



RadioAds.com is being applauded as a needed help to make radio advertising more successful

November 12, 2008 --Since opening their doors to radio advertisers Thursday, RadioAds.com is being applauded as a needed help to make radio advertising more successful and strategically timed for the holiday season. The 'CEO Show's' host Robert Reiss said "RadioAds.com could become the Google of Radio." There has been a radio industry-wide response from people from such companies as CBS Radio (CBS), Cumulus Media (CMLS), Clear Channel Radio, Westwood One (WON), Radio One Communications, Sheridan Broadcasting, GAPWEST, and Canada's Astral Media to name a few. RadioAds.com will help radio advertisers get even better maximize their marketing investment and help radio stations offer a multimedia platform to help increase stations' revenue stream and increase the industries' revenues.

RadioAds.com opened Thursday inviting all radio advertisers to list their products/businesses. RadioAds.com is a free search engine solely dedicated to radio advertisers with tracking capabilities for their radio advertising campaigns and demonstrating ROI. Radio listeners can instantly find all of the details of an ad with what little information they recall no matter what station they heard it on. The powerful search function on RadioAds.com can identify stations, dial position, product information and locations and deliver results that the listeners are seeking.

RadioAds.com can be accessed from any web browser enabled including all mobile devices. Listeners can hear an ad and instantly go to retrieve more information/coupons or online purchase function that has been enabled by the advertiser.

As a self administered program just like Adwords radio advertisers simply to go to <http://www.RadioAds.com> to signup and input their information. They can input the ad details, include coupons, mapping, images, links to their web site and direct links to the product or service they are advertising. The site will be searchable for listeners November 20th, just in time for the Pre-Thanksgiving sales.

RadioAds.com enables radio advertisers to stand out from the glut of advertising and easily be found. Radio advertisers will no longer have to worry about their search engine listings, adwords placement, yellow page ads, or listeners remembering cumbersome phone numbers and web site addresses. The site offers advertisers metrics including feedback data on response rate and "keyword search tracking," which shows what words listeners use to find their ads. This feature alone will help advertisers create improved copy for better radio ads. Other reports enable radio advertisers to track, quantify, and understand how effective their radio campaigns are and maximize their initial return on investment.

Advertisers will be able to produce shorter, more creative, and compelling marketing messages because they will no longer have to rely on a listener's memory. Smaller advertisers without strong brand names can level the playing field by using the easy-to-remember radioads.com tagline in their radio advertising. RadioAds.com will make radio advertising more effective and drive traffic to the advertisers.

The co-founders got the idea when they were driving and heard an ad they were interested in, and could not remember any of the details. They tried to find the ad again, and after they started switching stations they could no longer remember what station they heard it on, and needless to say, they never purchased the product. "We created this as radio listeners. We want information on radio advertisers, but couldn't remember the details."

Radio listeners will be able to search for radio ads they heard starting on November 20th.

About RadioAds.com

RadioAds.com is a free service that enables radio advertisers to finally track, quantify and understand how effective their radio advertising campaigns are. More importantly to some, it enables listeners to interact with radio advertising that is compelling and of interest to them. The service will enable listeners to quickly find the details and respond to any ad they hear on the radio, regardless of the radio station.

More information is available at <http://www.RadioAds.com>

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