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(54) **METHOD AND SYSTEM FOR AUDITING
ADVERTISING AGENCY PERFORMANCE**

Publication Classification

(71) Applicant: **Media Management, Incorporated,**
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(51) **Int. Cl.**
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(52) **U.S. Cl.**
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USPC **705/14.45**

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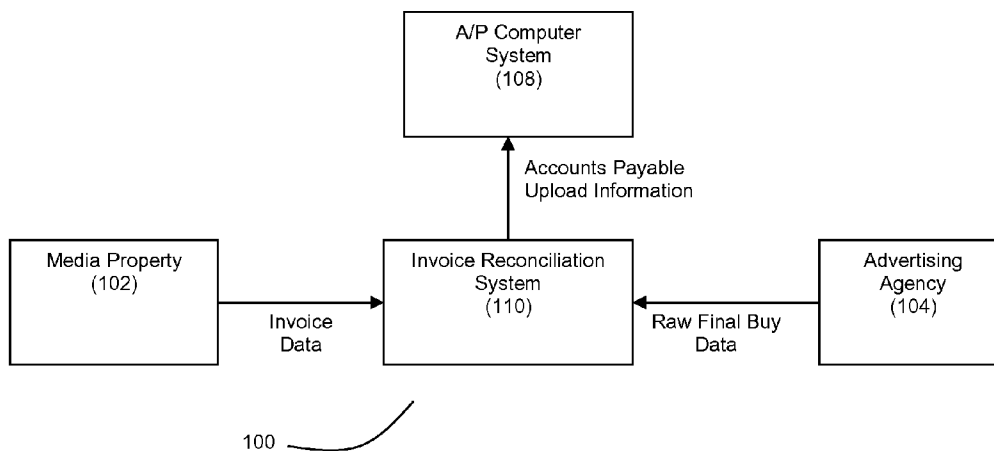
(57) **ABSTRACT**

(22) Filed: **Aug. 15, 2013**

Related U.S. Application Data

(63) Continuation of application No. 11/253,040, filed on Oct. 18, 2005, which is a continuation-in-part of application No. 10/810,466, filed on Mar. 26, 2004, now abandoned.

Computerized techniques are disclosed for automatically converting buy data from advertising agencies into a common format for storage in a database. The commonly formatted buy data can be automatically analyzed to assess advertising agency performance in executing advertising plans on behalf of their client companies. The buy data can be representative of original buys, final buys, and/or actual buys.



