



## Text Campaigns

**Monetize**  
**your Radiotext**

# Text Campaigns Features

- 👍 Designed for broadcast program announcements and paid text ads
- 👍 Combined weekly and calendar planning for text messages
- 👍 Up to 100 entries of date, days and times for each text
- 👍 Graphical preview of broadcast times up to 24 months ahead
- 👍 Statistics data for each text up to one year back
- 👍 Full support of RT+ metadata
- 👍 Uses the Dynamic Text Loop feature
- 👍 If different text messages overlap, they are automatically sent in a loop
- 👍 Seamless operation together with other text sources
- 👍 Optional OnStart and OnStop script execution for each text
- 👍 This add-on works best under Standard and Full license
- 👍 Trial mode available



### Text Campaigns - Edit Text

**Text [?]**  
 Options ▾

**Client [?]**  ▾

**Send via Source [?]**  ▾ Edit...

**Options**  Text Enabled

**Script [?]**

**Broadcast Times [?]**

Start date	Last date	Days	Times	Duration
18. leden 2025	18. leden 2075	po, út, st, čt, pá, so, ne	09:00, 14:00	2:00
18. leden 2025	18. leden 2075	so, ne	20:00	1:00

### Text Campaigns - Edit Broadcast Times

**Start Date [?]**

leden 2025

po	út	st	čt	pá	so	ne
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2
3	4	5	6	7	8	9

Today: 18. 1. 2025

**Last Date [?]**

leden 2075

po	út	st	čt	pá	so	ne
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3
4	5	6	7	8	9	10

1 day 1 week Forever

**Days [?]**

- pondělí
- úterý
- středa
- čtvrtek
- pátek
- sobota
- neděle

All None

**Start Times [?]**

**Duration [?]**

**Text**

Enter the text message. Keep on mind that Radiotext length is limited to 64 characters. To insert RT+ tag, click on Options - Inline RT+ tag. You may select the text prior to inserting the tag. To count the characters, click on Options - Count characters.

**Client**

For text ads, insert or select the client name. Optional field. May be left blank or used for general purpose.

**Send via Source**

Select the text source which will handle the text message. Required field. If no source is in the list, open the External Text Sources and add a new one:

- 1) the text source type must be 'Internal Channel',
- 2) the text source must be inserted into some Output's text source sequence.

**Text Enabled**

Individual enable/disable switch for the text. Disabled text campaign still keeps all data and can be enabled again.

**Script**

Runs user script on specified events, related to the campaign start and end times. The script is processed regardless of the source selection. See the Help - script.pdf for complete API reference. For advanced users, otherwise leave empty.

**Broadcast Times**

A set of dates, days and times the text will be 'on-air'. Start by clicking on the Add button.

**Start Date**

Select the campaign start date. For immediate start, select Today.

**Last Date**

Select the campaign last date. If such date is not known or not applicable, click on the Forever button.

**Days**

Select the days in week. At least one day must be selected.

**Start Times**

Fill the start time in 24-hour format as hh:mm. Multiple times may be inserted, for example 06:00, 12:00, 18:00

**Duration**

Select how long the text appears 'on-air'. For example, if start time is 12:00 and duration is 02:00, the campaign will finish at 14:00. The duration format is hh:mm and the range is 00:01 to 23:59.

If the final time window exceeds the day boundary, it is truncated. For example, if start time is 23:00 and duration is 02:00, the text disappears at midnight.

For different durations during the day, click on the Done button and add a new line in the Broadcast Times box.

# First Steps

## Prepare the Text Source

1. In the Magic RDS main menu, select Tools – External Text Sources 
2. Add a new Source with the Source Type set to 'Internal channel'
3. Click on existing Output or add a new one
4. Drag the Source from step 2 and drop it in the Output's Sequence box

## Create text campaigns

5. In the Magic RDS main menu, select Add-ons – Text Campaigns 
6. Tick the 'Enable Text Campaigns' checkbox
7. Click on the 'New' button
8. Configure the text campaign according to the instructions
9. Finally, confirm by 'Done' button. Save the settings: File – Save.



## **Statistics**

The statistics reflects actual amount of time the text has been 'on-air'.

Select View – Spreadsheets in main menu to view statistics for each text campaign.

The statistics is also saved to the Application Data Folder in XML format.

## **Notes**

- The Text Campaigns operation does not rely on particular RDS encoder or device. It is fully implemented in the Magic RDS 4. Thus it works with all devices and services which accept a text. The Text Campaigns will temporarily stop operating if you close the Magic RDS.
- Advanced RDS encoders support some kind of 'default text' option which is recommended to be enabled. This function loads predefined fixed text in the case of communication link failure or similar event.
- In trial mode, only three text campaigns are allowed. This restriction disappears with purchasing the Standard or Full license.

## **More resources**

extsrc.pdf section Outputs, Sources, Dynamic Text Loop, Inline RT+ tags; scripts.pdf