

MediaSight measures local market audiences for all broadcast, print, online and other local media, plus hundreds of consumer advertising targets.

The comprehensive MediaSight reporting system runs in your Web browser. MediaSight produces compelling, graphically appealing reports to help media reps guide advertisers in making media buying decisions.

### Advantages:

- » More precise, accurate media audience measurement compared to existing systems
- » More effective selling power using MediaSight's powerful, flexible web-based tools for sales collateral preparation
- » Available in markets where multimedia research services are not currently available

### DMA Media Audience Measurement

MediaSight can be established in any U.S., DMA, or smaller market with a single-client commitment.

### Key measurements are:

#### Media

- » Daily Newspapers
- » Radio
- » Television
- » Cable Network
- » Local TV News
- » Weekly & Monthly Print
- » Community Newspapers
- » Direct Mail
- » Outdoor Advertising
- » Yellow Pages
- » Local Online Media
- » Major Web Portals

#### Consumer Targets

- » Demographics
- » Retail Categories
- » Department & Discount Stores
- » Electronics & Appliance Stores
- » Furniture Stores
- » Hardware/Building Supply Stores
- » Financial Institutions
- » Grocery Stores
- » Drug Stores
- » Planned Purchases
- » Travel and Leisure Activities
- » Product Consumption
- » Lifestyles
- » Media Exposure
- » Psychographics



### MediaSight Reporting

The MediaSight reporting system is a powerful online tool for sales reps to utilize - in the sales office or the customer office - to acquire a larger share of advertising dollars. Choose the reports you need to best build your case. Choose from 24 sales-focused reports designed to demonstrate:

- » Size and profile of local demographic, lifestyle, and retail advertising targets
- » What market segments hold the highest concentrations of targeted consumers
- » Retail cross-shopping
- » Retail market share and brand growth potential (Net Promoter Score)
- » How consumers select stores
- » Which media are best suited to engage an advertising target
- » Competitive media property strengths and weaknesses
- » Exclusive and duplicated audiences
- » Why advertising online is necessary
- » The best combination of multimedia to utilize in a cost-effective targeted media schedule; to meet advertising objectives and maximize ROI

### The MediaSight Advantage

MediaSight provides the following key benefits for business and media counsel:

- » Easily establish MediaSight in any local market
- » Single-source data collection for greater accuracy of results
- » Oversampling available for newspaper PMAs
- » Comprehensive traditional and online media audience measurement to fully understand the impact of all available local market media
- » Precise and consistent measurement of daily newspapers, newspaper sections and broadcast audiences for more accurate media decisions
- » MediaSight online reporting runs in a web browser (such as Internet Explorer) for professional sales support collateral 24/7/365 in any location
- » Precision media scheduling to produce more reliable outcomes
- » Store shopping drivers to assist advertisers with ad content strategy