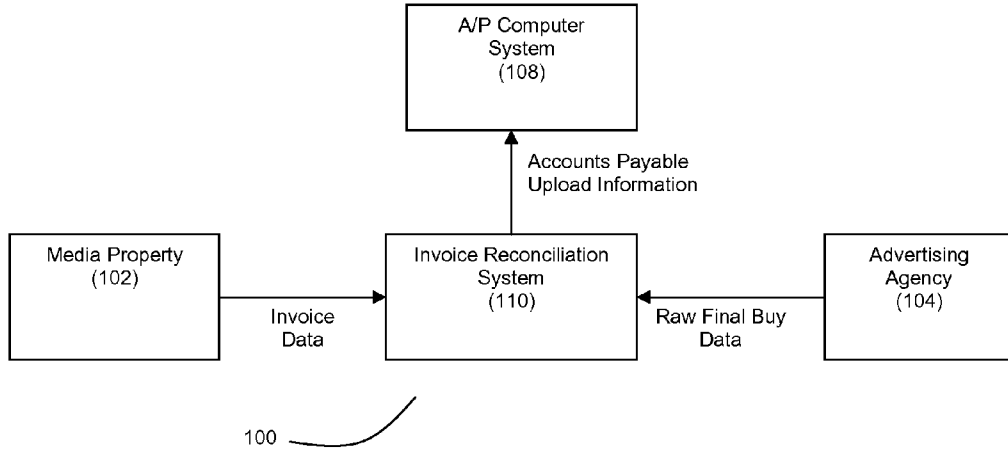


Figure 1

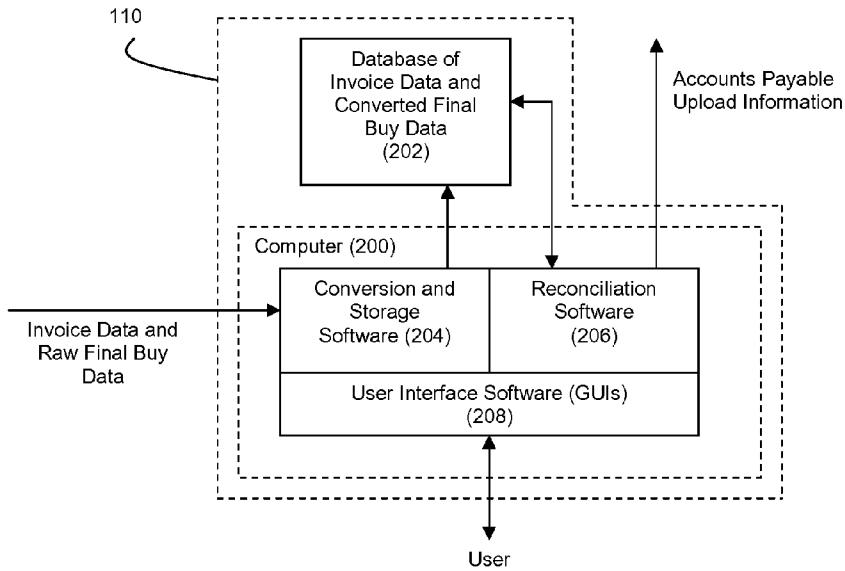


Figure 2

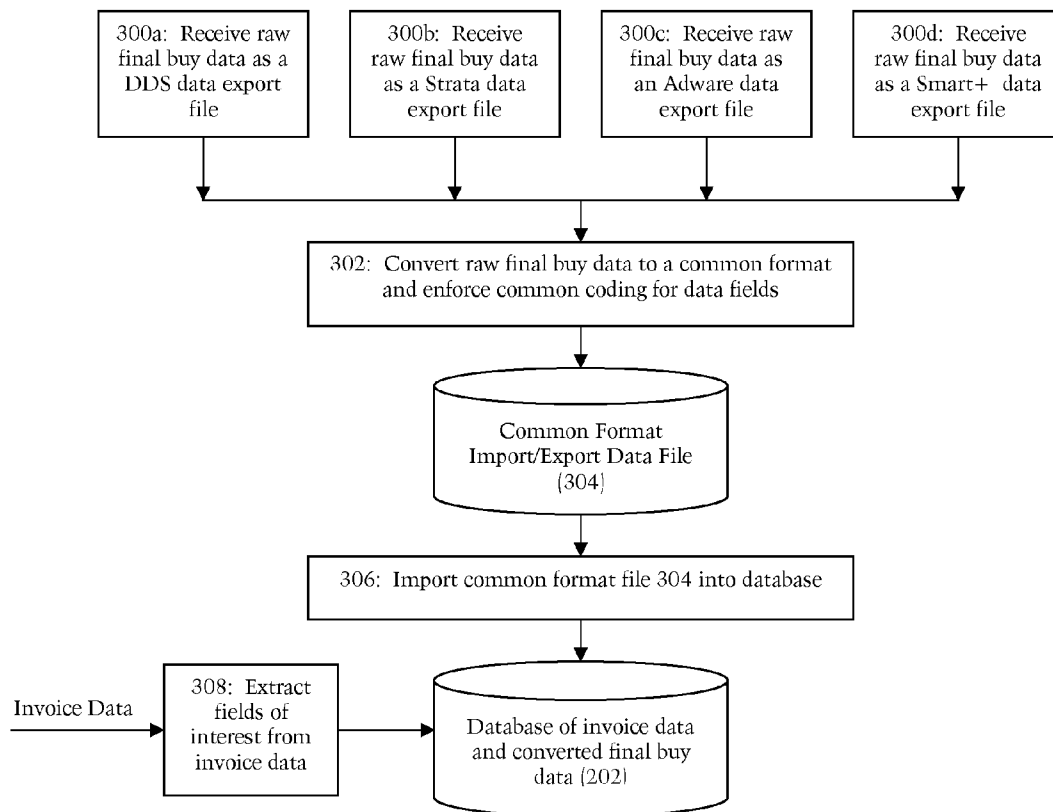


Figure 3

400

Media (402)	Client (404)	Product (406)	Est. Code (408)	Est. Name (410)	Buy Dates (412)	Market (414)	Station (416)	Line (418)	Program (420)	Daypart (422)	Length (424)	Rotation (426)	Times (428)	Cost Per Spot (430)	TRP Est. (432)	Week A Spots (434)	Week B Spots (436)	Week C Spots (438)	Comments (440)
TV	ClientA	ProductX	123	xads	m1/d1 - m2/d2	St. Louis	xxxx-TV	005	Show1	PRI	30	M-F	8-9 pm	\$975.00	6	1	1	0	...
TV	ClientA	ProductX	123	xads	m1/d1 - m2/d2	St. Louis	xxxx-TV	005	Show2	PRI	30	F	9-10 pm	\$500.00	3	0	1	0	...
TV	ClientA	ProductX	123	xads	m1/d1 - m2/d2	St. Louis	xxxx-TV	008	Show3	EFG	30	SA-SU	6:30 - 7 pm	\$200.00	3	1	0	0	...

.....

Figure 4

500

Client (502)	AOR (504)	Estimate Name (506)	Estimate Number (508)	Station Invoice Number (510)	Invoice Date (512)	Spot Date (514)	Spot Time (516)	Spot Length (518)	Gross Spot Cost (520)	Ad-ID (or ISCI creative code) (522)
Client A	Agency X	xads	123	123456789	3/30/2005	2/1/2005	9:33 pm	30	\$600.00	abc123
Client A	Agency X	xads	123	123456789	3/30/2005	2/3/2005	7:10 pm	30	\$750.00	abc123
Client A	Agency X	xads	123	123456789	3/30/2005	2/7/2005	5:42 pm	30	\$450.00	abc123

.....

