



INFORMATION KIT

36-40 Maple Street, Fitzrovia, London, W1T 6HE, UK, 0207 907 0680




 Get more savings  Get more exposure  Get more results

TABLE OF CONTENTS

BID4SPOTS OVERVIEW 3

HOW DOES IT WORK? 4

MARKETPLACES..... 5

RADIO AUCTION RESULTS 6

CPT 7

WHY BID4SPOTS? 8

BEST PRACTICES/ACCOUNT MANAGEMENT9

SUMMARY10

WHO IS BID4SPOTS?

Bid4Spots offers a reverse-auction online marketplace by bringing radio stations directly to advertisers to sell their unsold advertising inventory for the following broadcast week. The Bid4Spots technology allows advertisers to control all campaign criteria (dayparts, markets, formats, budget, etc.) and provides an easy campaign set-up process that takes just minutes. Every week, hundreds of stations across the UK compete with one another for your budget in a live, 2-hour auction.



When the media compete, advertisers get lower rates and reach more customers.

OUR MARKETING TECHNOLOGY

Get more reach and exposure for every pound you spend by...

- Controlling your campaign criteria, including target demographic, days, dayparts, markets, budget and maximum cost.
- Letting the marketplace work for you. Get your campaign set up in as quickly as 5-10 minutes with our easy step-by-step process that prompts you for your criteria...and let the media do the rest of the work.
- Allowing more radio stations to bid in your campaign. When more media compete, the rates decrease and you get more advertising inventory without increasing your initial budget.

OUR MARKETING PROFESSIONALS

We are your marketing partners and help you get results by...

- Gaining more in-depth knowledge about your company's campaign goals, objectives and expected outcome so we can help deliver targeted optimisation recommendations.
- Utilising marketing best practices extrapolated from previous successful campaigns and communicating relevant media insight based on internal data.
- Growing the relationship and being 100% devoted to your campaign and objectives, regardless of the size of your marketing budget.

"We've begun to use Bid4Spots over the last year and it is the best thing to have ever happened to our media planning.

The CPTs achieved through the auction are invariably fantastic and I know that with Bid4Spots managing the auction we will achieve the campaign we wanted.

It's the perfect combination of ease, low cost media, excellent management and great results; in short it makes me look great in front of my clients with virtually no effort on my part!"

ELLYN HARDING
THE BROADCAST HOUSE

HOW DOES IT WORK?

The Bid4Spots Marketplace combines the best of live auction, reverse-auction and unsold inventory:

LIVE AUCTION

Bid4Spots conducts weekly live auctions every Thursday starting at 10 am and ending Midday.

REVERSE-AUCTION

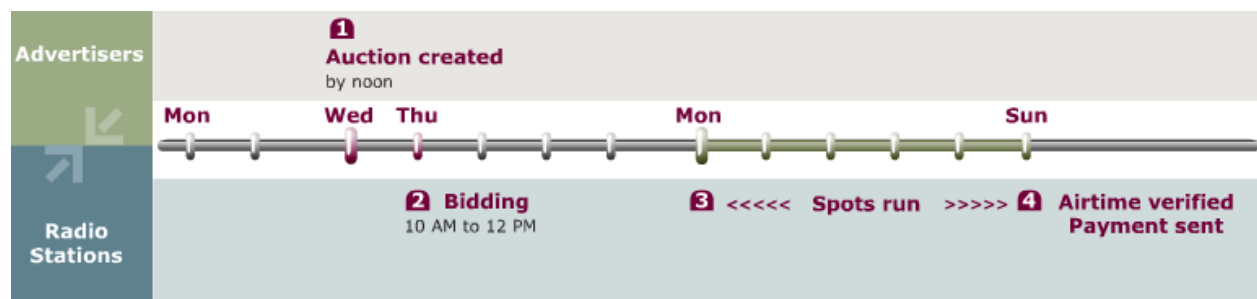
The radio stations are invited to participate only if they meet the advertiser's campaign criteria. If invited, they bid on the campaign and the lowest bidders win. Here's how it works:

1. In a reverse auction, there is only one buyer (advertiser) and multiple radio stations.
2. The buyer sets a maximum price that they are willing to pay per each thousand listeners.
3. The buyer sets their campaign parameters, which helps determine the number of sellers that will be invited to participate in the bidding process. NOTE: The broader the parameters, the more sellers will be invited to the auction.
4. When the auction begins, the invited sellers start bidding aggressively to monetise their unsold inventory for the following week.
5. Since there are multiple sellers competing against each other, they continue to lower their prices in order to win the advertiser's campaign budget.

UNSOLD INVENTORY

Radio stations come to the Bid4Spots marketplace every Thursday to monetise any unsold airtime for the following week. They are highly motivated to bid aggressively because they run the risk of losing that revenue.

