



# Advertising



## Weekly Online Auction of Last-Minute Radio Inventory

Even the most successful radio stations have at least some unsold commercial airtime (Inventory) every week. Some have just a handful of spots, other have many unsold commercial units. Both radio station and advertisers have long wished for a way to fairly price this inventory known only at the last minute (a day or two prior to the week of airing). But no such marketplace has existed until now.

The Bid4Spots.com founders realized that the only way to establish a Fair price, reflecting the desire of the buyer (advertiser) and the need of the seller (radio station) was to have an auction take place as close as possible to the air date when the station sales manager has a true picture of the amount of unsold inventory.

AmbaSoft was commissioned to develop this vision into an online reverse auction reality. In standard auctions, buyers bid against one another and the highest price wins. In reverse auctions, sellers compete and the lowest price wins. In this case, radio stations compete for an advertisers' business and the lowest price wins.

Bid4Spots was developed in .NET with SQL Server (SQL2000) and has been efficiently designed for scalability and security.

Bid4Spots was successfully launched in January, 2005. To date, over 1,000 radio stations have signed up for Bid4Spots.

**The Experience.**

**The Track Record.**

**The References.**



[www.ambasoft.com](http://www.ambasoft.com)

We would be happy to set up a consultation with you to discuss ways in which AmbaSoft can provide lasting solutions to your enterprise.

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