

WO TRAFFIC - RADIO INTERCHANGE

Network and barter ad management

Network and barter advertising has long been a manual, time-consuming process for radio station operations. Managing orders, materials and affidavits requires many man hours per week, preventing station teams from focusing on high-ROI tasks.

Leverage *Radio Interchange* with the *WO Traffic* solution to automate every step of network and barter advertising. Our solution helps stations save an enormous amount of labor hours and errors due to manual entry.

Automated Steps



ORDER ENTRY



REVISIONS



INSTRUCTIONS



AFFIDAVITS

BENEFITS



Increase productivity and reduce error

Automate order entry and revisions, material creation, and affidavits. Leverage *WO Traffic* for a single system of record, research capabilities, and retention of material data.



Ensure contract compliance

Import network spot and material information directly to *WO Traffic*. Send exact airtimes back to networks as proof of performance affidavits.



Simplify daily operations

Enable station teams to focus on high-ROI tasks. View and report on all network business across markets and stations.

Learn more about our offerings today

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