

Selling and Schedule Verification Guidelines



Industry Position



The new Selling and Verification Guidelines, as recently approved by the heads of the major radio groups who serve on the Board of Directors and the Board of Trustees of the Radio Advertising Bureau, have been developed to establish an industry-wide a service guarantee for buyers of radio advertising.

“Posting” is a way of reconciling the established goals of a media buy with the actual audience delivery of that advertising schedule. It’s a commitment from Radio that we will stand behind what we sell.

Radio recognizes that no single approach to reconciling a radio buy will stand for all transactions. To accommodate the diverse nature of Radio advertising, these guidelines are intentionally broad in scope.

Overview



Posting has long been the subject of contentious debate in the Radio industry. Print, TV, and other media have established accepted practices for reconciling media purchases with actual delivery but until now, Radio has not established such guidelines.

The development of more stable audience measurement technology and the call for greater accountability from advertisers mandate the need for an industry wide business practice from Radio.

Advertisers have always received fair treatment from Radio, but have not had the benefit of standardized verification “make good” guarantees that other media provide.

Overview



Advertisers and their agencies are now held to greater accountability standards due to company specific and certain regulatory oversight of their media investments.

The nature of Radio is diverse and highly targeted. As a result, any posting approach must be unique to each Radio schedule and adhere to standardized principles and guidelines as opposed to a rigid step-by-step policy.

Principles



- Radio stands behind its commitment to advertisers that schedules will air with the highest possible degree of accuracy.
- The ultimate goals of stability, reliability, sound business practices, and customer satisfaction will guide all transactions.
- Radio will resolve any shortfalls in audience delivery or schedule criteria as *agreed upon with advertisers prior to the start of a schedule*.
- Advertisers and broadcasters will aim to reduce any inherent statistical error through aggregating audience measurement (multi-book / multi-month averaging), expanding demographic targets, and lengthening delivery timeframes.

Guidelines



1. Radio will guarantee the gross rating point (GRP) delivery of a radio advertising schedule on a market basis, based on the total audience delivery achieved by the end of the schedule.
2. 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.
3. Radio will be accountable proportionally for make-goods if the market delivery falls below previously agreed criteria.
4. The audience estimates used in placing a buy and in the post-buy analysis should be based on the broadest and most stable data available.
5. The post-buy analysis should be conducted within 90 days of the conclusion of the schedule, and any necessary make-goods should be provided within 60 days of the analysis.

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