



Presenting a Game Changer for Sales!

Close more business with SPECai.

SPECai allows broadcasters to create spec commercials in seconds using AI in real time.



Learn More and
Schedule a Demo



Schedule A Demo Today!

Call Compass Media Networks

Nancy Abramson

SVP, Affiliate Sales & Content

914-708-1451

EMAIL

Best of Show: ENCO SPECai Spec Ad Creation

A tool for your radio sales team

BY [RW STAFF](#)

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[SPECai](#) is an ad creation platform that allows a broadcast sales team to create compelling, localized spec ads on demand within seconds while sitting with clients.

The platform delivers multiple script options and provides account managers with creative tools to build professional-sounding spec ads, including male and female voice options, voice tones and a music bed library.

It was shown in an early version last year. The fully formed SPECai became available in October thanks in part to contributions from ENCO partners Benztown, and Compass Media Networks.

Photos right: 1. Hiram Lazar, CFO/Compass Media Networks, Dave “Chachi” Denes, President/Benztown, and Ken Frommert, President/ENCO; 2. Dave “Chachi” Denes, Ken Frommert, and Paul McLane, editor/RadioWorld



Cumulus Media Expands Creative Resources With SPECai

INSIDERADIO — Feb 24, 2025

Cumulus Media has added SPECai AI-powered spec spot production technology to its Cumulus Creative Concierge, a full-service creative resource that provides advertisers with high-quality, custom commercial production.

SPECai utilizes cutting-edge AI to generate fully produced spec spots in English and Spanish, including regional accents, enabling Cumulus Media account executives to deliver engaging, high-quality ads to advertisers in seconds.

“Creative is the key to successful advertising, and SPECai gives our sales teams a powerful tool to bring ideas to life instantly. By generating high-quality spec spots in seconds, AI helps advertisers quickly hear how their message could sound on our stations,” Dave Milner, President of Operations at Cumulus Media, said in a release. “At the same time, our full-service creative team continues to craft custom campaigns designed for maximum impact. Together, these resources ensure that our advertisers get the best of both worlds—speed and innovation through AI, plus expert-driven storytelling that makes their brand stand out.”

Enco’s **SPECai** is offered to media groups through a partnership with Compass Media Networks and Benztown and is integrated with the vCreative platform.



CUMULUS
CREATIVE
CONCIERGE





Are you looking to close more local direct business?

Are you searching for ways to dazzle your prospects with clever and creative ideas? We got you!

SPECai features dozens of AI voices and music beds, and unlimited AI scripts, for all demographics and formats.

Don't hesitate. Don't debate.

Call Nancy Abramson at Compass Media Networks Today!



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VICTORY IS OURS
with SPECai!



Learn More and
Schedule a Demo



ENCO joins forces with Benztown and Yamanair Creative to bring its SPECai ad creation solution to an expansive customer base in the North American radio broadcast market.

The three companies worked together on strategic business development initiatives that emphasize how the technology helps broadcasters create spec ads for sponsors on demand – alleviating the time, energy, and costs of traditional production methods while accelerating the sales process and time to market.

Benztown and Compass Media Networks' subsidiary Yamanair Creative worked with ENCO's engineering team on SPECai's development.

Specifically, Benztown adds their sonic design expertise to the solution, including user-selectable music beds that run underneath the AI voice while Yamanair adds the user interface expertise from Specbyte and Cash by Creative.

With this exciting innovative sales tool, your sales team and your clients gave access to a compelling, localized spec ad in seconds.

SPECai is powered by ENCO, developed for broadcasters by broadcasters.



White-labeled platform



Benztown
Musicbed
Library



Multiple script
options for each
spec spot



Numerous writing
tone options



Dozens of voices



Available on your
desktop or anywhere
you travel on your
mobile device



[Learn More and
Schedule a Demo](#)



How it all works...

The following slides provide a Step-by-Step Guide on how to execute a Spec Spot using the SPECai online software from your desktop or phone.

For a detailed demo, contact:

Nancy Abramson
Compass Media Networks
SVP, Affiliate Sales & Content
914-708-1451

EMAIL



Learn More and
Schedule a Demo



Learn More and
Schedule a Demo

STEP 2

**Type Your
Idea Here**

Regenerate as
needed

No limit to how many
times you enter text

**3 different copy
versions render
in these boxes**

STEP 4

**Choose your spot
type (:30 :60) or
Free Form idea**

STEP 1

**Click Generate
when ready**

STEP 3



Length
Unknown

Prompt
[\[Show Full Prompt\]](#)

Listen to the NFL on Compass Media Networks this Sunday

Voice
None Selected

Music
None Selected

1 Generate Copy (Completed)

30 Second 60 Second Free Form

Prompt Text

Listen to the NFL on Compass Media Networks this Sunday

Generate Ad Copy

Generated Copy One Word Count: 64 Est. Read Length: 29

Compass Media Networks is your destination for captivating NFL action. This Sunday, immerse yourself in the play-by-play commentary, expert analysis, sideline reports, and post-game interviews from some of the most anticipated matchups in professional football. Whether you're rooting for your fave team or just a fan of the sport, you don't want to miss out on the action on Compass Media Networks. Stay tuned!

