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RadioTraffic.com Is Top Notch for Max

Broadcaster uses system for 31 stations in seven states

USERREPORT

BY SHERRY CRIDER
Director of Traffic
Max Media

CAPE GIRARDEAU, Mo. — I am so pleased with RadioTraffic.com.

Max Media started using RadioTraffic.com in February 2014 for our 31 owned or operated radio stations and several websites in seven states. Although corporate headquarters are in Virginia Beach, Va., traffic and billing operations are centralized in Cape Girardeau, Mo.

I'll admit that in the beginning, I questioned if RadioTraffic.com would be able

to provide us with the same reports and information that we had been accustomed to getting from our much more expensive traffic software.

But the reports in this system have been top notch. I love showing a new manager how they can run their own reports in different ways and watching them be amazed at the flexibility they have. Reports in RadioTraffic.com have far surpassed what our old traffic software provided.

I absolutely feel that RadioTraffic.com has saved Max Media time and money. With the sales feature allowing our account



executives access to their own reports, accounts receivable, invoices and order confirmations, they are not always asking questions of the traffic department and that allows them to have the tools they need when they need them.

The RadioTraffic.com programming staff and support staff have been so helpful. Plus, with this being a web-based program, we're able to work from virtually anywhere.

For information, contact RadioTraffic.com in Texas at (866) 500-0500 or visit www.radiotraffic.com.