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What Was That Ad?

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Advertisers always worry if the ads that they are making are memorable. Also to be considered is whether the listening environment is conducive to listeners recalling the ad.

The folks who started [RadioAds.com](#) say that, using information provided by advertisers themselves, the site can be searched by listeners. Advertisers provide ad details such as text, images, Web links, contact numbers and coupons on the site. Listeners use keywords that they may only fleetingly recall to then search for the ad.

RadioAds.com can provide feedback and tracking data to advertisers. RadioAds.com will offer links to online radio advertising dealers such as Google Audio, TargetSpot, Bid4Spots and StrategicMediaInc.

The site developers came up with the idea after they heard an ad about a product they were interested in while traveling but later couldn't recall all of the details.



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Sponsored Links
<p>▶ Nucomm delivers industry-leading microwave solutions for high-data-rate HD and IP File transport applications from portable ENG/OB to rack-mounted fixed link systems. Click here!</p>
<p>▶ Transradio: DRM, AM, VHF/FM - We make the transmitters. Visit us now at www.transradio.de for more information.</p>
<p>▶ Harris Corporation's Broadcast Communications Division designs products that streamline workflow of content production, processing, transmission, management, storage, test and measurement and broadcast graphics. Click here!</p>



The Leslie Report

advertisement

Adjustable PC Furniture
 Adjustable Computer Furniture! Free Shipping! Lifetime Warranty!

Krohn-Hite Corporation: Company Information
 Offers a full line of calibrator products including AC and DC calibrators, simulators, secondary