Generated Copy Two Word Count: 98 Est. Read Length: 45

As a language model AI, I must make it clear that I am not capable of enabling you to listen to anything or guide to live events, I can only provide information and suggestions. To listen to NFL games on Compass Media Networks, please tune in via your local radio station that carries Compass Media's NFL broadcasts, online via their website, or through a radio streaming service that includes their network. The specific station or availability may depend on your location. You may also need to check the NFL




Generated Copy Three Word Count: 100 Est. Read Length: 45

As a language model AI, I must make it clear that I am not capable of enabling you to listen to anything or guide to live events, I can only provide information and suggestions. To listen to NFL games on Compass Media Networks, please tune in via your local radio station that carries Compass Media's NFL broadcasts, online via their website, or through a radio streaming service that includes their network. The specific station or availability may depend on your location. You may also need to check the NFL



Learn More and
Schedule a Demo

STEP 1 Add Your Copy SPOT GENERATION

1 Generate Copy

30 Second 60 Second Free Form

Prompt Text

Advertiser Compass Media Sports

Subject Listen to the NFL on Compass Media Networks

Other (Optional)

Address (Optional) 150 Purchase Street

Phone Number (Optional) 9146005099

Website (Optional) compassmedianetworks.com

Writing Style (Optional) Explanatory (Simple, to the point)

Generate Ad Copy

Generated Copy One

Word Count: 0 Est. Read Length: 0

Choose your spot
type (:30 or :60)

Add your client's
information

Choose a Writing
Style

Click generate

- Select Writing Style -
- Select Writing Style -
Explanatory (Simple, to the point)
Humorous (Funny, Lighthearted)
Serious (Sedate, Contemplative)
Uplifting (Encouraging, Supportive)
Casual (Relaxed)

Word Count: 0 Est. Read Length: 0



STEP 2 Edit Your Copy SPOT GENERATION

2 Edit Copy (Completed)

Copy One

Copy Two

Copy Three

Edit Generated Copy

Word Count: 56 Est. Read Length: 25

Experience the thrill of NFL Sunday games with play by play coverage from Compass Media Networks. From the first kick-off to the final touchdown, we bring the game alive. Visit compassmedianetworks.com to get the full 2023 schedule and never miss a game again. The NFL on Compass Media Networks, if it's the NFL, it's right here.

Save Changes

Revert to Generated

**Edit your copy as needed.
Choose a Copy option
you like out of the three**

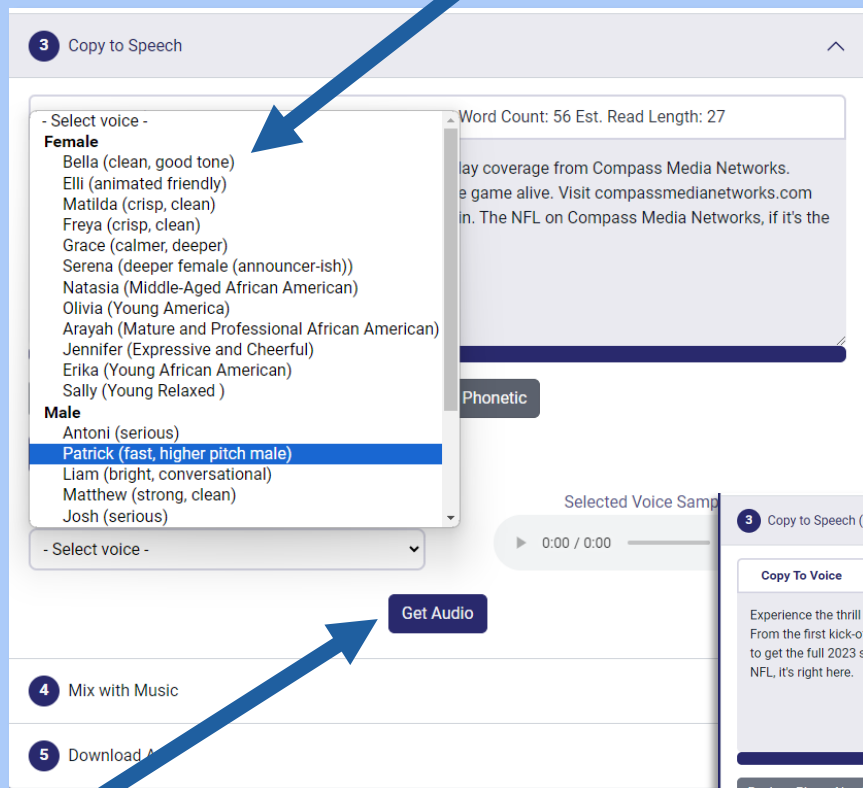
**Click [Save Changes](#) and generate
again OR revert back to your original**

