

FOR IMMEDIATE RELEASE:

Bob Taylor Achieves Accreditation as a Certified Digital Marketing Consultant (CDMC)

SECAUCUS, N.J., Sept. 4, 2008 (SEND2PRESS NEWSWIRE) -- Bob Taylor, Managing Member at Max Radio Network, LLC, has earned the coveted designation of Certified Digital Marketing Consultant (CDMC) by the Radio Advertising Bureau (RAB).

According to RAB materials: "The CDMC program establishes recipients as modern-day Digital (New Media) marketing professionals who understand the interactive/digital needs of radio station web sites and web based applications for the radio station's advertising clients and how to maximize the client's online marketing initiatives."

To earn the CDMC certification, Taylor undertook a rigorous course of digital/new media marketing and advertising study focusing on the currently under monetized digital/new media assets offered by local radio station web sites and culminated in a comprehensive written examination.

"My goal is to begin the process of assisting local radio station management with detailed strategic planning to generate new revenue streams from their radio station's digital assets and web sites, while also utilizing my new CDMC certification to assist with creating branding, awareness and successful promotions for the station's clients," states Taylor who has worked for two decades with New Jersey and New York area radio stations, as well on the national network level and also holds a Certified Radio Marketing Consultant (CRMC) Certification from the RAB.

The Radio Advertising Bureau (RAB) is the sales and marketing arm of the Radio industry with nearly 7,000 members, including almost 6,000 stations in the U.S., and over 1,000 associate members in networks, representative firms, sales and international organizations.

Max Radio Network, LLC with offices in Manchester and Secaucus, New Jersey, specializes in custom radio station consulting services.

For more information contact Bob Taylor at [rob@maxradionetwork.com](mailto:rob@maxradionetwork.com) or 201-864-8155.

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