Figure 5

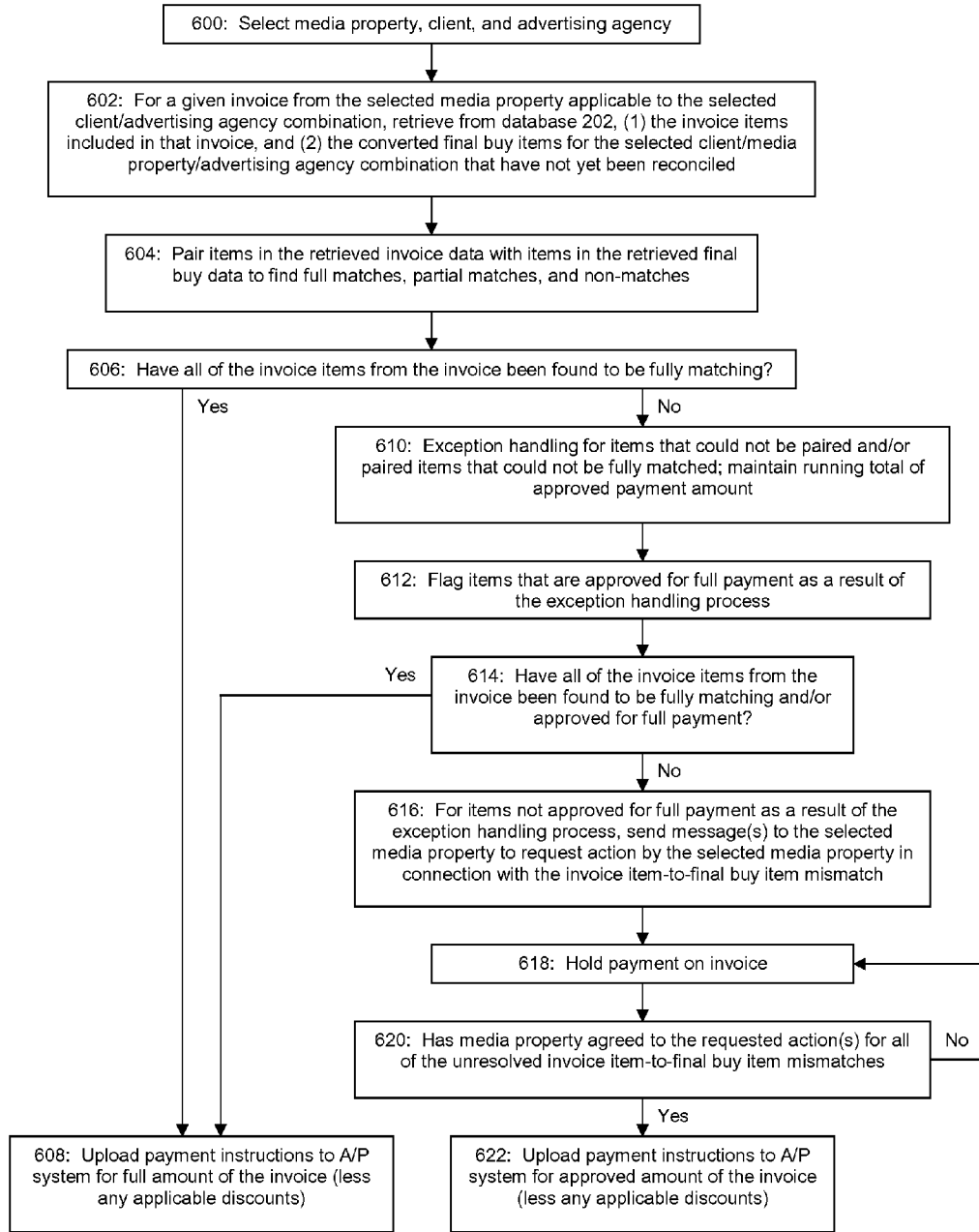


Figure 6

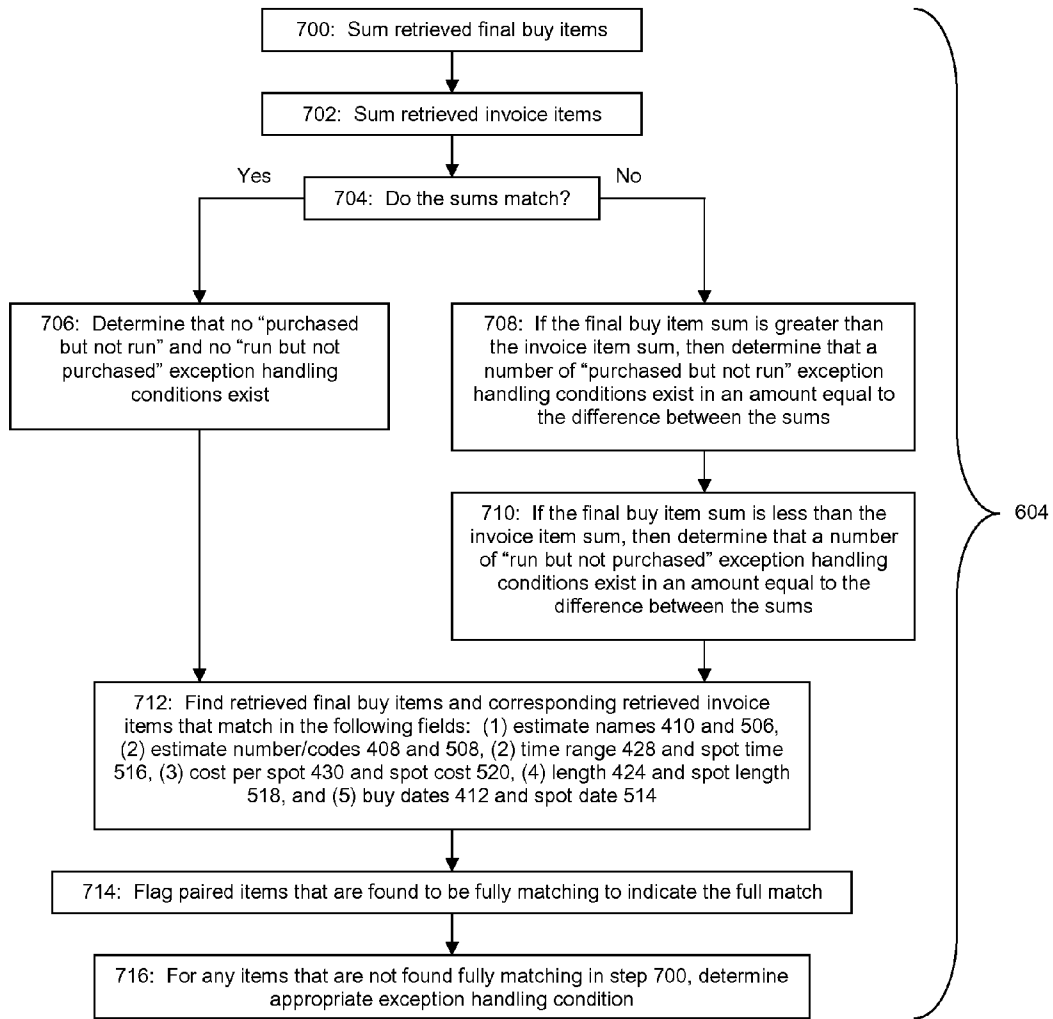


Figure 7

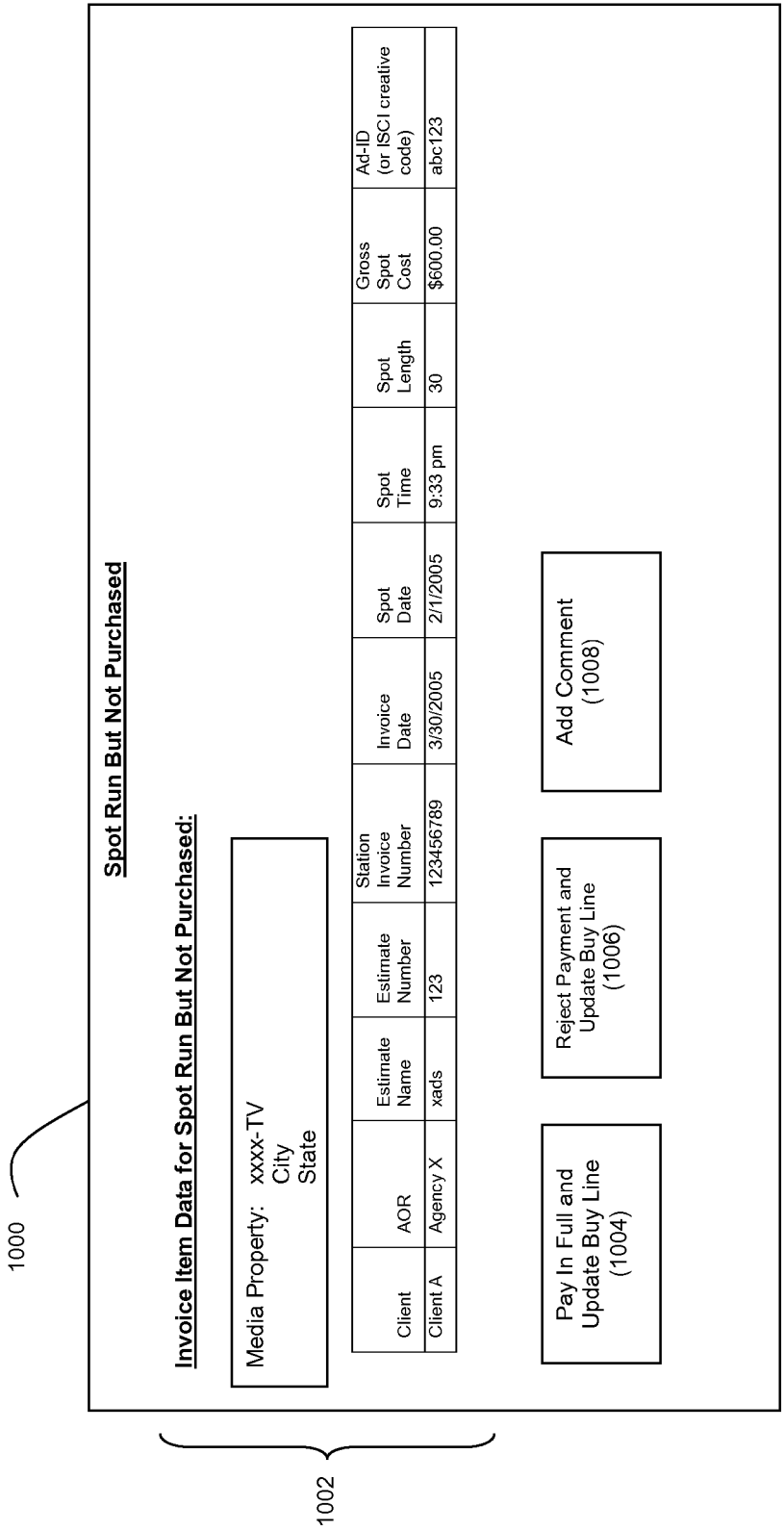


Figure 8(a)

1020

Spot Purchased But Not Run

Final Buy Item Data for Spot Purchased But Not Run:

AOR: Agency X
 City
 State
 Client: ClientA

1022

Product	Est. Code	Est. Name	Buy Dates	Market	Station	Line	Program	Daypart	Length	Rotation	Times	Cost Per Spot	TRP Est.	Week A Spots	Week B Spots	Week C Spots	Comments
ProductX	123	xads	m1/d1 - m2/d2	St. Louis	xxxx-TV	005	Show1	PRI	30	M-F	8-9 pm	\$975.00	6	1	1	0	...

Pay In Full/Request Credit/Update Buy Line (1010)

Reject Payment and Update Buy Line (1006)

Add Comment (1008)

Figure 8(b)

1030

Spot Cost Inconsistency:

Final Buy and Invoice Data for Spot:

Client: ClientA
 Agency X
 City State
 Media Property: XXXX-TV
 City State

Final Buy Item:

Product	Est. Code	Est. Name	Buy Dates	Market	Station	Line	Program	Daypart	Length	Relation	Times	Cost Per Spot	TRP Est.	Week A Spots	Week B Spots	Week C Spots	Comments
ProductX	123	xads	m1/d1 m2/d2	St. Louis	xxxx-TV	005	Show1	PRI	30	MF	8-9 pm	\$500.00	6	1	1	0	...

1032

Invoice Item:

Estimate Name	Estimate Number	Station Invoice Number	Invoice Date	Spot Date	Spot Time	Spot Length	Gross Spot Cost	Ad-ID (or ISCI creative code)
xads	123	123456789	3/30/2005	2/1/2005	8:33 pm	30	\$700.00	abc123

Invoice-to-Final Buy Cost Differential: \$200.00

1034

Add Comment (1008)

Reject Payment and Update Buy Line (1006)

