



Bid4spots And Voice123 Team Up To Give Voice To Radio Advertisers

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Companies Partner to Provide Full-Service Radio Ad Production and Media Buying, Making Radio Advertising Easy and Cost-Effective For Businesses of Any Size

PR9.NET June 07, 2006 - Encino, California - Bid4Spots (<http://www.bid4spots.com>), a pioneering online marketplace for unsold radio ad inventory, today announced a partnership with Voice123 (<http://voice123.com>), the largest online database of voice-over talents, to provide fully produced radio ads for Bid4Spots advertisers – removing a major barrier for businesses intent on trying radio advertising for the first time.

Voice123 has the resources to write scripts, coordinate with voice-over talent and produce radio ads for Bid4Spots advertisers, providing professional spots in less than 24 hours. Because everything is managed online, advertisers can submit their requests at their leisure – no matter what time of day – and receive delivery of ads via email. By automating the work of voice-over agents, Voice123 is able to provide advertisers with the industry's lowest rates.

To find the perfect voice-over talent, advertisers tell Voice123 what they're looking for – for example, an older male with a British accent – and within minutes they'll receive many auditions from which to choose. Voice123 employs an intuitive and automated matching system that identifies the most appropriate talents for each project. Alternatively, advertisers can browse the Voice123 database of more than 30,000 voice-over professionals.

To access the services, Bid4Spots advertisers simply click on the "Need help creating a spot" button in the advertiser section of the Bid4Spots website, or go directly to <http://bid4spots.voice123.com>. Then they can choose to have a Voice123 writer/producer/director discuss their creative needs, write the script and help select a voice – or they can use the supplied form to submit a script and select the voice themselves.

"This is huge – we're making radio advertising easy for companies of any size," said Dave Newmark, Bid4Spots president and CEO. "Voice123 eliminates a major obstacle to radio advertising for many organizations, by demystifying the production process and making it both effortless and cost-effective to create a professional commercial. This is a significant benefit for advertisers at every level – whether they're using Bid4Spots to reach consumers in one local market, throughout a region or nationwide."

"We're excited to partner with a company that shares our vision of streamlining what can be a complex process for advertisers," said Alex Torrenegra, Voice123 general manager. "Producing an ad usually requires a lot of logistical coordination and time in a recording studio. But we handle all of that, so the advertisers can focus on running their businesses. Combined with its own solution for simplifying the buying process, Bid4Spots is offering its advertisers a complete package – making radio advertising easier than ever before."

Launched in September 2005, Bid4Spots transforms the often ineffective process of buying and selling last-minute radio spots – also known as "remnant" airtime – with the industry's first online patent-pending reverse auction, where radio station participants bid ad rates down and the lowest bidder wins. Leveraging the Internet to offer a flexible, fast solution, Bid4Spots broadens access to radio airtime for advertisers willing to forego the selection of specific stations and advance planning, in return for much lower ad rates.

Today, more than 2,100 radio stations nationwide have signed up to participate in Bid4Spots auctions, representing nearly all of the top 300 U.S. markets – in effect making Bid4Spots the largest radio advertising network in the country.

Voice123 is a voice-over marketplace with the largest online database of voice-over talents. The company uses the Internet to connect voice-over professionals and advertisers from all over the world.

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About Bid4Spots

Based in Encino, Calif., Bid4Spots transforms the often ineffective process of buying and selling last-minute radio spots – also known as "remnant" airtime – with the industry's first CPM-based reverse auction. Created by ad agency veteran Dave Newmark, Bid4Spots leverages the Internet to offer a flexible, fast solution that increases radio stations' revenues by helping them leave no daypart unsold, while broadening access to radio airtime for advertisers willing to forego the selection of specific stations and advance planning, in return for much lower ad rates.

About Voice123.com

Voice123.com is an online voice over marketplace based in New York. With the largest online voice over talent database and a vast number of daily voice over job postings, Voice123 helps voice over talents to promote their voice services, and companies to find the right voice over for their projects. With a young, highly qualified, and technology-oriented team, Voice123 is always looking to provide an innovative service and be a world-class technology company.

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