

The fatal flaws of e-mail for radio delivery.

- ▶▶ E-mail was **not designed** to deliver audio.
- ▶▶ E-mail **treats your spots like crap**.
Every time you send or forward your radio spot its size doubles. Then it gets compressed, fragmented, uncompressed and stuck back together again several times on its way to its final destination.
- ▶▶ Radio stations are often e-mailed spots that are **3rd or 4th generation sound quality**.
- ▶▶ E-mailed spots go into Inboxes alongside **jokes, junk mail**. And **viruses**.
- ▶▶ E-mail **can't confirm** when, or even if, your spots have arrived.
- ▶▶ E-mail **can't confirm** when or if, your spots have been pulled out of the Inbox ready for broadcast.
- ▶▶ E-mail **won't let you cancel** deliveries or retrieve radio spots for revision.
- ▶▶ E-mail **doesn't care** what it delivers, to whom.
In fact it doesn't give a rats if your spots arrive or not.

AudioNET was designed to deliver first generation audio quality to every receiver, quickly and securely. And you can see when the spots have been processed for broadcast.

▶▶ **Ask your audio producer for AudioNET delivery TODAY.**

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PH 1800 003 155
www.AudioNET.com.au