



Radio Web Network

Leading the Industry in Customer Revenue Enhancement



RWN Item Scheduler

Radio Station Need

I want to schedule the display of items on my website. I want the picture of the current Special or Promotion to appear as a banner on the home page, up-to-date at all times. In addition, there is a contest coming up that needs to appear on the website at a specific time, for an hour, and then it needs to disappear again.

RWN Solution

One of the most important aspects of any successful website is its ability to appear alive. RWN Item Scheduler is a full-featured automation system designed to keep your site fresh at all times, with up to the minute, time-sensitive, dynamic images and content.

RWN Item Scheduler Product Description

Many websites have trouble keeping looking alive and new. At most, perhaps some news headlines change and of course, advertising. This is where your website can stand out from the crowd. With RWN Item Scheduler, you can prepare many combinations of scheduled, dynamic changes to the look and the content of your website. For example, restaurants use this product to show Daily Specials and/or Promotions while they are occurring. Time-sensitive contests are simple to administer: at the exact time a contest is being. That is the type of tight integration that can turn your customers into diehard website visitors.

RWN Item Scheduler is extremely flexible. A schedule can be as simple as "show once on Friday from 2pm to 4pm", as regular as "show every week day from 2pm to 4pm" or as complicated as "show on Tuesday the 3rd from 2 to 4pm and repeat every week until the 31st".

RWN Item Scheduler Features

- Predefine any area of your website for scheduled items to appear.
- Create and manage any number of individual schedules for each predefined area, without ever making additional changes to the website.
- Within any schedule, mix any number of randomly rotating billboards and links.
- Create schedules with any start date/time and, optionally, any end date/time.
- Set schedule recurrence for every minute, hour, day, week, month, quarter or year.
- Easily clone a schedule to serve as a template for a different time.
- Get feedback reports tracking item views and clicks.
- Relate scheduled items with advertisers for reporting.