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News From Audio Graphics:

Radio Advertising Opportunity Missed

I'm still waiting for the radio industry to set up a web site where current, or potential, radio advertisers can learn how to use the media better. This could/should be a radio industry effort or, at the very least, a larger radio group's attempt at educating local businesses which are thinking about using radio.

The online name for this web site could be RadioAdvertiser.com, RadioAdvertising.com, or RadioAdvertisers.com. At least, you'd think these to be appropriate domain names for such a radio advertising related site.

Given the amount of revenue that could be generated from introducing new advertisers to radio, or bettering the relationship with existing advertisers, you might also think that any of the above names would carry a hefty price tag (if the industry or radio group decided to move in this direction).

At least two of the above mentioned domain names did carry a heavy price, which will be explained next. But these domain names are worthless to the radio industry. Even after seeing how quickly the internet has become mainstream, radio execs still refuse to see value in owning any of the above.

Here's the evidence, which came to light when I stumbled across a [press release](#) saying that RadioAdvertising.com and RadioAdvertisers.com were up for auction at eBay. \$1.5 million was the asking price for these two names. The buyer would also receive RadioCommercials.com in the package. Well, [bidding ended with zero bids being cast](#). A few dead horses floating in a sea of possibility for radio, again.

What's with the "again" you may ask - or not. This auction was preceded by another nearly a year ago with the [offering of RadioAdvertiser.com](#). It received 1 bid, for \$50, which was rejected.

Guess there's no vision in the radio industry, or anyone with the foresight to know that gaining a good domain name is a 50% solution to generating traffic online. From consumers understanding what's to be found at this address, or from the search engines looking for appropriate web sites to place high in their rankings, all of these names would be successful for a radio group.

Do a Google search for "radio advertising," and here's what is front and center: [#1 slot is RAB](#). "Good" you may think. But RAB is an *industry* tool and contains little for businesses looking to use radio. [Slot #2 is RAB](#) too, with a sub-heading of "Radio offers a host of unique elements that can support and enhance your current advertising program either by itself or by incorporating it into a broader...." Ah ha you might say, until you click and find out this page is nothing more than RAB presenting negative articles on all other media, and nothing that tells anyone anything about "how to use radio."

In the [#3 position](#) in our Google search for "radio advertising" is [www.esl-lab.com/radio/radiord1.htm](#). I'm still trying to figure out what it's about. According to the page copy it has something to do with a radio ad about carpet cleaning.

Coming up [#4 is BusinessTown.com](#), a general web site for businesses, with an explanation on radio advertising. It also holds the [#5 position](#).

At [#6 is the Radio Advertising Effectiveness Lab](#). Finally an industry-related web site for... not consumers, but, according to its sub-heading, "RAEL is mandated to improve industry understanding of how Radio advertising works."

In the [#7 position is AudioGraphics.com](#), trailed in the [#8 & #9 slots](#) by very old articles about Google's audio ad network.

Click To Listen:

Radio Stations

Programs Submit your audio, online.

↓ Artists

Radio

Classic Replay

Classic Rock and Modern Rock, programmed by James Wilson.

All 80s Radio

The sound of the 80s in Great Britain & Europe.

Audio/Video Programs

Bid4Spots Auction for Internet Radio Advertising

View a demo on how this auction for advertising is used by internet radio stations.

SAM Broadcaster v4

New: The latest broadcast software, which allows 3rd party ad insertion.

Mini Music Programs

These Mini Music Programs are designed by Audio Graphics for use on retail web sites. Sample the formats.

Web Site Design

Online commerce and promotion continues to grow at a brisk pace.

The question is not if your business needs have a web site, but how to have one built.

Audio Graphics has designed web sites since 1997. We're here to help get you on the web with a low cost effective, web site that ranks high on all search engines.

See our samples.



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Google Search

Search Web

Check Google News for stories on:

- Radio Industry
- Radio Advertising
- Internet Radio Advertising
- Using Audio Online
- Using Video Online
- HD Radio
- Satellite Radio

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Here's the real problem though. Go through **the top 100 positions** and you won't find one - not one - radio group's name. Just a little common sense would make anyone ask "Why not?" or "How can this be?"

\$1.5 million is a lot of moola to ask for the purchase of the domain names listed at the start of this commentary. But the RadioAdvertiser.com domain had no minimum bid requirement. The price could not have been an issue.

Still, for \$1.5 million the radio industry (or a radio group) could have owned a set of relative domain names that I could guarantee would be lifted into the top five positions of any search engine, so *potential* radio advertisers looking for info on how to advertise on... you get the picture.

You don't have to look too far to see how the radio industry still doesn't "get" how local advertisers are using the internet. If it did, \$1.5 million would be a cheap price for purchasing domain names that matter.

And, because I own (and offered) RadioAdvertiser.com, this can be said as fact: Had anyone bid \$51 dollars, they could have snapped that one up for a real deal, too.

**Feedback**

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