


ARBITRON INTEGRATED RADIO SYSTEMS

The Full System

Finally, with Arbitron Integrated Radio Systems (IRS)SM software, you can really drive your cluster's success with instant access to everything—inventory, pricing, proposals, appointments and revenue.



These screens show accounts, current pending avails, scheduling, research, revenue history and inventory analysis. Most users would never load this much information at one time, and we're just doing it to make a point—where else, in what other system, could you possibly have this much information at your fingertips? The beauty of the IRS system isn't that it touches so many parts of your sales operation; it's how it makes all this information work together to give sellers and managers better ways to make more informed decisions.

Best of all, you can make IRS your partner with confidence. We work with the leading broadcasters in radio, and despite the extensive ownership and systems changes that have occurred over the last 10 years, more than 80 percent of the stations that ever used IRS still use it!

"Measure us by the company we keep" may be the oldest cliché, but we're not above using it, because we're both proud and flattered by our clients: Clear Channel, Infinity, SBS, Emmis, Susquehanna, Radio One, Citadel, Entercom, Saga, ABC, Cox, Entravision, Fischer and more.

