

# Discover Sales Opportunities That You Never Knew Existed – Just for Your Station!



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

Nielsen Monitor-Plus, the leading provider of competitive advertising information, alerts you to new sales opportunities by tracking ad spending in more detail, across more local markets and 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 station.

Access the specific ad expenditure reports you need – on a one time only or more frequent basis – to pinpoint new prospects and redirect spending to your station.

### 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:

- Spot Television in all 210 DMAs®
- Radio, with brand level detail, including talk and Spanish-Language stations, on a 24/7 basis
- Newspapers, with all pertinent information measured for the ad, including total column inches, date, and section where it appears

### 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
- Obtain valuable competitive intelligence on an as-needed basis, without a long term commitment
- View Ad Creatives in streaming and storyboard layouts

# Nielsen Monitor-Plus™ Ad\*Views™

## Obtain Actionable Insights

Ad\*Views reports makes it easy for you to interpret the data and address your most competitive questions:

**TV Audience Data.** Ad\*Views offers the ability to obtain GRP data as soon as it is released. Details on demographics and household characteristics are available.

**POD Position Analysis: FML POD (First, Middle and Last POD) Report** is a brand new-summary report that allows you to see total units and/or dollars, in a wide variety of report formats for Spot Television. The selections of FML POD template determines what data elements will appear in the report. In addition, users select what will appear in the rows, creating the possibility for hundreds of different report layouts customized to meet your needs.

**TV Creative Review.** See what creative points an advertiser is highlighting. Monitor-Plus gives you that ability to analyze creative executions with full color, full audio, digitized video and frame-by-frame storyboards.

**Intelligence Alert feature.** Put an end to new advertisers and increased spending that slips in under your radar. Ad\*Views helps you identify market shifts or changes in competitors activity as soon as it happens. This feature eliminates the manual effort by setting up an automatic alert. You decide which market factors you want to keep an eye on such as increased or decrease in activity and you'll automatically be notified when changes occur.

Media Coverage	
Spot Television	Local Radio
Outdoor	Local Newspapers
Coupons	Local Magazines

## BENEFITS

- **Zero/Low Brand Share**  
Determine which brands have given your station 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
- **Brand Share of Media**  
Assess total brand spending and determine how an account has distributed its advertising dollars
- **Brand Share of Spot TV**  
Evaluate which TV accounts are spending the most money in the market and determine your share of business

*For more information, contact your Nielsen Representative today.*