



Provide an array of detailed reports at the market and station level including exclusive expenditure data for radio, newspaper and local TV

with Nielsen SpotScan

Market Reports

- **Market Spotlist**—Our most detailed report. You can examine the list of advertisers and number of spots aired in your market. Filter your results to show just the stations you want to review.
- **Share of Media**—Our most powerful report. You can compare advertisers' spending as well as percent share of total advertising dollars spent across radio, newspaper and local TV in your market by month or watch trends develop across a whole year.
- **Trend Report**—View the month-by-month trend of total expenditure spent by advertisers in your market on radio, local TV or newspaper.
- **New! New Advertiser Report**—View new radio advertisers that have appeared in your market in the last 30 days that have not appeared in the previous 11 months

Station Reports

- **Station Spotlist**—Select date range as well as daypart and view product, advertiser, and the number of times the spot aired on a radio station.
- **Station Log**—Catch a broad snapshot of station activity when you run a minute-by-minute log of all spots aired on a particular radio station shown in Real Time.
- **Advertiser Activity**—Monitor a specific advertiser and their product(s) based on which radio stations aired their spots, and in which dayparts.



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