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# Radio<sup>®</sup>

THE RADIO TECHNOLOGY LEADER

September 2008

## MONTHLY UPDATE

[Media Kit](#)

[Editorial Calendar](#)

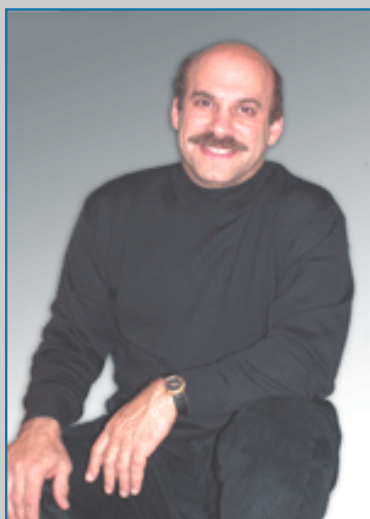
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### The Inside Scoop



Steven Bell

**Ad Close:**

August 15

**Materials Due:**

August 22

### Radio magazine Contacts

**US Sales Director**

Steven Bell

**Radio magazine has two critically important print issues coming up during the month of September—in time for NAB Radio.**

**Product Source**—this is an overview of new and current products in the radio marketplace. The beauty of the Product Source is that you are **GUARANTEED** to be included in the editorial portion when you purchase any size ad! Your new product release will complement your ad. It's an opportunity to tell the full story about your products via an ad AND a press release. Your product will be published with a four-color photo along with all your contact information (phone, e-mail and website address). **PLUS**, it's mailed like a regular issue to our industry-leading circulation. It is also distributed at NAB Radio and AES. This is a **MUST** issue to advertise in—it pulls 3 to 4 times more response than any issue we publish all year long!

**Ads Close: August 7.**

**September**—this is our NAB Radio Preview Issue. September will also be distributed at this year's show in Austin, Texas. It's a terrific issue and a "must read" for our subscribers. Plus, we have our **FREE POLYBAG** offer in September. We take 500 extra issues to NAB Radio to hand out at the show. These show copies are polybagged, so when you advertise in September, you can supply us with 500 pieces of pre-printed literature that will be stuffed in the polybag along with the September issue and handed out at NAB Radio. It gives you an opportunity to get your company's literature into the hands of NAB Radio attendees. Many people say, "I'm not exhibiting at NAB Radio," which is alright.

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**Register for a free  
"Exhibits Only" pass at  
Radio NAB**

**Register  
Today!**

**The NAB Radio Show®**

Advertising in this September issue gives you visibility at NAB Radio without actually exhibiting! It's a win-win situation. Plus, if you are exhibiting at NAB Radio, this gives you optimum exposure for the show.

**Ads Close: August 15.**

**NAB Radio E-Newsletter**—Pre-show coverage is essential leading up to NAB Radio. Our NAB Radio Update e-newsletter goes out for four consecutive weeks prior to the show. This e-newsletter features new products to be shown at NAB Radio, session and seminars to attend and what to do while in Austin. Please inquire about the opportunities available to you via this important e-newsletter.

Sincerely,



Steven Bell  
US Sales Director

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## Advertising Opportunities

### Got a product in this month's Facility Showcase?

#### This month: The Conrad Audio Control Room

*Radio* magazine features real-life applications of broadcast hardware and software in the Facility Focus feature. If your company has a product used in this month's feature, take advantage of the opportunity to explain its benefits! The adjacent page will include your quarter-page advertorial with a four-color photo of the product, up to 125 words of description, your phone number and Web address. We'll handle the layout for you.

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## September Editorial Highlights

### NAB Radio Show Preview

Readers get a glimpse into the sessions and a peek at what will be shown on the exhibit floor. Are you exhibiting? Be sure to send details of your new product introductions to us.

### Facility Showcase

#### The Conrad Audio Control Room

The Conrad Audio Control Room at the Cleveland Institute of Music is unique in radio broadcasting: it is a THX-certified control room. The facility creates 5.1 surround recordings and is used to originate live programming for WCLV-FM, InstantEncore.com and other broadcast outlets.

## Trends in Technology

### Processing data-reduced streams

Whether it's an online stream or even HD Radio, traditional heavy processing can cause more harm than good with perceptual audio encoding.

## RF Engineering

### Optimizing the Ground System

John Battison provides insight and tips on getting the most from the station's ground system.

## Field Reports

The Armstrong Transmitter X-1000B and the P.I. Engineering X-Keys see real-world use.

### Also:

Viewpoint  
FCC Update  
Tech Tips  
New Products  
Sign Off

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