



# Google Radio Ads Voices Available at Voices.com

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*Google's New Radio Ads Platform Simplifies Media Buying While Raising the Profile of Online Marketplaces Such as Voices.com*

PR9.NET December 13, 2006 - TORONTO, According to the audio experts at Voices.com ( <http://www.voices.com> ), the voice marketplace, Americans new to advertising on the radio are buying broadcast radio commercial slots for the first time via Google's Audio Ads beta testing program. Agencies who used to go through talent agents are already making the transition to finding talent at online marketplaces due greatly in part because of an enormous push and subsequent validation of the market by Google(TM). The company has single handedly turned the old advertising purchasing model on its head, establishing convention out of ingenious innovation.

Voices.com has positioned their company as the premier source of voices for advertisers who are using the Google Audio Ads platform. Operating as a marketplace for several years, Voices.com has been connecting advertisers with creative professionals, particularly voice talents, to complete their audio projects. This new platform from Google only promises to generate heightened awareness for the industry and create more opportunities for voice talent listed at Voices.com in the future.

Tried, tested and true, Voices.com's service is home to thousands of voice actors from the US, Canada, and abroad. The sheer selection of talent and proven system available to clients of Voices.com makes them an obvious choice for Google Audio Ads advertisers when they need to hire voices to record radio commercials.

Voices.com CEO, David Ciccarelli says, "What used to be a trend is now the status quo. Large advertising agencies are now finding voices online. We're past the early adopter stage and this is a very exciting time for all of us in the industry."

Voices.com is home to 8,000 voice talents and serves over 50,000 clients worldwide.

To learn more about how to find voices for Google Audio Ads at Voices.com, visit: <http://www.voices.com/google-audio-ads.html>.

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## **About Voices.com**

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Based in Ontario, Canada, Voices.com provides an online marketplace, facilitating transactions between business clients and voice-over professionals employing a comprehensive suite of web-based services. Clients that have worked at Voices.com include NBC, ESPN, PBS, The History Channel, Reader's Digest, Comcast, Nortel Networks, Bell Canada, Microsoft, Cisco Systems, ING, Western Union, Ford, GM, Jaguar, US Army, the US Government and more.

<b>Phone:</b>	519-488-5575
<b>FAX:</b>	519-858-5197
<b>Website:</b>	<a href="http://www.voices.com">http://www.voices.com</a>
<b>E-Mail:</b>	<a href="mailto:media@voices.com">media@voices.com</a>
<b>Address:</b>	Voices.com 130-100 Collip Circle London, ON N6G 4X8