

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

**BENEFITS OF
MEMBERSHIP**

RAB.COM This website is the largest radio-specific sales & marketing website in the world – where you receive access to Instant Backgrounds, Copy & Promotional Ideas, Commercials, Auto Industry News, Research, Prospecting Reports, Training and more. Use the data, insights, tools and professional development programs that will help you succeed with your prospecting and sales goals.

MEMBER RESPONSE Your sales staff has unlimited access to our 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 The key to selling big accounts is understanding your prospect's business, but who has the time to collect all that information? We do. Instant Backgrounds quickly tells your sales pros the “who, when, where, why and how” for over 100 different business and product categories. As an informed marketing consultant, use the Instant Background information to easily include the insights in your correspondence and presentations.

AUTOMOTIVE As one of radio's top spending categories, it's important to have all the tools you need in one place. The Automotive page has that and more, including Auto Toolkit. The Toolkit populates charts and graphs on auto owner's characteristics, your radio station's format compared to the auto buyer and more – all created on a totally customizable PowerPoint template for download. Auto Buyer Profiles are still available for download on this page.

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 Join the thousands of radio sales professionals who constantly find new ways to fund radio campaigns with the cooperative advertising information contained in the RAB Co-op files. 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.

COMPETITIVE MEDIA PROFILES Understanding the media landscape is key for today's sellers. These Media Profiles help demonstrate the strengths and vulnerabilities of various media, and highlight 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 125 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 AND PROPOSAL ASSISTANT This package of innovative online sales tools gives RAB members the power to manage accounts, project and track sales in real-time while also providing sales teams everything they need to write client-focused, problem-solving, benefit-oriented proposals. Extra fees apply.



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

PROFESSIONAL DEVELOPMENT TRAINING RAB Professional Development delivers our highly-acclaimed classes right to your computer, giving you access to this training anytime and anywhere you have internet capability. RAB Professional Development Online 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.

NEW 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.

NEW PROVOKE INSIGHTS CONSUMER RESEARCH In partnership with the Provoke Insights, a market research firm and brand consultancy that specializes in advertising research and brand strategy, these reports provide local radio sellers and managers strategic and insightful knowledge into the consumer mindset and audio's role in consumers' behavior across key business categories.

COPY/CREATIVE Need a sensational idea for your clients? Explore our searchable database of over 2,000 copy ideas in more than 160 different client categories. We've also compiled a list of radio production companies and studios in response to numerous requests from advertisers and agencies who want to find companies that specialize in writing, casting and producing GREAT radio spots. Our current edition contains over 80 companies, including many Radio Mercury Award winners.

CONSUMER BEHAVIOR REPORTS Consumer Behavior Reports are a powerful sales development tool. These reports are designed to give you 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. They can help you zero in on areas of business where your format might hold potential to increase business for an advertiser. The lines of data can serve as talking points when starting a dialogue with current 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, Misperceptions of Radio, 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

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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