



PPM "Learn to Earn" Training for Radio Sellers

MANAGEMENT
COACHING GUIDE
TO OPTIMIZING
YOUR SELLERS'
EFFECTIVENESS
WITH ELECTRONIC
MEASUREMENT



PPM "Learn to Earn" Training for Radio Sellers: Easy as 1, 2, 3!

1. On-Demand Training Courses Available 24/7

Introductory courses provide background materials on the PPM™ system and step-by-step instruction on using PPM Analysis Tool™ software.

PPM 101 (English)
PPM 101 (Spanish)
PPM 201
PPM Analysis Tool™

Register today if you are **not** already a registered user of the training Web site. Just follow these steps:

1. Visit www.ArbitronTraining.com.
2. Click the orange "Register Now. It's Free!" button on the left side of the screen.
3. Complete the new user registration form. In the "Business Group" section, select the "Radio" button.

2. Live Web Monthly Training Classes for Radio Sellers

These interactive, Web-based training classes specifically focus on how radio broadcasters can use the PPM estimates and new insights into consumer behavior to sell radio. PPM training specialists will cover the basics, use real-world examples and answer questions in these hour-long classes. Advance registration is required.

Sign up today for a live Web class. Just follow these steps:

1. Log in at www.ArbitronTraining.com.
2. Highlight the "Live Web Training" menu on the left side of your screen.
3. Choose a topic and follow the steps to the class registration page.

3. Custom Live Web or On-site Training Classes

All programs delivered by professional Arbitron training consultants. For more information, contact your Arbitron training service consultant today!

Radio Sellers: Live Web Monthly Training Classes

Choose the class that best fits your needs

PPM 101: A System Overview

During this session, attendees review and are introduced to terminology and PPM methodology. Additionally, attendees explore the change in ratings and discuss the impact of the data in the market.

PPM 102: PPM Analysis Tool Software Training for Sales

This class provides an introduction to the unique reports and details of the Arbitron PPM software for radio account managers and research directors.

PPM 103: Selling Radio in the PPM World

This class provides insight on how the PPM data will impact the selling and buying process of radio. With new methodology, there may be shifts in listening for radio station formats. Additionally, discussion focuses around CPP and scheduling.

PPM 104: Planning and Buying Radio From an Agency Perspective

With this new methodology comes change. Join us while we review the changes of electronic measurement, as presented to agencies. This presentation is geared toward specific changes agencies may see while reviewing PPM data, what the changes mean and how they impact media buying.

PPM 105: Using TAPSCAN™/QUALITAP™ With PPM Data

Explore the changes in TAPSCAN & QUALITAP with PPM data.

PPM 201: PPM for Programmers

During this class, attendees are introduced to terminology and methodology for programmers and marketing and explore the differences between Diary and PPM programming.

PPM 202: PPM Analysis Tool Software Training for Programmers

During this class, attendees are introduced to terminology and methodology for programmers and marketing. Software training on trends, audience flow, source and destination and duplication reports is included.

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

Getting Started on www.ArbitronTraining.com

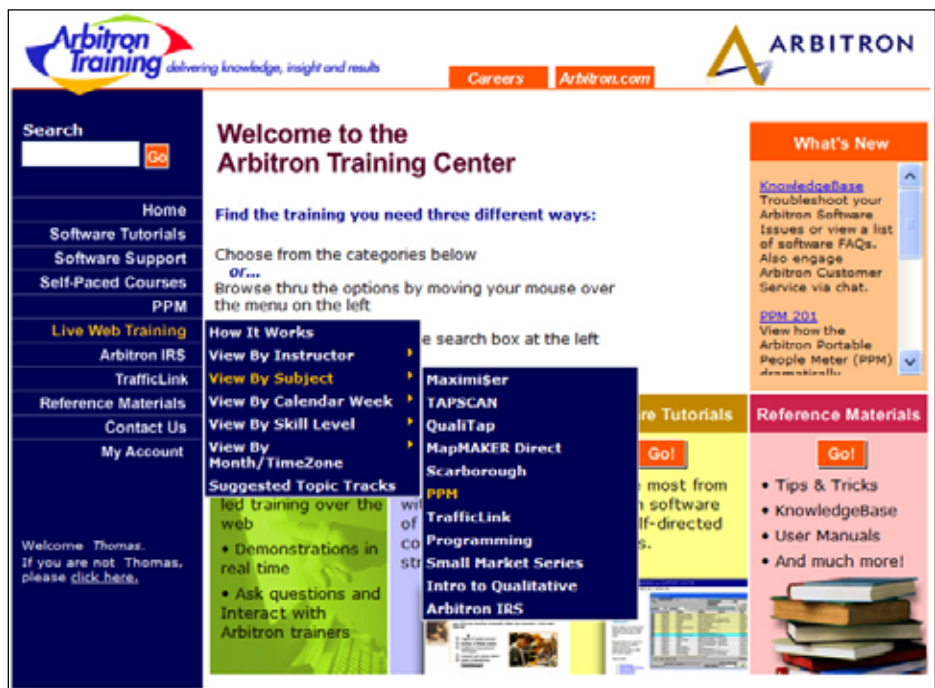
Log in

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Live Web Training

Sign up today for a live Web class. Get the training you need at a time that fits your schedule!



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