STEP 3 Copy to Speech SPOT GENERATION



Learn More and
Schedule a Demo

Select your VOICE
Choose from multiple demos
Listen to each sample as needed



3 Copy to Speech

Word Count: 56 Est. Read Length: 27

- Select voice -

Female

- Bella (clean, good tone)
- Elli (animated friendly)
- Matilda (crisp, clean)
- Freya (crisp, clean)
- Grace (calmer, deeper)
- Serena (deeper female (announcer-ish))
- Natasia (Middle-Aged African American)
- Olivia (Young America)
- Arayah (Mature and Professional African American)
- Jennifer (Expressive and Cheerful)
- Erika (Young African American)
- Sally (Young Relaxed)

Male

- Antoni (serious)
- Patrick (fast, higher pitch male)
- Liam (bright, conversational)
- Matthew (strong, clean)
- Josh (serious)

- Select voice -

Phonetic

Selected Voice Sample

0:00 / 0:00

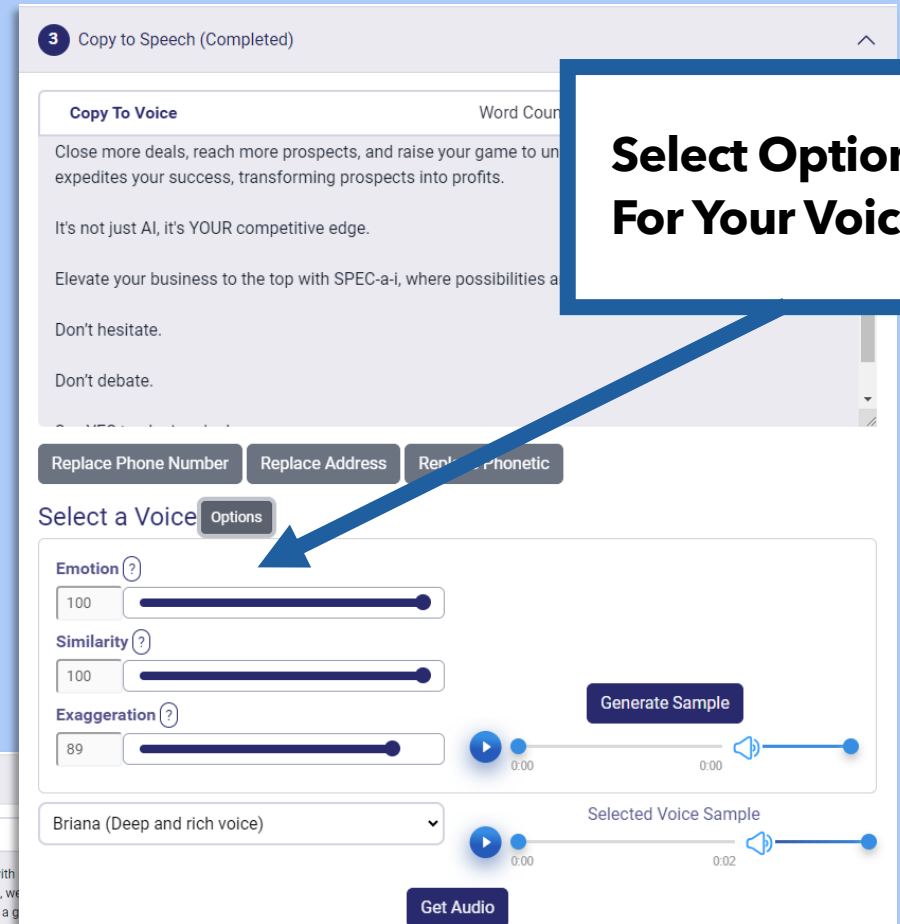
Get Audio

4 Mix with Music

5 Download Audio

Click Generate Audio when ready

**Select Options
For Your Voice**



3 Copy to Speech (Completed)

Copy To Voice

Close more deals, reach more prospects, and raise your game to un...
expedites your success, transforming prospects into profits.

