliver commercial inventory to advertisers as ordered. It will also outline a proposed practice for verifying schedules as proposed and according to terms negotiated.

### *Overview*

"Posting" has long been a subject of contentious debate in the Radio industry. While Print, TV, and other media have accepted practices for reconciling media purchases with actual delivery, Radio has not established such a practice. The development of more stable measurement technology and the greater call for accountability mandate the need for an industry wide business practice. Radio advertisers have always received fair treatment from broadcasters but have not had the benefit of verification or a make good guarantee that other media have provided. Advertisers and their agencies are now held to greater accountability standards due to company specific and certain regulatory oversight of their media investments. No single approach to reconciling a Radio buy will stand for all transactions. The nature of Radio is diverse and highly targeted. As a result, any proposed posting approach will have to be unique to each Radio schedule and adhere to standard principles and guidelines as opposed to a rigid step by step policy.

## *Principles*

Radio Broadcasters stand behind their commitments to Advertisers.

Radio Schedules will air with the highest degree of accuracy possible at all times.

Broadcasters will resolve shortfalls in audience delivery or schedule criteria as agreed upon with Advertisers prior to the start of a schedule.

Goal of stability, reliability and sound business practice will guide all transactions.

Advertisers and Broadcasters will aim to reduce statistical error through aggregating audience measurement (multi-book; multi-month averaging), expanding demographic targets, and lengthening delivery timeframes.

## **GUIDELINES**

Radio Broadcasters will guarantee the GRP delivery of a schedule on a market basis, based on total audience delivered by the end of the schedule.

Advertisers and Radio Broadcasters will agree on posting criteria before a schedule runs, including the verification of audience delivery and the accepted margin of error.

Audience Estimates and post-buy analysis should be based on the broadest, most stable data available.

Radio Broadcasters will be accountable proportionally for make-goods if the market delivery falls below previously agreed criteria.

The advertiser/agency post buy analysis should be conducted within 90 days of the conclusion of the schedule. Any necessary makegood weight will be delivered within 60 days of completed post analysis and advertiser /agency request.