

Traffic, Scheduling, & Sales Entry Services

Enhancing Efficiency Through Outsourcing



Maintaining consistent and efficient traffic operations can prove challenging for stations with limited resources regarding staffing, system updates, and evolving industry trends.

The Myers Professional Services team is here to help, providing stations with complete hands-off traffic, scheduling, and sales data entry services. This enables stations to focus on core broadcasting activities while ensuring efficient and accurate traffic operations.

The Benefits:



Saving Money

By using Myers Professional Services, you'll save on employee-associated costs, such as hiring, payroll taxes, and benefits. You'll also save on in-office resources, equipment, and supplies.



Saving Time

No need for onboarding, training, or professional development. The Myers team is certified and fully trained on the latest ProTrack solution. Plus, we're always on hand! No need to worry about sick days, vacation days, or any other out-of-office days.



Greater Efficiencies

Our team will make sure you're making the most of all localization and monetization opportunities. Plus, we'll be able to address any challenges in ProTrack workflows quickly and proactively.



Focusing More on What Drives You

With Myers handling traffic, scheduling, and sales entry duties, you can spend more time on business and creative strategies – the lifeblood of broadcasting.

How Our Traffic & Scheduling Services Work



- Operating as an integral part of your team, we ensure your operation is fully staffed, capitalizing on efficiencies, and optimizing workflows.
- We know each station and channel is unique, so we'll first meet with you to discuss your needs, wants, and the scope of services we can offer.
- You, the client, will ultimately set the parameters for the number of channels and services to be implemented.
- Myers will outline a customized plan that clearly defines your specific goals and ensures all objectives will be met.
- You will retain unrestricted access to ProTrack. You'll be able to monitor the automation log, confirm schedule placement, utilize the sales environment, and retain access to all reporting features.

Leverage the Expertise of Myers' Certified ProTrack Professionals



- Maximize revenue generation opportunities from all channels (primary, packaged, or pass-through).
- Free up resources (time, talent, and money) for strategic and creative endeavors.
- Get insights into proven best practices so you get the most out of ProTrack.
- Get ahead of any workflow challenges before they become real issues.
- Enjoy the confidence of knowing that true professionals are handling all the ins and outs of your traffic, schedule, and sales entry responsibilities.



To learn more or to get started, contact Myers today:
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The average employee
COSTS BETWEEN
1.24 and 1.4
their base salary