

Claritas AdSelect - Newspapers

Analyze Your Market Area

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 publication.

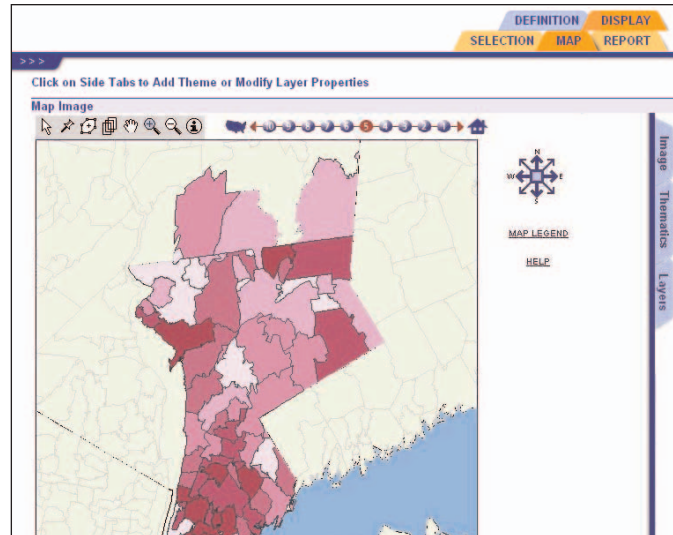
Claritas AdSelect gives you the power to analyze markets, using demographic, consumer expenditure, lifestyle data and more. You will be able to quickly and easily:

- Process summary reports about markets or coverage zones
- Create custom reports with key variables for your client's market
- Map out your client's locations and competition
- Perform "what-if" coverage and waste analyses
- Select zones to optimize each clients' buys
- Show your and your competitors' circulation in relation to your ad sales zones
- Retrieve pre-arranged groups of information on specific market demographics

Claritas AdSelect's intuitive interface guides you through the analysis process, step by step. You can save projects for future use, 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:

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



Visualize your market area with maps from Claritas AdSelect.

	2004 Households	2004 Population	2004 % Cov. of Ad	2004 Gen. pop. %	2004 Waste	2004 Seven Day Circulation	2004 Daily Non-Subscribers	2004 Sunday Circulation	2004 Sunday Non-Subscribers	2004 Est. Cost	2004 Penetration	2004 Market Index
Selected Market	30,311	101,169	77%	5%	22,593	15,710	6,578	6,140	5,092	13.2%	129	
My Market	81,801	218,020	96%	45%	42,163	39,630	20,450	19,187	8,413	10.3%	100	
Advertiser Market	45,872	116,337							6,341	13.9%	135	
Other Media (Columbus DMA)	249,751	2,418,061	100%	95%	43,241	905,510	24,548	880,064	80,103	9.4%	51	

Analyze market area coverage along with consumer profile information.

Take advantage of Claritas AdSelect and perform analysis of your market area quickly and easily. You'll be able to clearly demonstrate the benefits of advertising with your publication 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.