

**For Immediate Release**

**May 6th, 2019**

## **Radio will transact with media agencies in net dollars**

**Toronto— May 6th, 2019** — Commercial radio broadcasters will align with television broadcasters to bill in net dollars. “ Caroline Gianias, President of Radio Connects speaking on behalf of Radio Connect member broadcasters.

Radio Connects, on behalf of its member radio broadcasters, (Acadia Broadcasting, Arsenal Media, Bayshore Broadcasting, Bell Media, Blackburn Radio, Cogeco, Corus, Durham Radio, Dougall Media, Golden West Radio, Harvard Broadcasting, My Broadcasting Corporation, Quinte Broadcasting, Rawlco Radio, Rock 95 Broadcasting, Rogers Media, RNC Media, Saskatoon Media Group, Starboard Communications, Stingray Group Inc., The Jim Pattison Broadcast Group, Vista Radio, Westman Radio Ltd. and Zoomermedia), has announced that commercial radio will support Canadian media agencies’ request to bill in net dollars. Caroline Gianias, president of Radio Connects says “Effective December 30, 2019 member stations will negotiate and bill radio campaigns in net dollars as required by agencies. Working alongside thinktv, Radio Connects will assist in coordinating efforts to align systems and processes to reflect net rates.”

*About Radio Connects:*

*Radio Connects | Radio Connexions is the not-for-profit trade associate for the Canadian Radio Industry. With a mandate to inform and educate the advertising and marketing community, Radio Connects leads open and continuous dialogue about the extraordinary effectiveness of radio. Through research and insight, Radio Connects informs, educates, dispels and disputes inaccurate and misleading information and provides the required proof of effectiveness that Radio Works.*

**For more information:**

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