



## Cost Effective Ad Proof Services for All Radio Markets

Add tangibility to your advertising sales. **Proof of Play** allows advertisers and agencies to log on and hear a recording of their spot as played. Our system provides *absolute confirmation* at billing time that your spot *aired as ordered*. Time and date aired, signal strength and commercial code are all verified. Advertisers, agencies and station account executives have access to the entire "life" of the commercial.

**Proof of Play.com** gives your station an inexpensive way to provide your clients and agencies with *indisputable proof* of commercial airplay.



## Proof of Play provides:

- *Sarbanes-Oxley* compliance through our audit feature
- Proof of network barter spot clearance
- Networks the ability to check for spot clearance
- Instant cross-reference to the original traffic order; including spot ID information, playout system as-played status and on air recording
- A tool for in-house reconciliation of logs
- Instant access to the station's scheduling instructions and AAAA's AD-ID metadata
- Ability for station personnel to automatically email a query to clients regarding copy or past air play
- "Copy check" media scan process to "snoop" for incorrect copy
- All relevant information on the spot's airing including time of day, content and station signal strength
- Airchecks easily accessible to station production and sales personnel for media verification
- An indispensable supplement to electronic invoicing to prove each line of your invoice

*Remove the element of human error. With **Proof of Play.com**, your clients can see for themselves exactly how and when their commercial aired.*

**Call for more information 1.888.754.9337**