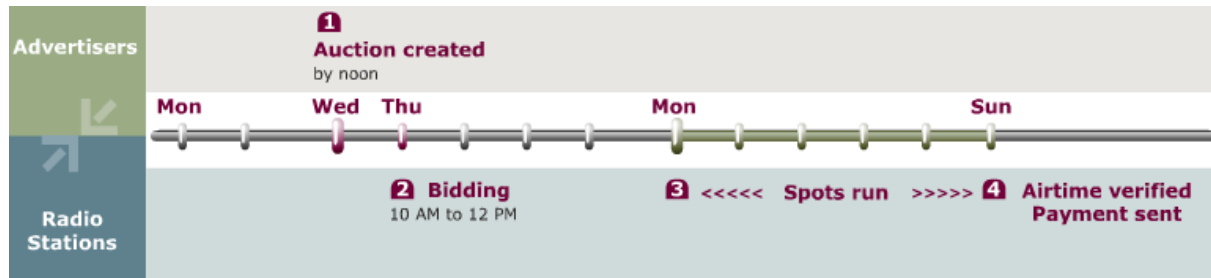


## Weekly Timeline PDF

### Radio Trading Desk Basics

### Radio Trading Desk Timeline



#### 1. Advertisers have two options:

- Go on to the Radio Trading Desk website to set up the auction on their own, or,
- Contact our Account Management team to provide advise and set up the auction on the advertisers behalf.

Campaigns have to be set up in the system no later than 11am on the Wednesday before the desired broadcast week. The following three steps need to be completed by that deadline each week...

- Campaign parameters need to be entered into the system, including the regions, days, dayparts, and weekly budget.
- A fully- produced radio commercial needs to be uploaded to the auction (MP3 file)
- Payment of the auction needs to be confirmed (we accept credit card, bank transfer and in some cases also offer credit accounts).

#### 2. Radio Stations Bid

- The radio stations that match the advertisers' criteria will receive email invitations on Wednesday afternoon and Thursday morning to bid in that week's Thursday auction.
- The stations have from 10am- 12 Noon on Thursday to enter their most aggressive bids to sell their last- minute unsold radio airtime for the next week.
- The inventory offered must fall within the parameters specified by the advertisers in order to qualify to win.
- The stations that offer the lowest CPTs will win and air the ads the next week.

#### 3. Ads Run

- The winning radio stations will run the advertisers' ads during the broadcast week following the auction.

#### 4. Ads Verified

- Radio stations have 10 business days after the end of the broadcast week to turn in all legal affidavits confirming the actual spots times – these final spot times are checked by the Radio Trading Desk team and populated into an online report that is accessible through the advertiser's Radio Trading Desk account.