

Designed to drive your revenue and **save you time.**

RAB.COM is the largest radio-specific sales and marketing website in the U.S. where you receive access to marketing and research resources along with a robust suite of professional development programs that will help you succeed with your prospecting and sales goals.

MEMBER RESPONSE Unlimited access to RAB's Member Response team, ready and eager to supply immediate information on hundreds of business, product, service, marketing and media categories. Monday through Friday, 7am-5pm (Central time). RAB Member Response is your "911" for Radio sales. Call 1-800-232-3131 email MemberResponse@rab.com or live chat on RAB.COM

INSTANT BACKGROUNDS These can quickly get sales pros up to speed on the "who, when, where, why and how" for over 100 different advertising categories.

AUTOMOTIVE Focused on one of radio's top categories, this page contains a multitude of insights and the Auto Toolkit. The Toolkit populates charts and graphs on your radio station's format compared to auto buyer behavior which may be downloaded in a customizable PowerPoint template.

RADIO SALES TODAY An exclusive benefit of RAB membership, this weekday newsletter is packed with current, relevant marketing and sales information. Delivered bright and early, it can help you prep and plan your day.

CO-OP The Co-op Directory has over 8,000 freshly updated listings, weekly sales leads for retailer promotions, new digital co-op plans with ready-to-use web ads and quick and easy video tutorials.

MEDIA FACTS Understanding the media landscape is key for today's sellers. This section provides an overview of key media categories competing with radio for advertising dollars and highlights radio as the ultimate complementary medium.

THE PITCH assists members in driving sales on the local, regional and national level by providing in-depth industry overviews and customizable presentations that include insight-based ideas for over 150 categories of business.

GO CART RAB GoCart enables radio stations to turn trade into cash with a revolutionary mobile-first product. Put an item in GoCart and sell or share it anywhere. Create buy-it-now items, auction items with max bidding and reserves, and even offer instant mobile certificates.

ACCOUNT MANAGER is a simple, powerful and affordable solution to account management. RAB Account Manager incorporates real-time account management with CRM, projections and forecasting, and order tracking. This innovative, web-based application scales easily to meet the needs of a single sales team or multiple sales organizations spread across multiple states. Extra fees apply.

WHY RADIO A comprehensive guide to the unique marketing power of radio, delivering all the pro-radio messaging, facts, information, research studies and more. The microsite makes it easy to locate what sellers need, when they need it.

**BENEFITS OF
MEMBERSHIP**



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PROFESSIONAL DEVELOPMENT TRAINING RAB Professional Development delivers highly-acclaimed classes right to your computer, anytime and anywhere you have internet capability. RAB's online curriculum combines video with text, learner interaction, and online quizzes for a complete learning experience: the most relevant training available in an entertaining, easy learning format.

PROFESSIONAL DEVELOPMENT LIVE PRESENTATIONS Covering a variety of sales, sales management and alternative revenue topics, these relevant and timely webinars are approximately 1 hour in length. All presentations can be viewed on-demand, and presentation materials are also made available.

COPY/CREATIVE Explore RAB's searchable database of over 2,000 copy ideas in more than 160 different client categories. Within this section of RAB.com., you will also find a list of radio production companies and studios that specialize in writing, casting and producing award winning and highly effective radio spots.

CONSUMER BEHAVIOR REPORTS These reports are designed to provide in-depth probe into the areas where your audience base is extremely strong in consumption of products and services or media and personal attitudes. The lines of data can serve as talking points when starting a dialogue with current or prospective clients and how your station can work to grow their business.

POLITICAL ADVERTISING Political advertising is no longer cyclical. It's important to have a deep understanding of ad rules and regulations. This section provides you with a Political Handbook, FAQs, stats, facts and presentations that today's sellers need to tap into this profitable ad category.

SALES TOOLS Based around the 7 Steps to Selling Success, this area provides tools and resources to help you every step of the way. Resources include RAB's Top Business Trends, Listener Profiles, CNA Questions, Media Buy/Sell Terms, Ad to Sales Ratios.

RADIO MATTERS BLOG current news, information and insights about all things radio.
Join the conversation - www.radiomatters.org

MULTICULTURAL Offers resources that help sellers understand the nuances and opportunities that exist to reach highly engaged diverse consumer audiences.

THIS! IS RADIO A curated destination including timely and important research that proves radio commands attention, deeply connects and drives indisputable outcomes for brands. Included are THIS! Is Radio branded PowerPoint presentations, one-sheets and short form video content created for anyone to use to share radio's strengths across all platforms with advertisers. RAB has also prepared concise and streamlined presentations that focus on radio's truths for both measured and unmeasured radio stations.

ONE VOICE FOR RADIO Destination filled with a suite of resources to help radio and advertising professionals understand Nielsen's PPM measurement change and the opportunities it presents to both the radio industry (regardless of PPM, diary and nonrated market) and the advertising community.

Help your team save time, look great and **close more sales.**

For more information on putting the power of RAB Radio sales and marketing resources to work for your station(s), contact us today.

web: www.rab.com • phone: 800-232-3131 • email: MemberResponse@rab.com

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