WO Traffic - Radio Interchange allows you to:

Increase productivity and reduce errors

Ensure contract compliance

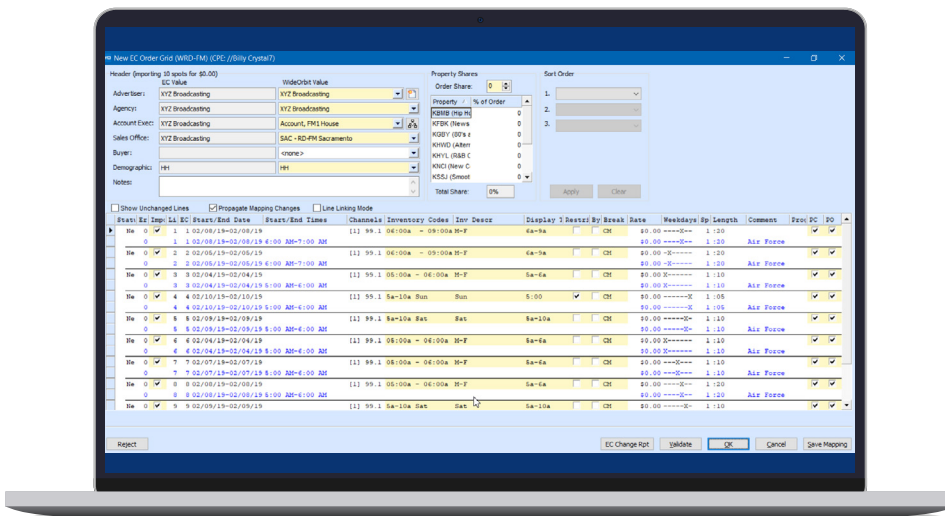Simplify daily operations to free-up staff for higher priorities

Say hello to increased efficiency with automated network/barter ad management

Network and barter advertising have long been manual, time-consuming processes for radio station operations. Managing orders, materials, and affidavits requires many hours of effort per week, taking valuable time away from higher-ROI tasks.

Radio Interchange is a licensed module within WO Traffic that enables an API-based integration between Network/Barter Partners and WO Traffic customer databases. By automating every step of network and barter advertising, WideOrbit's solution helps stations save significant time and effort while reducing errors associated with manual data entry.

WO Traffic – Radio Interchange is the right choice if your team needs to:

- Save Time by Automating Network/Barter orders, materials, and affidavits

- Reduce common errors in manual data entry

- Reduce liability and increase contract compliance

- Free-up time for higher-ROI tasks

Automated steps

Order entry → Revisions → Materials → Affidavits
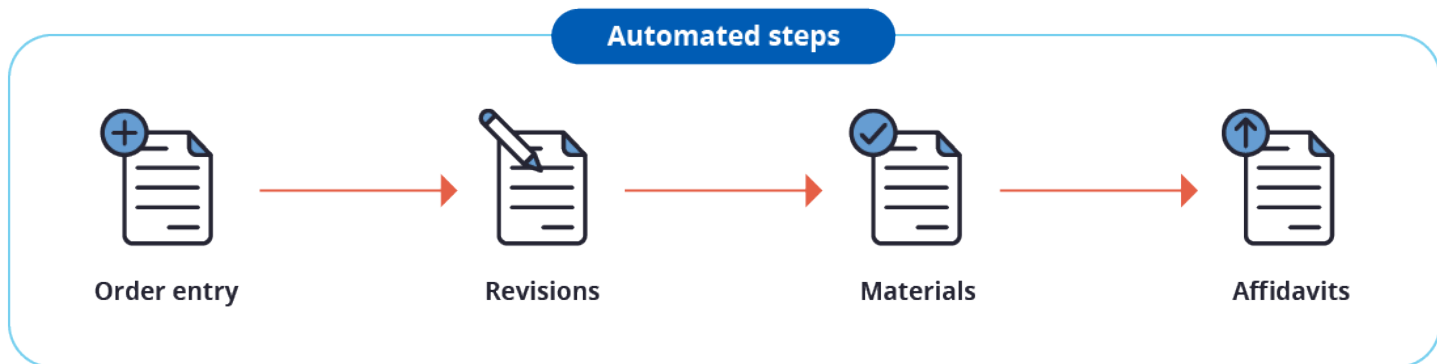
Optional features to save even more time

Auto-Import of Electronic Orders

WO Traffic Order automatically created after arriving to Electronic Order search.

Auto-Process of Order Once Created

WO Traffic Order automatically taken to a Ready or Processed state.

Auto-Place of Spots

Place attempt is made on all Spots for the Order after Order is auto-processed.

Auto-Create Material Records

Material Records created after Order is processed.

Radio Interchange is powered by integrations with an ever-growing list of Network/Barter Partners

Network/Barter Partners

Radio Interchange connects the largest Networks in the country to our WO Traffic customers, including ADLarge Media, Aire Radio Network, American Urban Radio Network, Audacy Network, Compass Media Networks, Entravision Solutions, ESPN, Focus 360, Hispanic Radio Network, Key Networks, Premiere Networks, Reach Media, Sun Broadcasting, United Stations Radio Networks (USRN), and Westwood One.

Counterpoint Software

The network traffic scheduling and affidavit system for many large Network and Barter partners. Radio Interchange has a dedicated integration with Counterpoint Software, connecting their Networks seamlessly with WO Traffic.

Additional Networks

Network/Barter Partners using other trafficking systems have full access to Radio Interchange as well, using our standard API.

Additional partners may be added upon request, subject to the network partner's ability to develop communication to WideOrbit's existing API structure.

Learn more about WO Traffic - Radio Interchange today

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