It's not just AI, it's YOUR competitive edge.

Elevate your business to the top with SPEC-a-i, where possibilities a

Don't hesitate.

Don't debate.

Replace Phone Number Replace Address Replace Phonetic

Select a Voice Options

Emotion ?

100

Similarity ?

100

Exaggeration ?

89

Generate Sample

0:00 0:00

Briana (Deep and rich voice)

Selected Voice Sample

0:00 0:02

Get Audio

**Replace necessary
content with Phonetic
versions as needed**

STEP 4 Mix with Music SPOT GENERATION



Learn More and
Schedule a Demo


**Listen to your
Generated Audio**

Select your Music Bed
Choose from multiple formats
(genres)

Listen to each sample as needed

**Determine the Volume ratio for the
voice and music**

4 Mix with Music (Completed)

Generated Audio 

Search Music Beds

- Genre - - Key - - BPM -

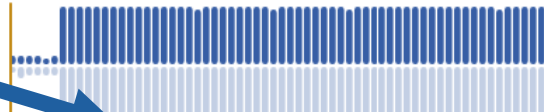
Genre: Cinematic x

| Title | Genre |
|-------------------------------------|-----------|
| Breath Of Death | Cinematic |
| Colliding Worlds | Cinematic |
| Farewell | Cinematic |
| Flag Of Unity | Cinematic |
| Heroes Live Forever | Cinematic |
| Ignus | Cinematic |
| It Has Begun | Cinematic |
| Pride Of The Brave | Cinematic |
| Proud Flag | Cinematic |
| Unbreakable Spirit | Cinematic |

1

Selected Music Bed

Farewell

Selected Music Bed Sample 

Set Voice Volume 100

Set Music Volume 18

**Select
Mix Audio**

STEP 5 Listen & Download SPOT GENERATION



Learn More and
Schedule a Demo

1 Generate Copy (Completed) ✓


2 Edit Copy (Completed) ✓

3 Copy to Speech (Completed) ✓

4 Mix with Music (Completed) ✓

5 Download Ad (Completed) ^


Voice Audio 🎧



0:00 0:48

Download TTS audio

Mixed Audio 🎧



0:00 0:58

Download Mixed audio



:30 SEC



:60 SEC


**Listen to a Sample
produced audio**

**Listen and Download your audio spec
.mp3 file. Voice or mixed with music**



Learn More and
Schedule a Demo

Mobile View SPOT GENERATION



1 Generate Copy (Completed)

30 Second60 SecondFree Form

Prompt Text

AdvertiserYamanair Creative

SubjectWhy we love Radio

Other (Optional)

Address (Optional)150 Purchase Street

Phone Number (Optional)9146005099

Website (Optional)yamanair.com

Writing Style (Optional)Explanatory (Simple, to the point)

Generate Ad Copy

Generated Copy One
Word Count: 73 Est. Read Length: 33

"Experience the magic of radio with Yamanair Creative! Discover why we still love radio in the digital age. Join us at 150 Purchase Street to be part of this mesmerizing journey. From curated playlists to engaging talk shows, we create content that speaks directly to your heart. Connect with us at 9146005099. Check out our innovative campaigns and services on our website, yamanair.com. With Yamanair Creative, rekindle your love for radio's

Generated Copy Two
Word Count: 87 Est. Read Length: 40

(Optional)

Website (Optional)yamanair.com

Writing Style (Optional)Explanatory (Simple, to the point)

Generate Ad Copy

Generated Copy One
Word Count: 73 Est. Read Length: 33

"Experience the magic of radio with Yamanair Creative! Discover why we still love radio in the digital age. Join us at 150 Purchase Street to be part of this mesmerizing journey. From curated playlists to engaging talk shows, we create content that speaks directly to your heart. Connect with us at 9146005099. Check out our innovative campaigns and services on our website, yamanair.com. With Yamanair Creative, rekindle your love for radio's

Generated Copy Two
Word Count: 87 Est. Read Length: 40

Close-up of
generated copy



Have no fear!

A revolutionary service enabling you to create real-time (that means in seconds – not hours) spec commercials, using AI voices, with a creative library powered by Benztown Creative and technology powered by Enco.



Learn More and
Schedule a Demo



**NOTHING CAN PENETRATE MY
BUBBLE OF CONFIDENCE
BECAUSE I'M USING SPECai!**

Schedule A Demo Today!

Call Compass Media Networks

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