

ARBITRON INTEGRATED RADIO SYSTEMS

Make IRS Your Friend and Take Control of Inventory Management

Arbitron Integrated Radio Systems (IRS)SM software offers the finest suite of yield and rate management, schedule building, account and contact management systems available to the radio industry.

IRS is used by leading stations belonging to ABC Radio Group, Bonneville, Citadel, Clear Channel, Emmis, Entercom, Infinity, Radio One, Saga, SBS and Susquehanna.

Check out these features that have been lauded by GMs and GSMs nationwide:

- With IRS, you can maximize inventory pricing because you'll be made aware of business that is pending today and tomorrow, and how that business affects your inventory. This is a priceless feature that no other system can do!
- IRS captures your previous and future revenue data from your traffic system on a daily basis and delivers this information to your desktop, allowing you to act on business today and not after the Miller-Kaplan comes out!
- IRS stores all current and historical avail information, executes both electronic and paper work orders for your traffic system and forecasts billing on the books with pending business by seller, station and cluster.

If you seek sales and account management accountability anywhere across your station's network, then IRS is your best solution. The IRS system keeps managers and sellers in the field selling and not at their desks creating endless reports.

Check out details of Arbitron Integrated Radio Systems, and then your Arbitron account manager can show you how IRS can complement the rest of your Arbitron applications.

Many leading stations and groups have chosen IRS to help them maximize the value of the inventories and grow their revenues.

