



Paragon's Radio Research & Consulting Now Available for Ad Barter

For the first time ever radio stations can trade on-air ad time in exchange for Paragon's custom research and consulting services. Now a lack of cash flow does not have to mean a lack of research and consulting. As radio stations re-tool their offerings to gain more listeners (and revenue), audience research and strategic advice are more critical than ever. There are some limitations (based on a station's AQH Persons), but most stations will qualify.

Contact your Paragon representative to learn more.
We can provide an immediate proposal.

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Media Research & Consulting
