# AD EXPENDITURE TRACKING

| STUDY | SAMPLE | METHODOLOGY | FREQUENCY | DESCRIPTION |
|---|---|---|---|---|
| **MagAdvisor** (Kantar Media) | Not applicable | Analyzes every issue of each measured publication and records linage/page volume. Applies a publication's one-time open rate to calculate ad revenue. | Reports are issued upon request according to time period specified. Updated monthly. | Tracks ad pages/revenue data for national, local and international magazines and national newspapers. Details where marketers are allocating print media budgets. Reports overall spending and share-of-market by class, subclass, parent company, subsidiary and brand level. |
| **AdSpender** (Kantar Media) | Not applicable | Analyzes 18 measured media, including magazines, newspapers, outdoor, television and radio. | Reports are issued upon request according to time period specified. Updated monthly. | Reports overall month-by-month spending for 18 media categories by class, subclass, parent company, subsidiary and brand level. |
| **Stradegy** (Kantar Media) | Not applicable | Analyzes every issue of each measured publication's page and dollar volume. | Reports are issued upon request according to time period specified. Updated monthly. | Tracks ad pages/revenue data nationally. Details advertising dollars spent in national and Sunday magazines, local newspapers, national newspapers and U.S. websites. |
| **Market Advisor** (Kantar Media) | Not applicable | Monitors advertising activity by ad revenue in local and national markets for magazines and newspapers, television programs and websites. | Reports are issued upon request according to time period specified. Updated monthly. | Reports overall spending for television networks, cable channels, broadcast syndication companies, local newspapers, The New York Times and U.S. websites. |

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