

Arbitron Place-Based Media Diploma Series



The Arbitron Place-Based Media Diploma Series combines basic sales and marketing concepts with the practical applications of media and consumer research.



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Learn media sales concepts, audience and advertiser research applications and sales skills. You'll also enhance your knowledge of prospecting, prepping for customer appointments, overcoming objections, creating effective advertising campaigns and building presentations.

Why the Arbitron Place-Based Media Diploma Series?

Learn from an industry leader in media buying and selling services and training. Arbitron trainers have been on both sides of the fence and are uniquely qualified to provide participants with in-depth knowledge about media sales.

In addition to gleaning industry knowledge, participants in Arbitron training programs enjoy a combination of formal instruction, one-on-one instruction and supportive interactive and small group sessions. Improve the skills of your team regardless of their years of industry experience.

Why Arbitron?

Arbitron is an industry leader in media research, with immediate access to trainers and resources dedicated to agency, advertiser, radio, television and newspaper clientele. This extended media knowledge is invaluable to the training program.

Arbitron is an active member of the Digital Place-based Advertising Association (DPAA) and played an integral part in the development of the DPAA digital media guidelines.

Start your network on the path to success today!



Place-Based Media Diploma Series



Diploma Series Bachelor's Training Program*

The Bachelor's Training Program includes the following full curriculum:

Lesson 101: The Business of Media & Digital Out-of-Home

Get an in-depth look at the state of the media industry. Learn about current trends and the revenue forecast for digital out-of-home media. Explore the role of groups such as the Digital Place-Based Advertising Association and the Traffic Audit Bureau in developing research standards and what those standards are.

Lesson 102: The Agency Structure

Understand the basics of media planning and buying. Learn the inner workings of an agency and who you should contact. Identify the advertiser's role as part of the media buying process.

Lesson 103: Your Media Sales Survival Kit: Media Fundamentals

Learn how place-based media are causing a shift in media buying. Review the different types of media: old and new. Understand the language media buyers speak and delve into the math behind ad sales. Also explore common media metrics. Learn how to capitalize on the unique value proposition of your medium and how to sell the "cool factor." Learn more about how your medium fits in with other media.

Lesson 104: Consultative Selling: Needs Analysis

Uncover tools to help you better understand your client's world and how to play the numbers game like a pro. Delve into the agency creative process and how you can help agencies adapt to the unique capabilities of your medium. Review the solutions-based approach to sales and how to determine the needs of your clients. Learn what makes an advertising campaign work and the right questions to ask when conducting a needs analysis of your prospect.

Lesson 105: Know Your Network

Understand data resources, whether they're Scarborough Research or a custom study from Arbitron. Understand the basics of the data and how to make them work for you. This session can be customized for Arbitron clients.

Lesson 106: Pitch Workshop

Put everything you've learned into perspective. Understand the dos and don't's of a winning proposal and learn how to apply your knowledge of research to garner the attention of advertisers. The class will identify the workshop's winning proposal.

Lesson 107: Overcoming Objections

Develop your skills in overcoming advertiser objections. Learn how to respond to digital media objections and

explore best practices in approaching reluctant advertisers.

Associate Training Program*

Let us work with you to design a condensed version of the program based on your needs and budget.

Arbitron Place-Based Diploma Series Components

A professional Arbitron training service consultant will deliver your Arbitron Place-Based Media Diploma Training Series. Pricing is flexible and can vary based on the number of participants at your location.

- Instructor-led and client-focused training
- Training materials and handouts for each attendee
- Software tutorial (if applicable)
- Live interaction and personalized attention for all participants, as follows:
 - Review exercises
 - Individual exercises
 - Group exercises
- Certificate of achievement for each attendee after completing each lesson and the final examination.

*This is not an official accreditation or certification program.



24/7 Customer Service & Support (866) 776-8300 • www.ArbitronTraining.com • www.arbitron.com

Headquarters (410) 312-8000 Atlanta (888) 880-7810 Chicago (312) 542-1900 Dallas (972) 385-5388 Los Angeles (310) 824-6600 New York (888) 880-7810 • (212) 887-1300