

Welcome to Nielsen Monitor-Plus™

Nielsen Monitor-Plus™

Media Coverage Includes:

Network TV	Local Magazines*
Spot TV	B-to-B Magazines
National Cable TV	National Sunday Supplements
Syndication TV	Local Sunday Supplements
Spanish-Language Network TV	National Newspapers
Spanish-Language Cable TV	Local Newspapers
Network Radio	Outdoor
Spot Radio	Coupons*
National Consumer Magazines	Internet

*Exclusively provided by Nielsen Monitor-Plus

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Nielsen Monitor-Plus is the leader of innovative advertising information services, providing advertising activity for 18 media, including television tracking in all 210 Designated Market Areas. We offer a complete suite of competitive reporting products and services providing the timely and actionable data needed to assess advertising effectiveness.

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Nielsen Monitor-Plus™

Ad*Views™

Quick*Views™

Print*Views™

Creative*Views™

Ad Hoc/Custom Reports™

Place*Views™

Place*Values™

Ad*Views™

Ad*Views is Nielsen Monitor-Plus' state-of-the-art software system which reports advertising activity across all media. Ad*Views can be used to track and analyze Units, GRPs, Time Shifted Viewing Sources and Dollars in a single easy-to-use system.

The data is used for media research, media planning and buying, new business development and account management.

Ad*Views can help you answer:

- What is your competition spending and what media are they using?
- Is your television spot reaching your target audience?
- Are your advertisements being positioned favorably?

Exclusive Audience Data:

- Brand Schedule delivery by demographic for Network TV, Cable TV and Syndicated TV (i.e. income, race, presence of children, web access, etc.)
- Metered Market Household Ratings
- Spot TV is measured for all 210 local markets, also called DMAs
- Spanish-Language Network TV occurrences linked to Single-Sample ratings data

- Network TV Clearances and Syndicated TV Clearances linked to NSI ratings data
- Direct Access via digital line-free installation and no additional telephone charges
- Access via Internet

Exclusive Reports & Features:

- Competitive POD Positioning Reports for all television media - Shows where television commercials fall within a POD
- POD Position Analysis: FML POD (First, Middle and Last POD) Report - A brand new-summary report that shows total units and/or dollars, in a wide variety of report formats for the National Market and Television Media Types—Network, Cable, Syndications, Spanish-Language Cable and Spanish-Language Network
- Digitized TV Commercials - Point and click to see one frame per second, full color, full audio with storyboards and schedules. Available for all national and local television media across all product categories
- Capturing 128 signatures per 30-second spot means more information to accurately code the commercials



- Mapping - Geographically depicts market-specific activity including target audience delivery by brand, or campaign, linked to digitized images
- E-mail alert when report has been generated
- Flowchart Linking - Integration with flowchart companies such as MediaPlan, Workhorse, IMS and Stonehouse
- Magazine Forward Placement Reports - Shows where advertisements fall within each of a magazine's quarterly issues, enabling customers to assess ability to secure preferential forward positioning
- Magazine Virtual Issue and Virtual Issue with Category Filter - Sequentially displays thumbnail images of advertisements from inside front cover through back cover. Category/product filter shows competitive separation
- Magazine Brand Schedule with Creative - Point and click to see digital image of a magazine advertisement

Quick*Views™

Quick*Views is a web-based service that provides instant access to U.S. advertising expenditures information in a clear, concise, flexible format. Quick*Views makes it easy to generate reports on national competitive ad spending and provides trending capabilities covering the most recent six years, for 17 media categories.

Print*Views™

Print*Views is a web-based library of magazine advertising data and their creative images. This library includes more than 300 national magazines measured since 1996 and over 350,000 creative images. Print*Views provides valuable information for every ad: full-color creative images, expenditure data, page placement, and creative headline. Information is available by advertiser, brand or category.

Creative*Views™

Creative*Views is a web-based tool that gives clients fast and easy access to television and print creatives 24/7. Clients receive email alerts within hours of late-breaking national and local market advertising activity, and are able to view television, magazine and newspaper creatives via the Nielsen Web portal. Clients can also create reports for TV by duration, units, networks/stations, program names, commercial breaks (POD), dayparts, broadcast times, markets and media types. Magazine and Newspaper reports include titles, occurrences, expenditures and issue dates. Plus, Creative*Views provides a 12-month rolling data base with a library of creatives all at the client's fingertips.

Ad Hoc/Custom Reports™

Monitor-Plus also provides its competitive advertising data and creatives to clients who request advertising intelligence on a one time only basis, or who only need information delivered to them monthly, quarterly or annually. The data is used for media research, media planning and buying, new business development and account management by agencies and advertisers.

Place*Views™

Place*Views is a web-based service that provides information on product placements that appeared on television. Place*Views allows users to identify which brands are using this form of advertising, what type of placement is being used, and when and where the placement has occurred.

Place*Values™

Place*Values is a web-based software tool that allows users to quickly determine the performance of past product placement activity and evaluate new opportunities. Place*Values leverages Nielsen's Product Placement Valuation Study, a landmark primary research initiative designed to understand viewers' reaction to brand integrations and identify key performance indicators. Place*Values delivers performance indicators on: recognition, brand attitude and purchase interest.