AUCTION TIMELINE



BID4SPOTS MARKETPLACES

Radio Advertising Marketplace - U.K.

- 
- Launched in 2007.
 - 81% of UK radio stations have signed up with Bid4Spots UK.
 - Auction Media and Bid4Spots US work together to bring a method for radio stations to sell and advertisers to buy radio airtime throughout the U.K.
 - £100.00GBP minimum spend required.
 - The UK site can be accessed by visiting www.bid4spots.co.uk.

Radio Advertising Marketplace - U.S.

- 
- Launched in January 2005.
 - Bid4Spots currently has over 3,000 Arbitron-rated radio stations in all formats, including Spanish, signed up across the nation in the top 300 Radio markets (out of a possible 5,000 eligible stations).
 - We use the latest Arbitron data to provide ratings information.
 - \$2,000 weekly minimum spend required.
 - The US site can be accessed by visiting www.bid4spots.com

"Working with Bid4Spots has reduced our costs significantly due to the nature of stating your maximum budget and more often than not paying a lot less than this. We have been able to attract new volunteers from various demographics with help from Bid4Spots and their knowledge of the radio industry."

CLARE LYON
LCG BIOSCIENCE

"We were particularly impressed with the targeting ability of the auctions. Our product and service focus is primarily of ethnic origin and we have received excellent results for our target market. The professional quality of the radio adverts made for us – even the foreign language version – was stunning. We have done several campaigns with Bid4Spots and will certainly come back for more."

DENNIS COWLES,
HEAD OF MARKETING EUROPE, IDT RETAIL

RADIO AUCTION RESULTS

We have advertisers from all industries utilising our marketplaces with budgets ranging from £1000 - £100,000 per week. Below are actual advertiser results (and cost savings) with criteria tailored to their campaign.

Campaign: Charity	
Demo	ABC1
Markets	Any Market
Days	Mon-Sun
Dayparts	BF, Mid, Aft, PM
Budget	£91,595.67
Winning amt	£91,588.55
# of spots	2679
CPT ceiling	£1.20
Actual CPT	£0.79p
Total Impacts	87,605,000

Campaign: Dieting	
Demo	All Adults
Markets	North West
Days	Mon-Sun
Dayparts	BF, Mid, Aft, PM
Budget	£5,000
Winning amt	£4996.04
# of spots	262
CPT ceiling	£1.20
Actual CPT	£0.73p
Total Impacts	5,117,000

Campaign: Technology	
Demo	All Adults
Markets	Any Market
Days	Mon-Sun
Dayparts	BF, Mid, Aft, PM
Budget	£17,000.00
Winning amt	£16,939.46
# of spots	604
CPT ceiling	£1.30
Actual CPT	£0.78p
Total Impacts	26,097,000

Campaign: B2B	
Demo	All Adults
Markets	Any Market
Days	Mon-Fri
Dayparts	BF, Mid, Aft, PM
Budget	£1,565.10
Winning amt	£1,544.33
# of spots	349
CPT ceiling	£1.20
Actual CPT	£1.10
Total Impacts	1,379,000

CPT

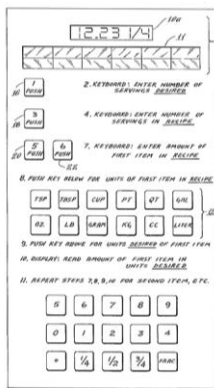
The Bid4Spots reverse auction competition is based on CPT, or cost per thousand listeners. The competition is not based on spot rate.

Each radio station wins your campaign budget only if their cost to reach 1,000 listeners is lower than your requested maximum CPT and lower than the other stations' that are competing in the live auction.

The stations delivering you the lowest CPTs will win your campaign budget; therefore, the stations are actually bidding the rates down to win.

HOW IS CPT CALCULATED?

CPT is a calculation of the station's spot rate divided by the number of listeners the station reaches (as a factor of 1,000).



Example

Station A and Station B are both bidding for your campaign budget. Station A has a small listening audience and Station B has a large listening audience.

- Station A charges £10 per spot and reaches 2,500 listeners.
- Station B charges £30 per spot and reaches 10,000 listeners.

This means...

- Station A has a CPT of £4 (£10 divided by 2.5)
- Station B has a CPT of £3 (£30 divided by 10)

Even though Station A has a lower spot rate, Station B would win your campaign budget because they have a £3 CPT, compared to a £4 CPT on Station A.

NOTE: The majority of Bid4Spots auctions will have multiple winners.

WHY BID4SPOTS?

You want **AFFORDABLE RATES** on premium spots that are guaranteed to air.

