

Claritas AdSelect - Cable

Optimize Coverage, Sell Advertising Effectively

In today's competitive media environment, your clients have many advertising options. With Claritas AdSelect™, an Internet-based analysis tool, you can clearly demonstrate the benefits of advertising with your company.

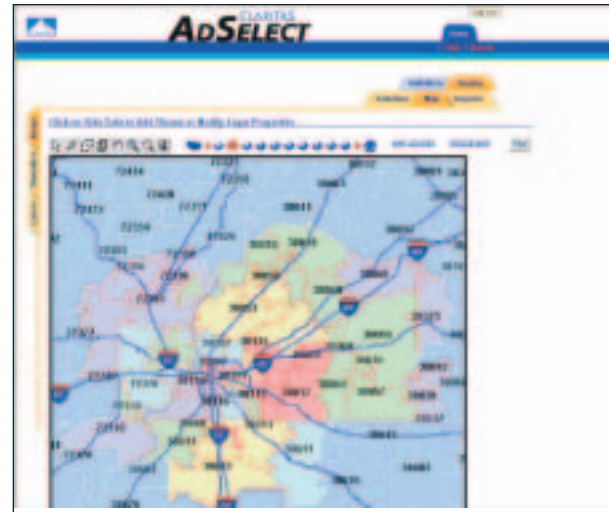
Claritas AdSelect gives you the power to analyze and compare markets, using demographic, consumer expenditure, lifestyle data and more. You will be able to quickly and easily:

- Select zones to optimize each clients' buys
- Compare your advertiser's trade area(s) with your coverage/territory, with specific zones or ZIP's and with competitive media
- Process summary reports about markets or coverage zones
- Create custom reports with key variables for your client's market
- Map your client's locations and competition
- Perform "what-if" ZIP or Zone-based coverage and waste analyses

Claritas AdSelect's intuitive interface guides you through the analysis process, step by step. You can publish saved information to colleagues and copy maps and spreadsheets to other software applications for presentations to clients.

Claritas AdSelect helps you answer these important questions about your client's market:

- How can my advertising area optimize the coverage of my client's high-potential market areas?
- How does my coverage of my client's area compare with my competition?
- How much less waste does my coverage generate compared with my competition?
- What demographics, consumer expenditure estimates or PRIZM® NE clusters characterize my client's market?
- What areas offer this client high potential for growth?



Visualize your market area with maps from Claritas AdSelect.

Analyze market area coverage based on your advertiser's target.

Take advantage of Claritas AdSelect and compare your market with your advertiser's market quickly and easily. Clearly demonstrate the benefits of advertising with your company with Claritas AdSelect.



Put Claritas AdSelect to work for more precise market analysis.
Call Claritas at **(800) 234-5973** today or visit www.claritas.com.