

## Hoosier Ag Today Engages AdVance Broadcast and Communication for Advertising Traffic Services

Hoosier Ag Today of Clermont, IN, has retained AdVance Broadcast and Communication of DeGraff, OH, to provide advertising traffic and invoicing services for HAT. Since February 2007, AdVance has used the Counterpoint computer traffic system to manage their commercial inventory and invoicing for their several farm radio networks. During that time, they have customized the program to work with the unique demands of agricultural radio networks. HAT, its affiliated radio stations, advertisers, and agency partners will benefit from their system and experience.

“We are committed to providing our advertisers and affiliated radio stations the highest quality of service and dependability,” said Gary Truitt, President of HAT. “The Counterpoint system will provide our stations an efficient and easy way to schedule HAT commercials while at the same time provide our advertisers with an accurate and verifiable way to account for each commercial message.”

Hoosier Ag Today is an Indiana-based company providing radio programs to 35 stations in all key agricultural areas of Indiana. In addition, HAT operates a multi-media web site, daily e-mail newsletter, and interactive blog. HAT features NAFB broadcasters Gary Truitt and Andy Eubank.

AdVance Broadcast and Communication, known for its farm radio networks The Agri Broadcast Network (ABN) and the Buckeye Ag Radio Network (BARN), provides traffic services, video and multimedia production, represents advertising sales for Ohio's largest agricultural publication, and produces agricultural content for three state news networks.

### **For More Information**

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