

RAB.COM is the largest radio-specific sales and marketing website in the U.S., delivering industry-leading marketing and research, professional development programs and advocacy resources that highlight the power of audio. Members gain access to the available products, data and insights needed to effectively communicate audio's impact today, build trust with advertisers and drive stronger prospecting, sales performance and revenue growth.

Member Response Unlimited access to RAB's Member Response team, ready and eager to supply immediate information on hundreds of businesses, products, services as well as marketing and media categories. 7 a.m.-5 p.m. Monday through Friday (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.

New Look! Radio Sales Today This redesigned weekday newsletter delivers timely marketing and sales insights across businesses and industries and is tailored to today's evolving audio and advertising landscape, featuring exclusive content for RAB members. Delivered early each morning, it helps you quickly prepare, prioritize and plan your day.

Account Manager CRM is a simple, powerful and affordable account management solution. It incorporates real-time account management with projections, 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.

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 - downloadable in a customizable PowerPoint template.

Consumer Behavior Reports Designed to provide an 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.

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.

New! CopyWrite Built on OpenAI's ChatGPT and trained on RAB copywriting best practices, CopyWrite enables users to quickly generate and refine customized scripts for any client, in any language. Each script request returns three variations: a straight read, a version with a slightly higher level of creativity and a storytelling version. Each script can be revised independently to assure your client's commercial lands perfectly every time. This is part of the vast RAB Creative Library.

GoCart 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. Extra fees may apply.

Instant Backgrounds Quickly get up to speed on the "who, when, where, why and how" for over 110 different advertising categories.

Media Facts This section provides an overview of key media categories available to advertisers today and highlighting radio as the ultimate complementary medium.

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

One Voice For Radio A centralized 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 - www.rab.com/onevoice.

The Pitch Assists 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 160 categories of business.

Professional Development Live Presentations Covering a variety of sales, sales management and alternative revenue topics, these relevant and timely webinars are approximately one hour in length. All presentations can be viewed on-demand, and presentation materials are also made available.

Professional Development Training RAB Professional Development delivers highly-acclaimed classes right to your computer, anytime and anywhere you have internet. 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. Extra fees may apply.

New! ProspectingPro An AI-powered prospecting and cold-call accelerator that delivers actionable insights on local businesses based on four user inputs: generating strategic business insights, valid business reasons (VBRs), outreach emails and conversation starters.

Radio Matters Blog Current news, information and insights about all things radio. Join the conversation www.radiomatters.org.

Sales Tools Based around the 7 Steps to Selling Success, this area provides tools and resources to help you with every step of the way. Resources include RAB's Top Business Trends, Listener Profiles, a new CNA System, Media Buy/Sell Terms, Ad-to-Sales Ratio, updated Political Handbook along with Cannabis FAQs and more!

New! ScheduleWrite A comprehensive campaign planning tool that enables account executives to build multi-channel schedules incorporating radio, digital and promotional elements. Fully integrated into RAB's Account Manager CRM, features include unlimited schedule storage, export to Excel and PowerPoint with natural-language summaries - compatible with Proposal XML for agency workflows and traffic systems such as WideOrbit and Marketron.

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.

New! Why Radio A comprehensive guide to the unique marketing power of radio, delivering proven pro-radio messaging, facts, research studies and insights sellers need to win business. Powered by Why Radio AI, the microsite now offers natural-language search and personalized, on-demand curated and verified insights - making it faster and easier than ever for sellers to find the right data, answers and selling points exactly when they need them.

Sell Smarter. Grow Faster. With RAB.

To learn how to put the power of RAB's sales and marketing resources to work for your company, contact us today.

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