

# Media Ad View Reports

## Your Sales and Budgeting Advantage

Today's media companies need reliable, accurate data to track where the ad dollars in their local market are going and what their competitors are doing. BIA/Kelsey's **Media Ad View Reports** deliver this information, offering the most reliable and comprehensive ad spending reports and forecasts available for every local market.

### Dependable, In-Depth Analysis of Your Local Ad Market

Covering 12 media, 12 ad categories and more than 90 subcategories, **Media Ad View Reports** provide a thorough picture of local advertising spending by media for the most recent year and for five years out for every local market. Markets are organized by the 362 Core Based Statistical Areas (CBSAs) or TV/radio markets.



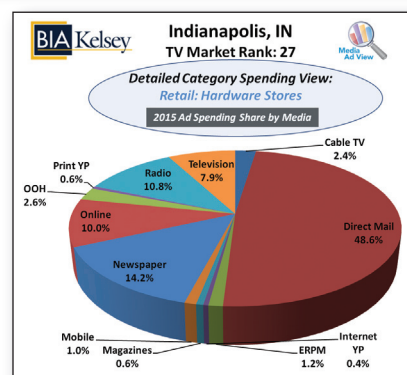
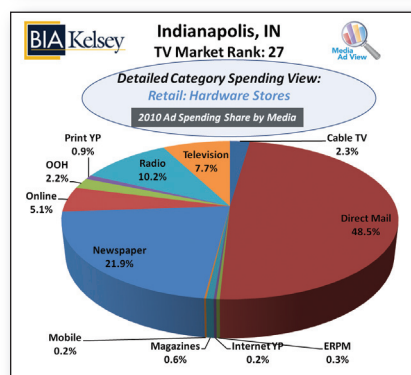
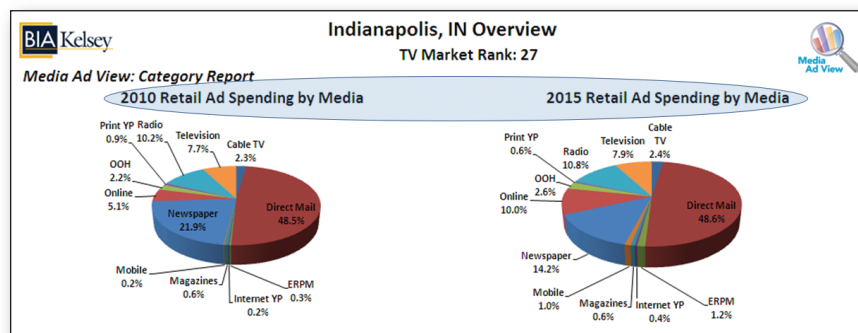
Media businesses trust Media Ad View to create successful sales, budgeting and product development strategies that work specifically for their local advertising landscape.

### Media Categories

- Mobile
- ERP (Email, Reputation and Presence Management)
- Online Advertising
- Radio
- Newspaper
- Television
- Cable TV
- Internet Yellow Pages
- Print Yellow Pages
- Magazines
- Out of Home
- Direct Mail

### Advertising Categories

- Automobile (5 subcategories)
- Education (4 subcategories)
- Financial/Insurance (11 subcategories)
- General Services (12 subcategories)
- Government/Political/Religion
- Health Care (8 subcategories)
- Leisure/Recreation (10 subcategories)
- Media (5 subcategories)
- Real Estate
- Restaurants (7 subcategories)
- Retail (28 subcategories)
- Technology (3 subcategories)



### Value of Reports

- Analyze how the ad pie splits today and the shifts that will occur in the future between digital and traditional media.
- Track ad spending for each business category for five years.
- Discover the online categories driving the most ad revenues.
- Determine platform strategies based on future growth and metrics for different ad categories.
- Create professional, effective sales collateral
- Train sales staff on how to best approach local businesses with local detailed information.

The trusted source for research and analysis of the local media marketplace, BIA/Kelsey provides the most reliable data covering advertising trends from the national to the local market level. No more guessing to see what will work in your market. With Media Ad View, your decisions will be based on sound research.

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There are three different **Media Ad View Reports**, each offering a powerful resource for understanding where the money is in local media markets.

### Media Ad View: Market Scan

**Media Ad View: Market Scan Report** offers concise comparative data for a specific market. The report provides a snapshot of a local marketplace, relative share of media for each of the 12 different media now and five years from now. (This report does not include ad categories.)

This report is a two-page summary and delivered in PDF format.

### Media Ad View: General Category Report

**Media Ad View: Category Report** provides a 12-by-12 ad grid displaying ad spend by category for 12 local media categories. The report offers the following information in easy-to-understand chart format:

- Ad revenue estimates for all media across advertising categories
- Percentage of total ad spending by media and by advertising category
- Ad spending and revenue changes for 12 media categories (2009-2014)
- Total market advertising revenues by media
- Media revenue shares index: relative to national revenue shares
- Annual revenue changes by media (2010-2014)
- Local market total ad spend
- Map depicting the local market
- Comprehensive profiles on each of the 12 ad categories

This report is 15-plus pages in length and is delivered in PDF format.

### Media Ad View: Detailed Category Report

**Media Ad View: Detailed Category Report** drills down into 93 subcategories (e.g., automotive, retail, restaurants, health care, leisure/recreation, education and technology) across the 12 general ad categories for all local media.

This report includes the General Category Report and an interactive Excel™ file in which a subcategory can be selected to generate a series of pie charts and tables examining that category in a local market. Data charts include:

- Ad spending share by media for the current year and for each year five years out
- Estimated annual advertising revenues
- Share of total annual advertising revenues by media
- Annual growth in advertising revenues by media

With **Media Ad View: Detailed Category Report**, it is simple to sort a large amount of information to uncover specifics about a local market. The specific detailed categories include all of the major advertisers in local media and correspond to SIC and NAICS codes.

For more details about this particular report, please visit [www.biakelsey.com/MAVDetailedReports](http://www.biakelsey.com/MAVDetailedReports).

For more information on Media Ad View, call (800) 331-5086, email [info@biakelsey.com](mailto:info@biakelsey.com) or visit [www.biakelsey.com/Research-and-Forecasts/Media-Ad-View](http://www.biakelsey.com/Research-and-Forecasts/Media-Ad-View).



### Smart Media Execs Rely on Media Ad View

*"The data in Media Ad View Reports greatly reduces the amount of time our sales managers have to devote to finding and verifying sources while mapping out our local media marketplace. As our attention shifts from a focus on television and radio to include all of our market's potential spending, the information directs our concentration and therefore yields better results for our shareholders."*

**Randa Minkarah**  
SVP, Business Development,  
Fisher Communications

*"The BIA/Kelsey Media Ad View data has proven very helpful in our current planning strategy. We've come to rely on it repeatedly during our planning process and I'd highly recommend it to any media property evaluating local advertising spending patterns and projections."*

**Joshua Descant**  
Director of Marketing and  
Electronic, SunShine Pages

