


ARBITRON INTEGRATED RADIO SYSTEMS

Inventory Management and Pricing

Managing inventory is a lot more complicated than it was even just a year ago. Arbitron Integrated Radio Systems (IRS)SM software handles it all: every station, every priority and every spot length. And when you make a change, the sellers get it instantly.

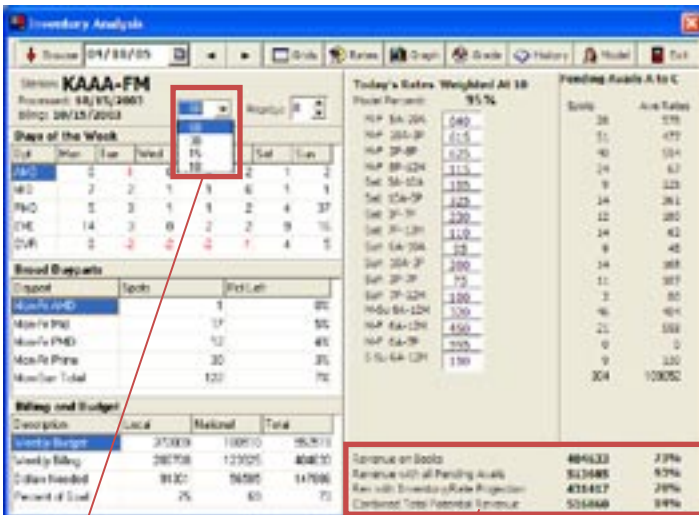


Your traffic system never made looking at inventory so easy. With IRS you can effortlessly scroll week-to-week and station-to-station.

Use the inventory analysis screen to manage rates applied to proposals, and you can view the summary of every pending schedule by grade level.

Of course, the system supports a full range of inventory analysis reports. Sometimes it's easier to understand your future graphically than by looking at reports with lots of numbers, so there's also an extensive graphing system for inventory information.

Here's one of the most valuable graphs in the entire Inventory Management and Pricing system—a comparison of inventory left to sell vs. the total number of spots pending against that available inventory by week. Because the IRS system brings together inventory, pricing and pending units all in one place, a graph like this can be created in mere moments.



Dropdown lists allow you to peel through layers of inventory by priority, and now you can even manage every spot length you sell.

Finally, view several different "what-if" possibilities based on inventory, pending volume and current rates. It may be time to throw your calculator away.

