

Radmark and Classic FM part ways

Classic FM and Radmark have mutually agreed not to renew their current advertising sales agreement. Says Sue Walker, managing director of Radmark, "We have enjoyed a good relationship with Classic FM over the years but the future strategy for the station requires a dedicated sales team". Mike Ford, managing director of Classic FM, concurs. Effective 1 October 2006, Classic FM will be represented by its own internal sales force.

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