


ARBITRON INTEGRATED RADIO SYSTEMS

Avail Planner Proposal System

With Arbitron Integrated Radio Systems (IRS)SM software, a proposal is more than a piece of paper—it's part of a unique pricing and reporting system where "demand" plays an essential role.



The IRS Avail Planner Proposal system is the broadcasting industry's superior proposal and presentation tool. Every avail created in IRS is automatically tied to an account and agency; it dynamically receives rates from the Inventory Management and Pricing system and is saved permanently. Sellers are no longer involved in the creative writing of pending activity reports, and managers can take the guesswork out of understanding current demand against available inventory.

Proposals still have to be delivered to clients. IRS produces flexible printed presentations for both technical buyers (shown) and nontechnical, retail clients. They can be e-mailed as an embedded HTML document e-mail or as an attached PDF. All proposal info can be pasted into PowerPoint® presentations.

The IRS scheduling screen is unlike anything your sellers have used before. They'll love it because it's fast and highly automated, plus it handles all of the management reporting they'll need. You'll love it because it's an integral part of a comprehensive management information system that feeds essential activity data to the Account Management system and Inventory Management and Pricing system. Once you see a clusterwide pending report for every station in alphabetical order, you realize that it only took seconds to generate, and all your salespeople had to do was build their schedules to make it happen. You'll be hooked for life!

