

MarketingPilot Releases Free Software Utility to Create Standard Broadcast Calendars

An offshoot of the development of MarketingPilot R6

Today, MarketingPilot Software released a free software utility that helps media buyers work with broadcast dates and standard broadcast calendars. The simple software program is available for Microsoft Windows. It can be downloaded from the MarketingPilot website located at www.marketingpilot.com.

The broadcast calendar software was developed to test OLAP (online analytical processing) functions being developed for MarketingPilot Release 6 that enable users to easily shift views of their media placements between traditional calendars, fiscal year calendars and standard broadcast calendars.

The Importance of Standard Broadcast Calendars

Standard broadcast calendars divide each year into standard periods that enable radio and TV advertisers to compare activity from month to month, and from year to year with greater consistency than standard (Julian) calendars. Today, broadcast calendars are only available in print, and it's hard to find broadcast calendars that date back or forward more than a few years. The MarketingPilot software enables users to work with dates going back or forward hundreds of years, and to create custom calendars that they can quickly format and distribute as needed.

MarketingPilot and Media Buying

MarketingPilot provides media planning and buying software designed exclusively for corporate media buyers. MarketingPilot provides media buying tools for display, direct, online, insert, outdoor, radio, and TV advertising. MarketingPilot's media buying functions are an integral part of the MarketingPilot marketing information system.

About the MarketingPilot System

MarketingPilot is the first and only integrated marketing information system for managing the whole marketing process. Designed by marketers for marketers, it consolidates all of an organization's marketing knowledge for central access and provides collaborative tools to manage campaigns, events, projects, jobs, media buying, collateral, digital assets, budgets and expenses. MarketingPilot enables marketing teams to improve productivity, reduce costs, and track and improve results.

About MarketingPilot LLC

Founded in 1999, MarketingPilot Software LLC is dedicated to fostering marketing best practices by bringing the entire universe of marketing data into one application for complete control and comprehensive analysis. The company's software is used by corporate marketing teams to maximize the effectiveness of marketing initiatives.

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