

# INSIDE RADIO

## THE BLUE PAGE

### COULD YOU USE AN EXTRA \$5,000 PER MONTH CLIENT?

Per Inquiry advertising provides thousands of stations with millions of dollars in extra revenue every year. The business has become more targeted and more reliable in the past two decades as the internet made results easy to view and verify. Now, many products offer a higher per-inquiry fee than many stations' spot rates

#### It's really easy to monetize unsold inventory.

"P.I. is not meant to compete with traditional cash spot business", says Gary Kretchmer, President of Chicago based Target + Response, a direct response agency specializing in pay-per-lead and lead generation advertising. "But P.I. ads should be looked at as a way to monetize unsold or last minute inventory. With P.I., a station can schedule commercials 52 weeks a year, and get great results. We've paid stations as much as \$10,000 a month using inventory that was going to go to waste. Many more have earned \$5,000 a month"



#### "What is the payout?"

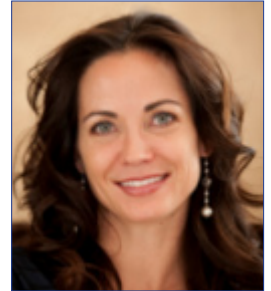
Our clients offer impressive payouts that help stations maximize revenue. Blue chip clients like Accuquote and Sears Home Improvement set us apart. We have Blue Chip clients that offer lead generation and P.I. products that work in all markets, all dayparts for radio. "An average Target and Response client pays a fee to the station between \$20 and \$100 dollars," says Gary.

"With per inquiry ads, stations have total flexibility of when to run. We have unlimited budgets for the clients we work with and have a very reliable tracking component so stations can be assured accurate and immediate results," Says Kretchmer. "P.I. has changed for the better over the years, and stations can count on our ads to produce extra revenue. We can suggest a product for every format."

#### Unique products bring in great revenue.

Another P.I. specialist is Kelly Ortiz, a veteran of per inquiry advertising, first for REVShare, and now for her own California based company, Mediapotamus.

"We're producing thousands of dollars in extra revenue for radio stations because we have very unique products," says Kelly. "One of our current products offers help to people driving a Toyota that may be part of the recent recall. The client is paying \$55 for a qualified lead. The offer has been wildly successful on TV, and I'm just now bringing it to radio." But that's not the only product that makes the phone ring. "We have a home based business program with a high payout, and many other proven revenue generators."



#### Generate revenue using your website, mobile and streaming options.

"We have products that utilize streaming, web or mobile inventory too. Our commercials are adding to radio's bottom line by using unsold ad inventory, whether it's on-air or digital," Kelly notes.

Is there a P.I. or lead generator that will add to your bottom line? Probably. And you have nothing to lose.



[www.mediapotamus.com](http://www.mediapotamus.com)

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