

About the Company

MediaSight is a service of Gelb Consulting Group, Inc. which is headquartered in Houston Texas. For over 40 years, Gelb Consulting has used marketing research to help clients drive brand image, market share and revenue growth. Gelb serves a wide array of global clientele including energy, manufacturing, consumer products, healthcare, media, advertising, IT, higher education, and other sectors.

Media Measured

Daily newspapers and other print media, radio, network and cable television, local newscasts, direct mail, outdoor advertising, Yellow Pages, local online media, and major online portals.

Sample Selection

Sample selection is achieved by a replicate-driven process for RDD and systematic sampling for online panels, selecting each panelist as an interview candidate.

Sample Size

Sample sizes range from 400 to 1,200, once or twice annually. The sample size for a given market depends on market characteristics and client requirements.

Overview

MediaSight measures the size and composition of local market media audiences and consumer targets. Subscribers can integrate survey-based data to provide strategic business intelligence and precision media investment counsel to advertisers, agencies and media buyers in their local market. Media organizations and agencies are able to access data and prepare presentation materials online 24/7 from any web browser.

Consumer Targets Measured

Demographics, retail categories, planned purchases, travel and leisure activities, lifestyles, product consumption and more.

Geographies Covered

Standard geography measured is Designated Market Area (DMA) or by Primary Market Area (PMA).

Questionnaire

The MediaSight questionnaire is standardized across all markets and methods of data collection. Media audience estimates are consistent across all types of vehicles; producing a 7-Day Cume Audience and Daily Audience for all media for more meaningful comparisons of competing media

Quota Samples

Quota sampling will occur when specific demographic groups fall below minimum sample size requirements for weighting/projecting. In these cases, additional sampling takes place to build these sample segments to acceptable size levels.

Measurement Frequency

Local market measurements occur either annually or semiannually depending on the size of the market and subscriber requirements.

Data Validation

Validation policy is 10% of completed interviews.

Sampling Methodology and Data Collection

New sampling frames are acquired at the beginning of each new study. These consist of RDD samples (of working number blocks) within the defined county/zip geographies of the market DMA or PMA. Geographically-representative replicates are formed, each representing the geographical distribution of the survey area, ensuring both listed and non-listed numbers have an equal chance of being selected. Multiple attempts are made to resolve each number, and each replicate is closed once all numbers within have been resolved.

Telephone interviewers are thoroughly trained and monitored by MediaSight staff for accuracy. Telephone interviewing occurs Tuesday through Saturday. Up to four call attempts are made to reach a designated respondent.

Minimum Reporting Standards

A minimum sample size of 25 must be achieved to deem results reportable. Although reports can be produced at that level or below, if target sample sizes are less than 25 a notation will be added to the table that restricts the use of results due to sample size not meeting minimum standards for reporting.

Data Weighting & Projection

Unweighted datasets undergo sample balancing, the process of adjusting sample sub-groups on multiple dimensions simultaneously. Sample balancing is accomplished using Iterative Proportional Fitting (IPF), obtaining a unique weight for each respondent case that simultaneously reduces the root mean square error to a minimum acceptable level. Sample balancing and projection parameters are purchased from Claritas and use the latest updated year's population statistics. Weighting factors are age, gender, ethnicity, education, and county of residence.

Response Ascription

Responses to the following questions are ascribed, using a demographic model, in event of non-response:

- » Income
- » Education

Reporting Software & Technology

MediaSight provides a suite of 24 reports to assist sales reps and others in providing retail strategy, media investment guidance, and criteria for selecting their respective media vehicle for advertising. The system is fully menu-driven for ease-of-use and is characterized by both unique reporting features and eye-appealing graphics. Report pages may be printed as stand-alone or exported to Microsoft Excel, Word, or PowerPoint to enhance presentations with photos, logos, and more.

Media Scheduling

The MediaSight Scheduling Simulator provides the means to evaluate the effectiveness of multimedia investments: both statistically and visually:

- » Media Reach
- » Gross Impressions
- » Frequency
- » GRP's
- » Target Persons Reached
- » CPGRP and CPM
- » Unduplicated Net Cume Reach