



Arbitron measures radio audiences in 286 local markets and develops qualitative measures of local consumers through RetailDirect®, Scarborough and the Qualitative Diary. TAPSCAN®, a service of Arbitron, is a market leader in media software development, providing tools that simplify and enhance the buy/sell process for broadcasters, advertising agencies and advertisers. Arbitron Cable provides survey research, consulting and methodological services to the cable, direct-broadcast-satellite, telecommunications, online and new-media industries.

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The Center for Online Learning (coLearn) is the Web-based training affiliate of the Center for Sales Strategy (CSS). CSS and coLearn currently provide sales training to clients worldwide including Cox Broadcasting, Bonneville International, Susquehanna, Greater Media, Journal Broadcast Group, Austereo, Cox Publishing, Raycom Television, Arbitron Inc. and Yahoo!. Reach them at 1-800-coLearn or visit www.coLearn.com.

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Why Choose a Career in Radio Sales?

RESPECT, COMPENSATION

AND OPPORTUNITY FOR

GROWTH IN A DIVERSE

AND VIBRANT INDUSTRY

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Why You Should Choose a Career in Radio Sales and Marketing

COMPENSATION

OPPORTUNITY

TRAINING

CREATIVITY

Radio Sales Executives Earn Exceptional Compensation

If you like being fairly compensated for your efforts, then radio is a great career to consider. Of course, how much money you make in any sales job is directly related to your productivity, but a recent Arbitron survey found that more than 80 percent of radio account executives felt they were being fairly compensated.

Radio Offers You Professional Growth Opportunity

Consolidation has given salespeople in the radio industry more opportunity than ever before. For example, more than 70 percent of radio salespeople today sell advertising on more than one station. Because they now represent a wider variety of formats, radio salespeople now have the opportunity to sell to a wider variety of customers. They can also package the stations they represent to achieve more success for their customers. Plus, many of the larger

radio broadcast groups also own other media outlets such as outdoor advertising companies, Internet ventures, or television stations. This multimedia reach expands the growth opportunities for radio account executives even further.

You Will Be Respected in the Media Community

In the Arbitron study, well over half of the account executives surveyed said that they feel their peers in the media industry respect them. And why shouldn't they? Today's radio account executives are accustomed to doing business with the top companies and advertising representatives in town! They also get the opportunity to work with celebrities as well as local and state officials at station promotions and community events. Successful radio salespeople are a valuable resource to the advertisers in the community.

You'll Be a Part of a Diverse and Vibrant Industry

Tune up and down the radio dial and you'll find many different formats, each carefully researched and designed to appeal to a particular segment of listeners. The people you will work with inside those station groups are diverse too. The broadcasting industry is eager to find the best talent, and that talent comes in many different packages!

You'll Receive Valuable Training

If you do not have experience in radio sales, no problem! Today's broadcasters understand the value of properly training their employees. As the Arbitron account executive study found, two-thirds of today's radio salespeople who have entered the profession in the past two years say that their first six months of sales training was "good" or "excellent." But that hasn't always been the case. Those who have sold radio for 10 years or

more verified that. Almost 60 percent of the "old-timers" rated their first six months of training as only "fair" or "poor." Entering the profession in this new era of consolidation ensures that you'll get the right training and tools to have a successful career as an account executive.

You'll Put Your Creativity to Work

Selling advertising for a radio station isn't like selling copiers or cell phones. There's a lot more creativity that goes into marketing your station and the radio "product." You won't simply be selling "air." You'll be helping create the commercial message that fills that airtime. You'll also learn to schedule the commercials effectively, help in the creation of their content, and work with your customers to develop their entire marketing plan. A radio account executive helps turn an intangible product or service into a unique marketing campaign by using his or her own creativity.

It's Fun!

And besides, working in the broadcasting business is hardly like working for a bank or insurance company. Radio is "show biz." Participating in community events, helping design and execute promotions, and working with the on-air personalities at a local radio station add extra spice to a job that is unique from any other industry.

To find out more about what today's radio salespeople think about their jobs, read details of the study *What Are Your Salespeople Thinking?* at www.arbitron.com.

