

With the continually growing number of consumers obtaining their news, local information, and household products online, it's critical that media properties are able to effectively and accurately demonstrate the value of their online media component to advertisers.

MediaSight has the greatest qualitative measurement coverage of local media websites in the industry; measuring cumulative and daily/weekly audiences, providing comprehensive profiles of web audiences and non-audiences, and providing reporting tools to graphically demonstrate the value of a media property's web site.

The Offline/Online Audience Report reveals the value-add of placing advertising with both a media's offline product(s) and online product(s).

### The Offline/Online Audience Report Reveals:

- » Offline Target Reach and Composition
- » Online Target Reach and Composition
- » Combined Offline/Online Target Reach and Composition

This is done using precision duplication analysis, so the value-added by the online media (exclusive audience) is accurately represented to advertisers. This same precision is preserved whether in the Offline/Online Audience Report or in the preparation of a multi-media schedule.

Additional reports make it easy for interactive media managers to quickly determine the greatest strengths of their online audiences, as well as where and how improvements can be made. Coverage and reporting for online media properties makes MediaSight the most effective product tool available for interactive media marketing.

