



# RadioSpot® Marketplace

PUBLISHERS

## POWERING THE LARGEST MARKETPLACES IN AUDIO

RadioSpot Marketplace is the gateway to selling, managing, and optimizing audio advertising, supporting both public and private marketplaces and various inventory transaction models to meet an advertiser’s needs. RadioSpot Marketplace powers the two largest radio Marketplaces – iHeartMedia Private Marketplace and Expressway from Katz, providing 2,300+ radio stations with a more efficient way to manage advertising partners.



## SIMPLIFY YOUR AD OPERATIONS

**Inventory Monitoring and Management** - Easily publish inventory, set pricing, and manage yield.

**RadioSpot Planner** - Streamline media planning, negotiation, and buying workflows, bringing buys to market faster.

**Data Management** - Automate data ingestion from Nielsen, custom audiences, and other data sources.

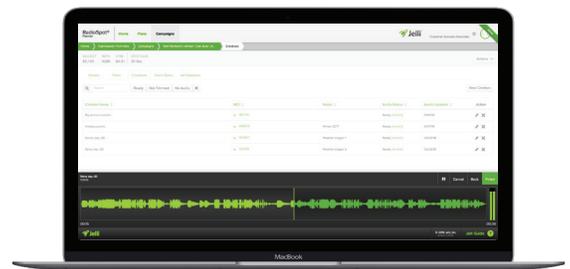
**Compliance Monitoring and Management** - Real-time control of broadcast campaigns and creative.

**Forecasting and Reporting** - Analyze activity, including historical and forecasted sales performance, gaining valuable business insights.

## RADIO SPOT PLANNER

### Streamlined Media Planning and Buying

With RadioSpot Marketplace, broadcaster’s get access to RadioSpot Planner, Jelli’s workflow and media planning application. RadioSpot Planner algorithmically matches advertiser goals to inventory to create custom campaign proposals for every buy, delivering the most efficient lineups to buyers and helping broadcasters manage inventory yield more effectively. Buyers and sellers enjoy the control and quality of guaranteed, premium inventory, while realizing the efficiency, speed, and power of greater automation and transparency.



**“Programmatic is already an important and expected method of ad buying in the digital space. Now we can bring broadcast radio into that world at a scale no digital audio provider can offer.”**

Bob Pittman, Chairman & CEO, iHeartMedia

## ABOUT JELLI

Jelli is the only programmatic platform for buying and selling audio advertising. Our suite of cloud-based demand-side and supply-side solutions are used by some of the largest advertisers and broadcasters in audio, reaching over 245 million listeners monthly and serving billions of ad impressions per year.

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