

**Increase your advertising revenue.
Contact us today.**

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**Media Sales Solutions to
increase your revenue.**

NRSmediaTM
totally new revenue solutions



NRS Media is the global leading provider of 'Revenue Generating Solutions' for the media industry.

Our media sales solutions significantly increase revenue. Since we started we have generated over USD \$700m in incremental advertising revenue for our media partners worldwide.

We operate in over 350 media markets across 33 countries, in 11 languages around the world.

Our revenue solutions are the most powerful revenue generating solutions available to the media industry today.

We offer solutions to address the following revenue challenges:

Acquisition Programmes

Generate new revenue from new customers

NRS Media offers a number of solutions that can be implemented to generate new customers and revenue for our media partners.

We have specific solutions for Radio, Television, Press, Outdoor and Online. All of our acquisition programmes attract new entry-level advertisers to a media operator's business.

Incremental Revenue Growth Solutions

Generate greater revenue from your existing customer base

NRS Media offers a number of high yielding solutions that generate incremental revenue from existing, lapsed or seasonal clients.

Direct Sales Strategy

Implement a world-class direct sales strategy – tailor made for your media business

NRS Media offers a Direct Sales Strategy Development Solution that provides a media organisation with a highly effective Direct Sales Strategy regardless of the size of media operation or market conditions.

Its design depends on the requirements of the individual media operator and local market potential.

This is a bespoke solution built on eight key principles:

- 1 Customer Service
- 2 Inventory / Yield Management
- 3 Systems
- 4 Innovation
- 5 Motivation / Remuneration
- 6 Recruitment / Training
- 7 New Business Development
- 8 Key Account Management

Category Specific Solutions

Gain greater revenue from specific business categories

Many media operators face a particular challenge in securing revenue from specific business categories. NRS Media offers solutions that are designed to target specific categories and secure incremental revenue from these market segments.

Online Revenue Generating Solution

Find out how to generate revenue from online

For media operators we have a solution to generate revenue from their online environment. It is simple and highly effective.

Sales Training

World class media specific training for your sales people

NRS Media has significant experience in media sales training. Since we started we have trained will over 20,000 media sales professionals. Our training programmes cover all aspects of the media sales process.

New Media Property Start ups

Launch or relaunch your media property with substantial 'pre launch' revenue

NRS Media offers a solution that provides new media properties or those who are looking to re-launch with substantial 'pre launch' revenue. This is a highly specialised area of expertise and one that NRS Media has significant experience in.