Pay Final Buy Amount and Update Buy Line (1038)

Pay Invoice Amount in Full/Request Credit/Update Buy Line (1010)

Figure 8(c)

1040

Spot Length Inconsistency:

Final Buy and Invoice Data for Spot:

Client: ClientA
 AOR: Agency X City State
 Media Property: XXXX-TV City State

Final Buy Item:

Product	Est. Code	Est. Name	Buy Dates	Market	Station	Line	Program	Daypart	Length	Rotation	Times	Cost Per Spot	TRP Est.	Week A Spots	Week B Spots	Week C Spots	Comments
ProductX	123	xads	m1/d1 - m2/d2	SL Louis	xxxx- TV	005	Show1	PRI	30	M-F	8-9 pm	\$500.00	6	1	1	0	...

Invoice Item:

Estimate Name	Estimate Number	Station Invoice Number	Invoice Date	Spot Date	Spot Time	Spot Length	Gross Spot Cost	Ad-ID (or ISCI creative code)
xads	123	123456789	3/30/2005	2/1/2005	9:33 pm	15	\$500.00	abc123

Invoice-to-Final Buy Length Differential:

-15 seconds

1042

Pay Invoice Amount in Full/Request Credit/Update Buy Line (1010)

Reject Payment and Update Buy Line (1006)

Add Comment (1008)

1032

Figure 8(d)

1050

Spot Time Inconsistency:

Final Buy and Invoice Data for Spot:

Client: ClientA
 AOR: Agency X
 City: City
 State: State
 Media Property: XXXX-TV
 City: City
 State: State

Final Buy Item:

Product	Est. Code	Est. Name	Buy Dates	Market	Station	Line	Program	Daypart	Length	Relation	Times	Cost Per Spot	TRP Est.	Week A Spots	Week B Spots	Week C Spots	Comments
ProductX	123	xads	m1/d1 - m2/d2	St. Louis	xxxx-TV	005	Show1	PRI	30	M-F	8-9 pm	\$500.00	6	1	1	0	...

