

PROGRAMMATIC ADVERTISING ACROSS ALL RADIO



Basis is the first DSP ever to offer the programmatic buying of Broadcast Radio inventory



Premium Publishers

Inventory from more than 250 media companies and 17 of the top 20 U.S. broadcasters, including Audacy, Cumulus Media, Beasley, Media Group, and iHeartMedia.



Listener Level Targeting

Reach unique listeners through advanced audience targeting based on age, gender, geography, device, and Cookie & Mobile Ad ID.



Multi-Channel

Reach your target audience with the right message at the right time across all their go-to devices, including smartphones, desktop computers, radio, smart speakers, and more.

BENEFITS

- 90% of US Adult Population
- 160 US Markets
- 860 Radio Stations

Through our partnership with Basis Technologies, advertisers can now consolidate advertising across all audio segments, including programmatic guaranteed buying for broadcast radio. Inventory from more than 250 media companies and more than 100 billion audio impressions per month.

“Brands and agencies want direct access to guaranteed audio inventory with the control, speed, and flexibility required to meet fast-paced deadlines. Basis Technologies aligns with Triton Digital to help marketers rise above the noise to reach their customers.”

- Ian Trider, VP of RTB platform operations, Basis Technologies