


ARBITRON INTEGRATED RADIO SYSTEMS

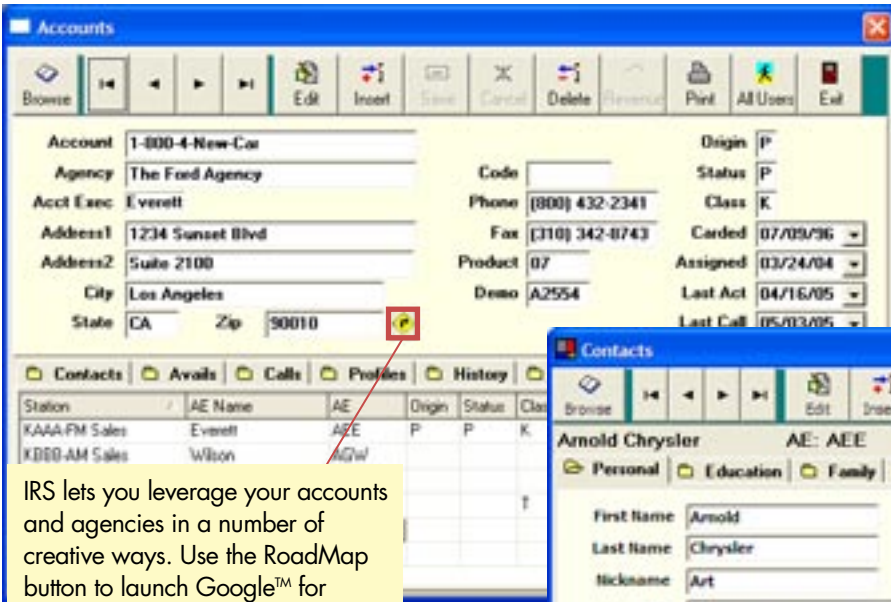
Account Management

Find any account or agency instantly. With one click, see all contacts, revenue history and every AE assignment for the cluster. It's amazing!



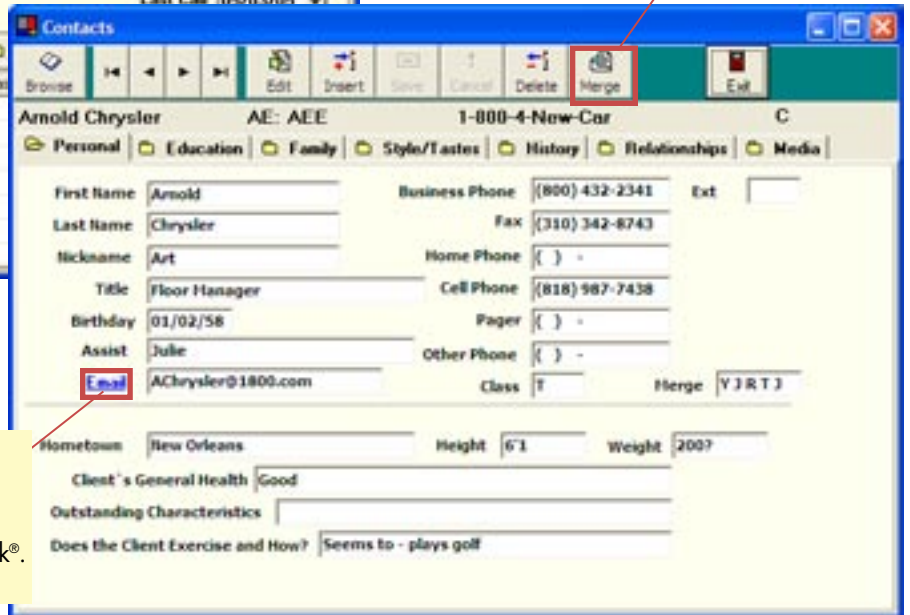
Arbitron's Integrated Radio Systems (IRS)SM Account Management system takes the mystery out of AE assignments once and for all. With a single click, managers and sellers can have a clusterwide view of every account and agency. Managers can see everything while AEs can only see in-depth information for their accounts and agencies. The system makes short work of clusterwide assignments and easily handles selling across sales divisions. The tabs in the lower portion of the form allow users to jump to any data in the system related to the current account.

Every account and agency can have an unlimited number of contacts. You can use the contact form to record the basics on your customers and use the additional tabs to track in-depth "Harvey Mackay-style" information on your clusters' most important contacts.



IRS lets you leverage your accounts and agencies in a number of creative ways. Use the RoadMap button to launch Google™ for instant maps and directions using the address info that's in the system.

Use the Merge button to configure merge contacts for up to 10 different mail merge projects with a single click.



The contact form can also be used as an e-mail launching pad for Microsoft® Outlook®.

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