

# 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 your local market.

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 “Automated Discovery” coverage of the media-marketplace. You'll get breakouts by company, category and brand for any advertiser that also aired in a “Full Discovery” market.

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

Ad-hoc Monitor-Plus reports generate easy-to-use analyses that address your most competitive questions.

- **Brand Share of Spot TV**  
Evaluate which TV accounts are spending the most money in the market and determine your share of business
- **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

## Plan Your Sales Strategy Around Quality Data

Nielsen utilizes advanced systems to ensure that Monitor-Plus data is accurate and reliable. We employ a superior pattern recognition technology, which captures 128 audio/video signatures per 30 second spot, to ensure that all ads are properly identified. 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
- View Ad Creatives in streaming and storyboard layouts
- Nielsen ratings data are integrated into the reports, for a share of business share of voice comparison

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