Invoice Item:

Estimate Name	Estimate Number	Station Invoice Number	Invoice Date	Spot Date	Spot Time	Spot Length	Gross Spot Cost	Ad-ID (or ISCI creative code)
xads	123	123456789	3/30/2005	2/1/2005	8:33 pm	30	\$500.00	abc123

1052

Spot Time Tolerance:

+/- 3 minutes

Invoice-to-Final Buy Time Differential:

30 minutes late

1054

Pay Invoice Amount in Full/Request Credit/Update Buy Line (1010)

Reject Payment and Update Buy Line (1006)

Add Comment (1008)

1032

Figure 8(e)

1060

Spot Date Inconsistency:

Final Buy and Invoice Data for Spot:

Client:	ClientA	Media Property:	XXXX-TV
AOR:	Agency X	City:	City
	State	State:	State

Final Buy Item:

Product	Est. Code	Est. Name	Buy Dates	Market	Station	Line	Program	Daypart	Length	Rotation	Times	Cost Per Spot	TRP Est.	Week A Spots	Week B Spots	Week C Spots	Comments
ProductX	123	xads	2/10 - 2/28	St. Louis	xxx-TV	005	Show1	PRI	30	M-F	8-9 pm	\$500.00	6	1	1	0	...

Invoice Item:

Estimate Name	Estimate Number	Station Invoice Number	Invoice Date	Spot Date	Spot Time	Spot Length	Gross Spot Cost	Ad-ID (or ISCI creative code)
xads	123	123456789	3/30/2005	2/17/2005	9:33 pm	30	\$500.00	abc123

Invoice-to-Final Buy Date Differential:

9 days early

1062

Pay Invoice Amount in Full/Request Credit/Update Buy Line (1010)

Reject Payment and Update Buy Line (1006)

Add Comment (1008)

1032

Figure 8(f)

