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## **Research Director, Inc. Announces Webinar Open to Industry**

### ***Radio and Pureplays: Keeping the Ad Dollars that Belong to Us***

Pureplays are stealing a portion of radio's ad dollars. Meanwhile, there are more ad dollars being spent on digital solutions each year. The radio industry needs to play both offense and defense. In an upcoming free webinar, Research Director, Inc. will help radio salespeople take advantage of the data that supports radio's cause.

The webinar will be approximately 30 minutes in length and will be followed by Q&A. It will be held on Thursday, April 7 at 1pm EDT.

Visit [www.ResearchDirectorInc.com/Events](http://www.ResearchDirectorInc.com/Events) for more information and to register.

#### About Research Director, Inc.

Research Director, Inc., is based in Annapolis, Maryland. Coined "The Ratings Experts" by their clients, the company helps radio stations' programming and sales departments maximize the value of their research. For more information about Research Director, Inc., visit [www.ResearchDirectorInc.com](http://www.ResearchDirectorInc.com), call 410-295-6619, or e-mail [info@ResearchDirectorInc.com](mailto:info@ResearchDirectorInc.com).