

# RADIOAd™

Advertisers want to see  
what kind of bang their  
buck buys

Keith McArthur  
Cannes Lions International  
Advertising Festival

RadioAd gives me the  
ability to increase our  
advertiser's ROI - this is  
great!

Bill Montgomery  
Salem Radio Seattle

## RADIOAd™ BENEFITS RADIO LISTENERS . . .

Eliminate Recall Problems  
"Instant Replay" of Broadcast Ads  
Ads are Actionable with Just One Listening  
Find Ads on Your Schedule, 24\*7  
Conveniently Link to Advertiser & Station Info

## RADIOAd™ BENEFITS RADIO ADVERTISERS . . .

Improve Radio Advertising ROI  
Boost "Call to Action" Response Rates  
Increase Marketing Presence  
Ease Customer's Search for Your Ads  
Extend Your Radio Ad's "Shelf Life"

## RADIOAd™ BENEFITS RADIO STATIONS AND AGENCIES . . .

Enjoy Tremendous Competitive Advantage  
Measurably Increase Customer Ad Effectiveness  
Increase Advertising Sales Value  
Web-Based 24\*7 Service  
No Equipment to Purchase, Install or Maintain

Putting the **BANG** back in Radio Advertising™



Atlanta  
Baltimore  
Boston  
Chicago  
Cincinnati  
Cleveland  
Colorado Springs  
Columbus  
Dallas  
Denver  
Detroit  
Honolulu  
Houston  
Jacksonville  
Los Angeles  
Louisville  
Miami  
Milwaukee  
Minneapolis - St. Paul  
Nashville  
New York  
Omaha  
Philadelphia  
Phoenix  
Pittsburgh  
Portland  
Richmond  
Riverside  
Sacramento  
San Antonio  
San Diego  
San Francisco  
Seattle  
Tampa  
Washington D.c.  
Youngstown

# RadioAd.com™

RadioAd.com is a web-based search engine for fresh radio advertisements & a marketing portal for advertisers and radio stations. RadioAd.com assists the radio station by providing a non-competitive “ad library” for their listeners.

Everyone has tried to remember a phone number or website address from a radio ad. And with the same old result - they forgot it. With RadioAd.com, the ability to quickly find the information will blow away those sad radio recall statistics and increase the ad’s ROI!

And RadioAd.com is easy to use. Simply enter your area code, select the radio station(s), select the ad category and key word and hit “GO”. Take action on the ad by listening to it, go to the advertiser’s website, call their phone number, or click through to the radio station’s website. Give it a try today!



## **RadioAd.com** **/BackDoor** web-based Business Administration

RadioAd.com/BackDoor provides 24 hour administrative access to your RadioAd.com listings. Here you assign the search engine and marketing criteria to the ad. In fact, it is this site that sets up RadioAd.com for its’ huge success!

/BackDoor also provides you complete control of all your ads. Here you will gain supporting ROI information for your client’s ad. We are seriously committed to “putting the bang back in radio advertising”™

Signing up is simple and quick. Take it for a test and see for yourself at RadioAd.com/BackDoor



## **Paladin** AdSolutions LLC

17715 NE 141st St., Redmond, WA 98052  
Ph: 425.558.1859 Fx: 425-497.1064  
www.PaladinAdSolutions.com

RadioAd™ is a trademark of Paladin AdSolutions, LLC.

**THE NAB**  
**RADIO**  
**SHOW**  
Booth 920