With our unique technology, we bring stations that are looking to sell unsold inventory to advertisers. More stations competing means the lowest bidders will win, which will decrease your rates and get you more exposure for every pound you spend. Advertisers have achieved savings of as much as 90% off premium inventory.

You don't have the time to **NEGOTIATE** directly with radio stations.

Bid4Spots already has a network of the top rated radio stations that participate in weekly auctions. You get your campaign set up in 5-10 minutes...and the radio stations do the rest!

You want to **CONTROL** your campaign criteria and have the **FLEXIBILITY** to make changes to improve your results.

You select all of your criteria (markets, dayparts, age, budget, etc.). You have the flexibility to change your creative and criteria on a weekly basis to meet your short-term needs.

You do not want to be locked into a **CONTRACT** or **LONG-TERM COMMITMENT**.

There are absolutely **NO** contracts or long-term commitments. You can use the system as frequently or infrequently as your needs permit.

If you do not have a **RADIO SPOT** produced, Bid4Spots can help.

To make it as easy as possible for you to get an air, Bid4Spots is associated with production studios in London who offer reduced cost production and licensing for new clients to get Bid4Spots. Contact us to find out more.

You will need **ACCOUNT SUPPORT** to help improve results for no extra cost.

Bid4Spots marketing experts are your marketing partners and will provide best practices, valuable media insight and targeted optimisation recommendations to help you achieve optimal results for absolutely no additional fees.

"Bid4Spots provides a very cost-effective way for Direct Response advertisers to include radio within media schedules.

We have used Bid4Spots for a couple of our charity clients. Through being able to select our dayparts, and setting a maximum CPT we have been able to control the campaigns and keep costs at a level that is necessary to achieve an effective cost per lead.

By taking all of the spot times after the campaign and comparing this with responses we are able to see a direct correlation between the radio airtime and donations. Bid4Spots is something we will continue to recommend and utilise within our media schedules."

IAN PRAGER, DIRECTOR
MIKE COLLING & CO

BEST PRACTICES

- **Give your campaign time to build frequency.** It will make the campaign more effective and it will motivate the media to bid more aggressively for repeat business.
- Consider **expanding regions** to increase competition (which can ultimately decrease your rates). A narrow focus might mean your ad is only reaching a finite number of listeners, which limits your reach and exposure.
- Make sure your **creative has a strong and clear call to action** (text # or website) and perhaps a unique offer for those listeners. This will also help you effectively track the leads/sales from your campaign.
- Consider **changing or testing your creative** to determine which spot is resonating with your audience and generating the most leads/sales. A creative refresh can help re-invigorate your campaign.

ACCOUNT MANAGEMENT & SUPPORT

REPORTING

- Dashboard
 - Number of spots won
 - Average CPT by week
 - Number of impacts won
 - Budget cleared
- Spots Won by Region
- Weekly Drilldowns
 - Winning stations and regions
 - Number of spots won by station and daypart

SPOT TIMES REPORTS

WEEKLY POST-CAMPAIGN ANALYSIS

ACCOUNT BALANCE

RADIO TRAINING DAYS

"The service is superb and the process very easy. From now on Bid4Spots is a definite on our schedules!"

MEL SIMS
FRANK COBINS

"We've been using Bid4Spots consistently for various clients over the past 18 months, most significantly for our WeBuyAnyCar.com campaigns. Because we set the maximum CPT, and other targeting criteria, our clients are guaranteed to be getting great value.

The Bid4Spots team, working in tandem with our data analysts, do all of the planning and have access to hundreds of stations across the UK, making it extremely easy to book an effective campaign on any scale. As importantly we enjoy the flexibility of being able to book week by week."

COLIN GILLESPIE, DIRECTOR
ALL RESPONSE MEDIA

SUMMARY

RESULTS

Improve your ROI. Get more savings, more exposure and more results when the media compete for your campaign budget.

FLEXIBILITY

Ability to change creative (product) and marketing criteria on a weekly basis to achieve optimal results.

SAVINGS

Advertisers have achieved savings of as much as 80% off regular rates.

EASE OF USE

Get your campaign set up in 5 minutes with our guided step-by-step process.

ACCOUNT MANAGEMENT

Our team is 100% devoted to your campaign and objectives, regardless of budget size.

"The fact that we've been able to get our ad on more than one radio station has just been fantastic. Bid4Spots is a must for a business such as ours, where you want your budget to stretch and reach as wide a range an audience as possible. Fantastic job. So glad we did this."

SIÂN THOMAS
SOUTH-WEST WELSH FOR ADULTS
CENTRE

Bid4Spots

36-40 Maple Street
Fitzrovia
London, W1T 6HE, UK

0207 907 0680

Chelsea Hollis

Business and Operations
Manager
chelseah@auctionmedia.co.uk

Naomi Reid

New Business Manager
naomir@auctionmedia.co.uk

