

INSIDE RADIO

THE BLUE PAGE

SAVING \$\$ MAY NOT REQUIRE A SHARP PENCIL AFTER ALL!

Attention Market Managers and Group Heads:

No doubt you are scrutinizing your budget, looking for ways to cut expenses in the next fiscal year. After years and years of cuts, it's getting harder and harder to find anything to cut that won't have a negative impact on your cluster.

Here's one way to cut expenses and improve your cluster's performance.

TM Studios has a solution for you. A way to save money AND improve the sound of your station.

TM Studios will license both our **Audio Architecture** production library and our **Imagio** imaging library to ALL the stations in your cluster for the cost of **just one station license**.

These libraries are the best in the business. There isn't another production or imaging library that can hold a candle to the quality, quantity and technological prowess of these libraries, and of course, they're backed by TM Studios' world famous customer service.

Both libraries are pan-formatic. No matter what your formats, no matter what your production needs, Audio Architecture and Imagio deliver. Have multiple production studios? Not a problem, multiple libraries are available for clusters with more than one production studio. The libraries are available on CD, CD-ROM, Hard Drive and On-Line.

Your cluster can save thousands, and perhaps tens of thousands of dollars.

If you're running a multi-station cluster, you may be paying for two, three or even four libraries. Maybe even more. Our product works with all formats. So by subscribing to the TM Studios production library and imaging service, you will cut a huge expense from your operating budget, adding thousands and perhaps even tens of thousand of dollars to your bottom-line.

TM Studios President David Graupner suggests you take a look at your budget and find out how many services you are paying for now. "You might be surprised to find the savings of switching to TM Studios could be substantial. And you get a great product that fits all stations."

Why are we doing this?

Graupner answers: "The nation may not technically be in a recession, but radio sure is. And, after years of working with the best in radio, we want to help with a solution that meets the needs of the industry."

"Since many of our contracts are barter, you may not save cash, but several minutes per week are returned to your inventory to sell. Either way, the station and cluster will benefit."

"Now you can pay for one service, save a ton, or create new inventory to sell, and still get the quality product you need for all your stations. It's easy to say yes!"

"Like all of our products, Audio Architecture and Imagio are available for cash or barter. We can't solve all your budget problems, but we can save you a big chunk of dough when it comes to production and imaging. It's cluster balm for executives working with long knives."

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TM STUDIOS

Call or click here to learn more:

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