



# Uncover sales opportunities that you never knew existed

Nielsen Monitor-Plus™ leads you to advertisers you might never have spotted

Nielsen Monitor-Plus™, the most comprehensive source of competitive advertising information, alerts you to new sales opportunities by tracking ad spending in more detail, in more local markets and across more media outlets than any other commercial monitoring service.

Now it's easier than ever to get the market intelligence you need to find new ad dollars for your newspaper.

## Target New Business Using Market Data

Nielsen Monitor-Plus provides you with complete coverage of the media marketplace. You'll get detailed breakouts by company, category and brand for the entire range of competitive media organizations in your market, including newspapers. This includes all pertinent information measured for the ad: total column inches, date, and the section where it appears.

## Get Ready-for-Action Reports in Easy-To-Use Formats

- **Brand Share of Media:** Assess total brand spending and determine how an account has distributed its advertising dollars.
- **Zero/Low Brand Share:** Determine which brands have given your newspaper little or none of their buy. Use the report as a prospecting tool to identify new prospects active in the market.
- **Share of Business vs. Share of Voice:** Evaluate audience delivery in relation to the share of dollars received and identify your competitors' inefficiencies.

## Plan Your Sales Strategy Around Quality Data

Nielsen Monitor-Plus data is subject to a quality assurance process to verify that advertiser, product and brand information is coded correctly so there are never 'unknown' occurrences.

### BENEFITS

- See where, when and how advertisers are targeting campaign dollars.
- Gain access to company, category and brand level detail for radio, newspaper and spot TV ads.
- Get complete data for the broadest range of media outlets, including spot TV in 210 DMAs and 24/7 radio coverage, including talk and Spanish language stations.
- View ad creatives in streaming and storyboard layouts.

For more information on Nielsen Monitor-Plus, please contact: [www.nielsenmedia.com/monitor-plus](http://www.nielsenmedia.com/monitor-plus)