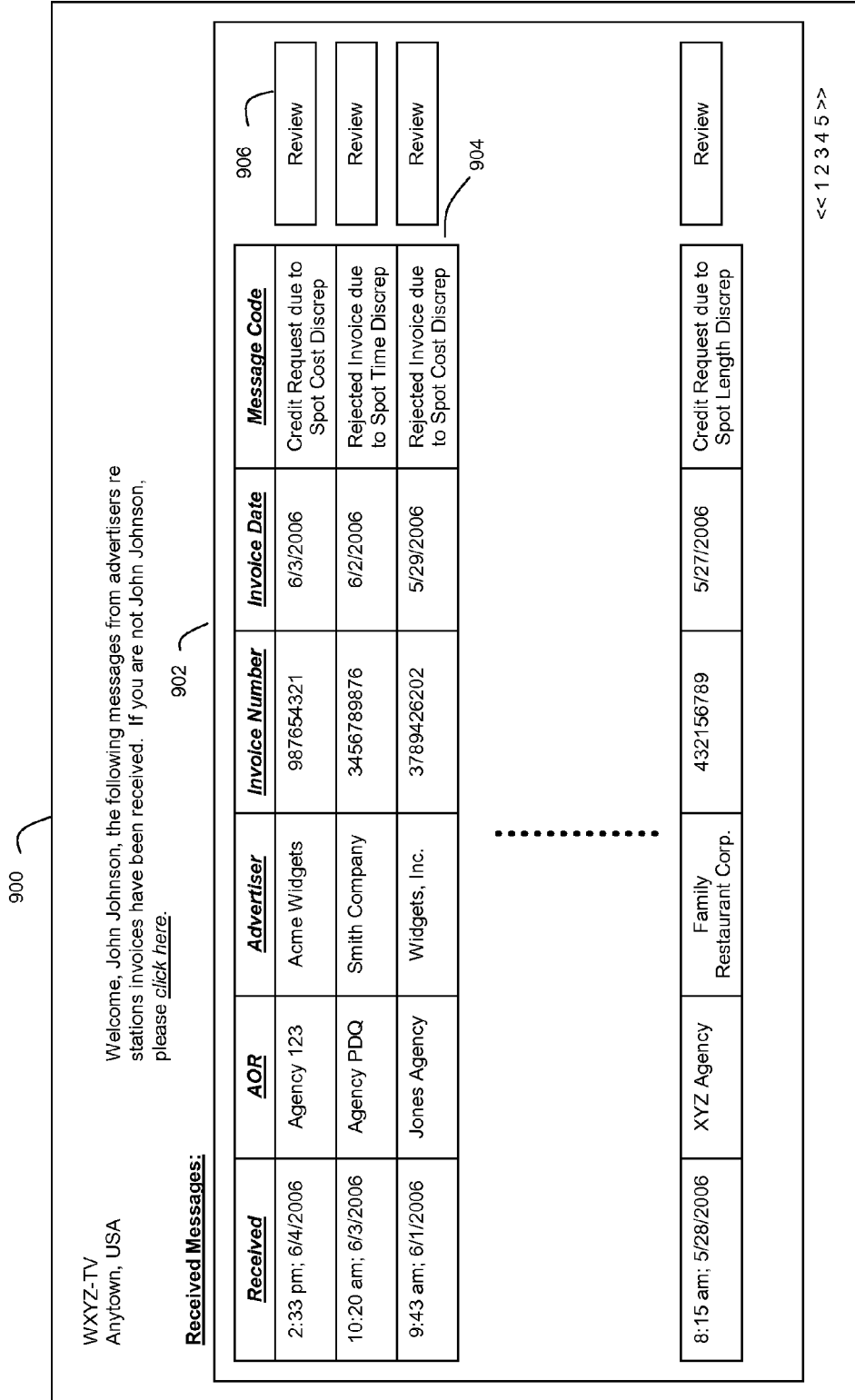


Figure 9

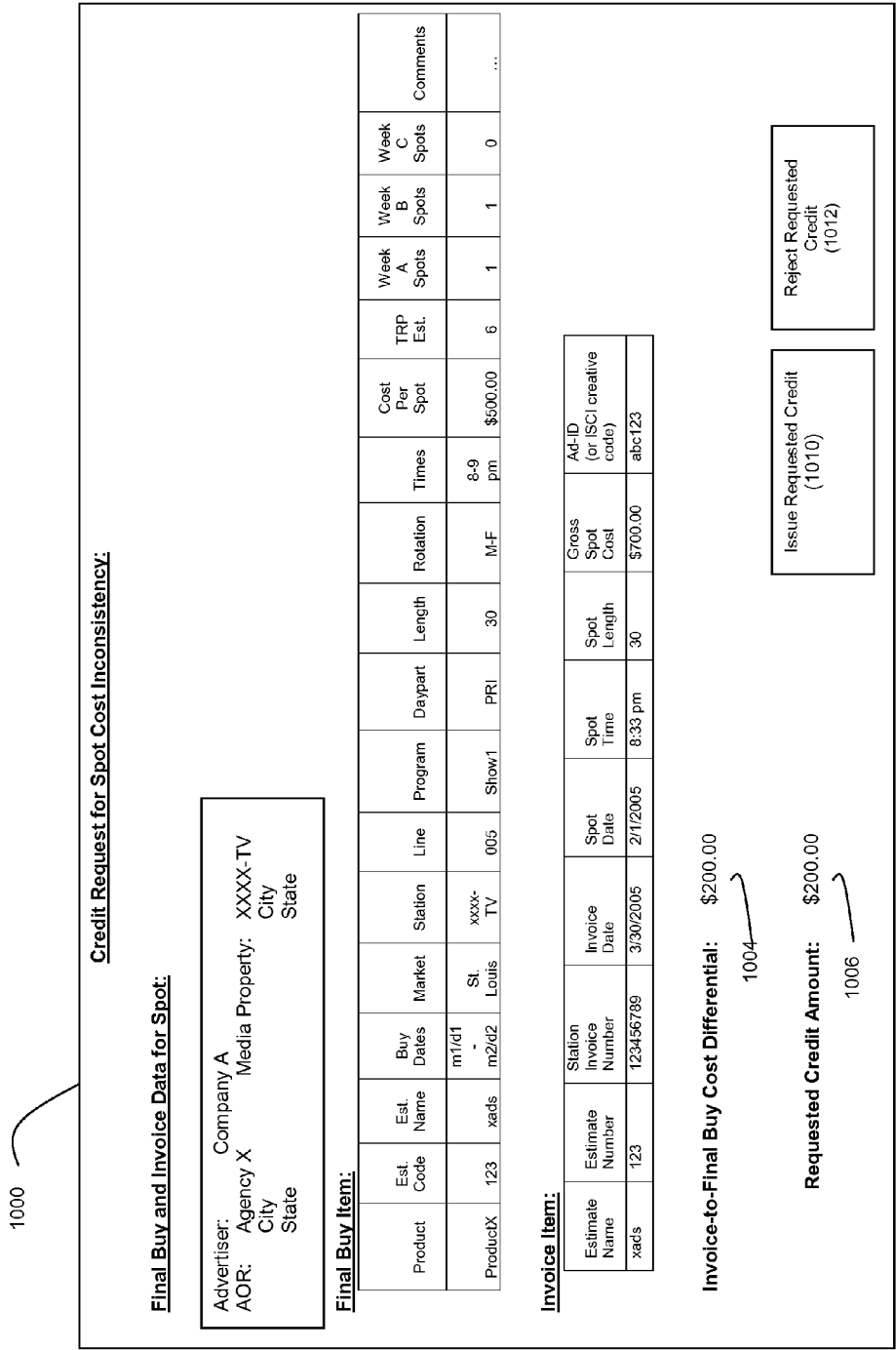


Figure 10(a)

1000

1002

1020

Invoice Rejected Due to Spot Time Inconsistency:

Final Buy and Invoice Data for Spot:

Advertiser:	Company A
AOR:	Agency X
Media Property:	XXXX-TV
City:	City
State:	State

Final Buy Item:

Product	Est. Code	Est. Name	Buy Dates	Market	Station	Line	Program	Daypart	Length	Rotation	Times	Cost Per Spot	TRP Est.	Week A Spots	Week B Spots	Week C Spots	Comments
ProductX	123	xads	m1/d1 m2/d2	St. Louis	xxx-TV	005	Show1	PRI	30	M-F	8-9 pm	\$500.00	6	1	1	0	...

Invoice Item:

Estimate Name	Estimate Number	Station Invoice Number	Invoice Date	Spot Date	Spot Time	Spot Length	Gross Spot Cost	Ad-ID (or ISCI creative code)
xads	123	123456789	3/30/2005	2/1/2005	8:33 pm	30	\$500.00	abc123

1022

Spot Time Tolerance: +/- 3 minutes

Invoice-to-Final Buy Time Differential: 30 minutes late

1024

Accept Invoice Rejection (1026)

Refuse Invoice Rejection (1028)

1002

Figure 10(b)

