

Power up your ad sales and audience development with local media audience measurement in any DMA or PMA.

Comprehensive local market print, broadcast, online and other media audience measurement – across hundreds of target consumer segments; to increase the effectiveness of competitive sales engagements

Fresh retailing intelligence for advertisers; to capture and maintain their allegiance with information not available elsewhere

Unmatched precision and reliability in media audience analysis; including newspaper sections, broadcast dayparts and AQH, media duplication, online media exclusivity, and media schedule simulation including measures of ROI

RDD sampling in any DMA or PMA. Single-source data acquisition with no respondent ascertainment or data modeling

Easy-to-use web-based reporting system; with thorough training and continuing support for designated users

Twenty-seven innovative reports to select from to prepare sales collateral or diagnose and address audience conditions.

Select from the following report categories to prepare sales presentations and support audience development strategies:

- » Target Market Assessment
- » Brand Strategy
- » Media Screening
- » Media Performance
- » Media Structure
- » Media Selection
- » Audience Diagnostics

