

### The Advantages

Unlike larger markets, small markets do not have access to large multimedia and consumer behavior research to support competitive advertising sales efforts. MediaSight opens this door by offering the most comprehensive and highest precision media audience research and application available – at affordable prices for smaller markets.

MediaSight is both affordable to the small market media property, and sensitive to its Primary Marketing Area. Study geography can encompass the entire DMA or be confined to the marketing area specified by the subscriber. The costing structure allows media properties to design their own geography and designate their sample size – ensuring the final results yield the highest return on their investment. MediaSight offers small market media organizations information not before available – providing breakthroughs for sales reps to better counsel local businesses and provide more convincing evidence that their media is required in an effective advertising schedule.



### New, Unique, and Powerful Data for Account Reps:

- » Comprehensive audience data for all local offline and online media – to compare media quantity and quality
- » New, never-before-seen, marketing intelligence and brand strategy assistance for local retailers  
An easy-to-use and powerful sales tool for reps to deploy more meaningful sales engagements and increase their earnings through sales skills training and technology
- » A media scheduling tool unsurpassed for reliability to better assist local advertisers in spending their dollars wisely