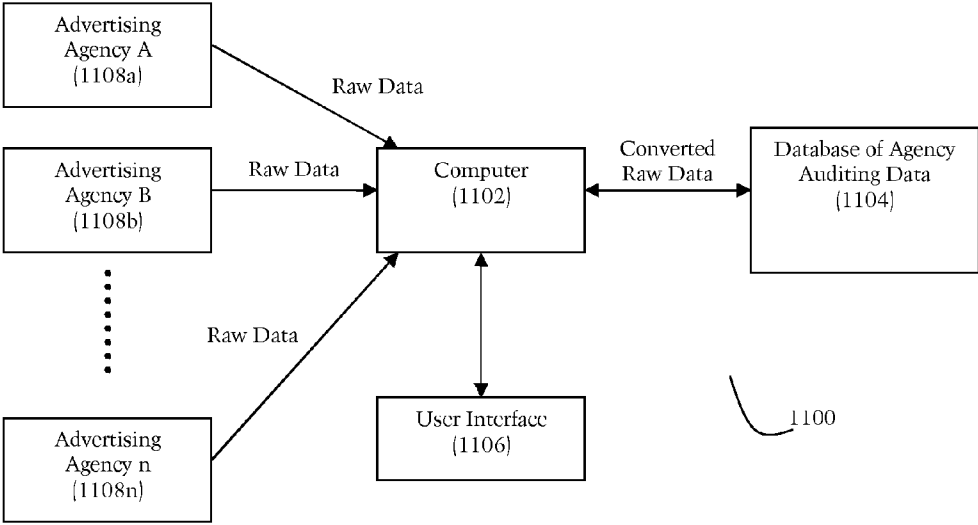


Figure 11

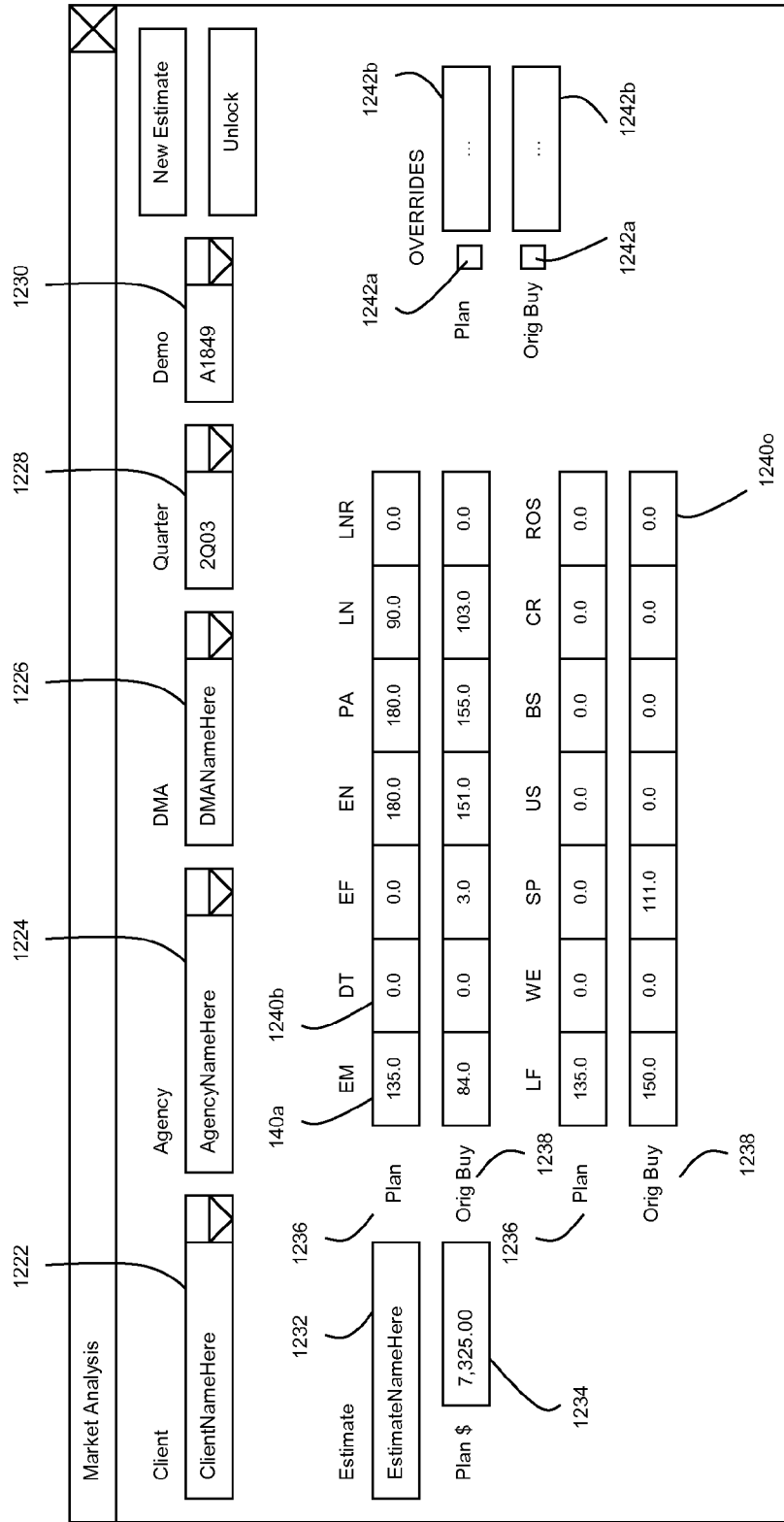


Figure 12

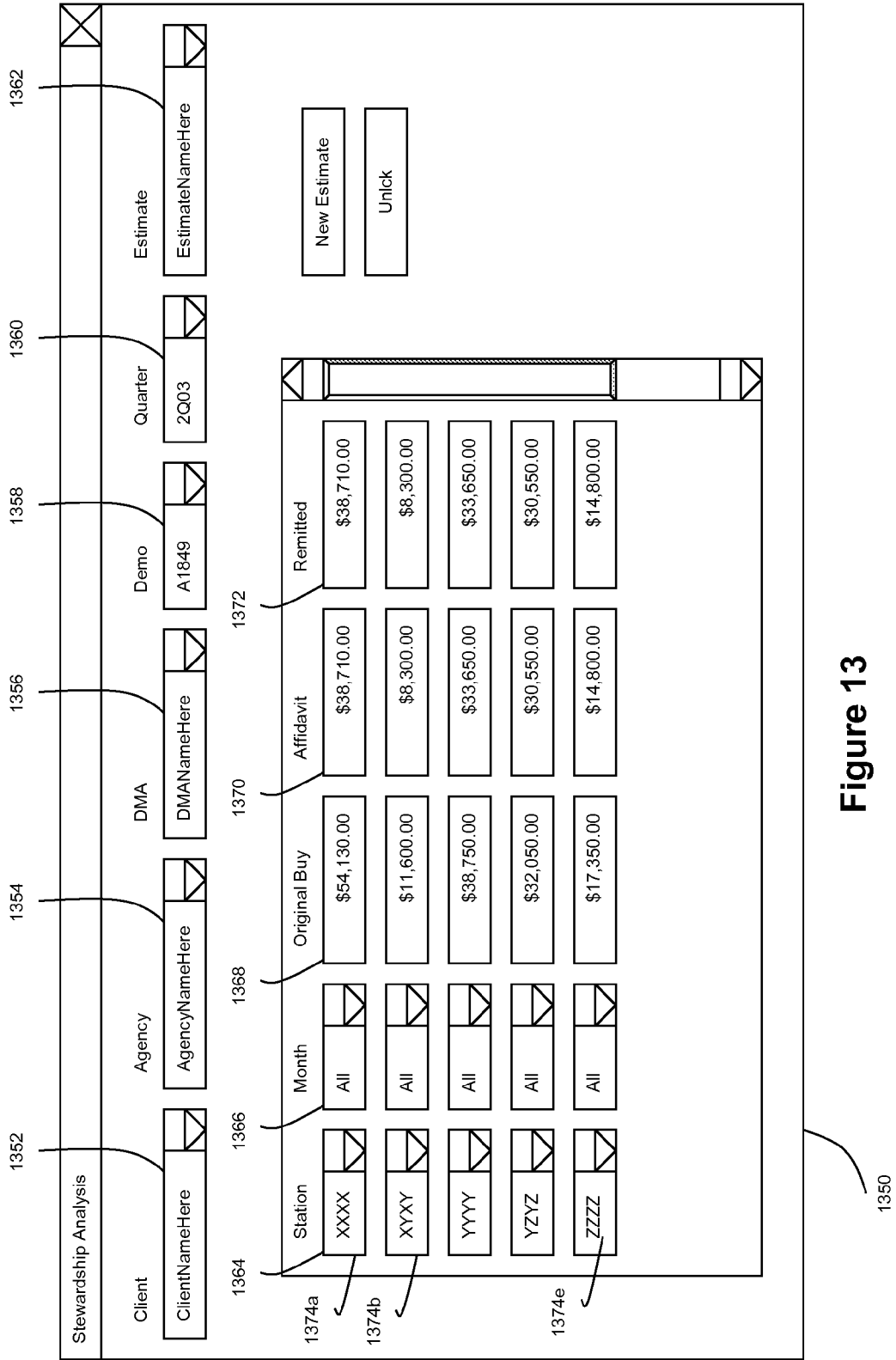


Figure 13

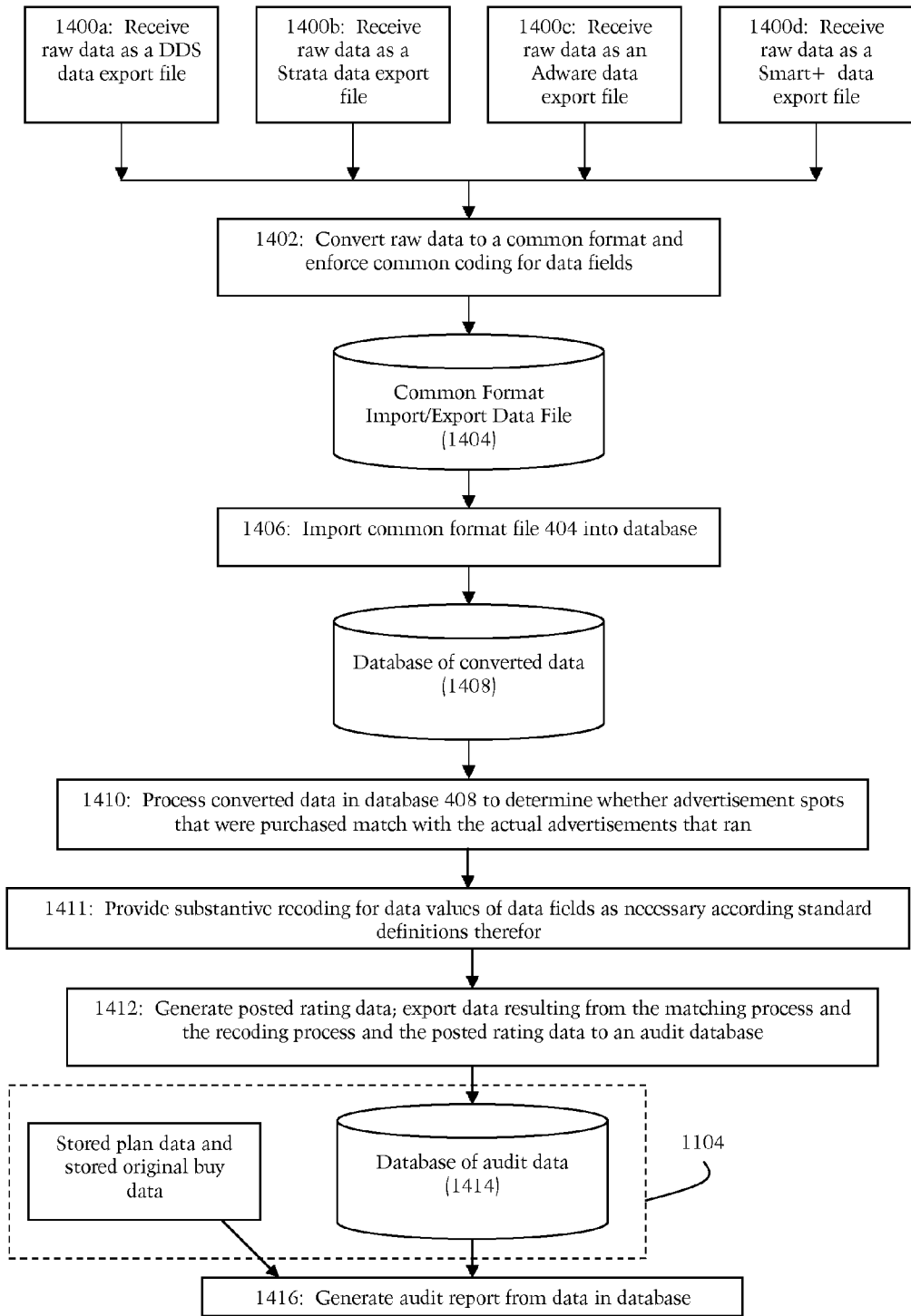


Figure 14

1500

Media (1502)	Client (1504)	Product (1506)	Est. Code (1508)	Est. Name (1510)	Buy Dates (1512)	Market (1514)	Station (1516)	Line (1518)	Program (1520)	Daypart (1522)	Length (1524)	Rotation (1526)	Times (1528)	Cost Per Spot (1530)	TRP Est. (1532)	Week A Spots (1534)	Week B Spots (1536)	Week C Spots (1538)	Comments (1540)
TV	ClientA	ProductX	123	xads	m1/d1 - m2/d2	St. Louis	xxxx-TV	005	Show1	PRI	30	M-F	8-9 pm	\$975.00	6	1	1	0	...
TV	ClientA	ProductX	123	xads	m1/d1 - m2/d2	St. Louis	xxxx-TV	005	Show2	PRI	30	F	9-10 pm	\$500.00	3	0	1	0	...
TV	ClientA	ProductX	123	xads	m1/d1 - m2/d2	St. Louis	xxxx-TV	008	Show3	EFG	30	SA-SU	6:30 - 7 pm	\$200.00	3	1	0	0	...

.....

Figure 15

1600

Media (1602)	Client (1604)	Product (1606)	Est. Code (1608)	Est. Name (1608)	Market (1610)	Station (1612)	Date (1614)	Day (1616)	Time (1618)	Length (1620)	Invoice Cost (1622)	Invoice Number (1624)	Film/ISC (1626)
TV	ClientA	ProductX	123	xads	St. Louis	xxxx-TV	mm/dd/yy	MON	803P	30	\$500.00	12345	abc123
TV	ClientA	ProductX	123	xads	St. Louis	xxxx-TV	mm/dd/yy	MON	912P	30	\$400.00	12345	abc123
TV	ClientA	ProductX	123	xads	St. Louis	xxxx-TV	mm/dd/yy	SAT	642P	30	\$600.00	12345	abc123

.....

Figure 16

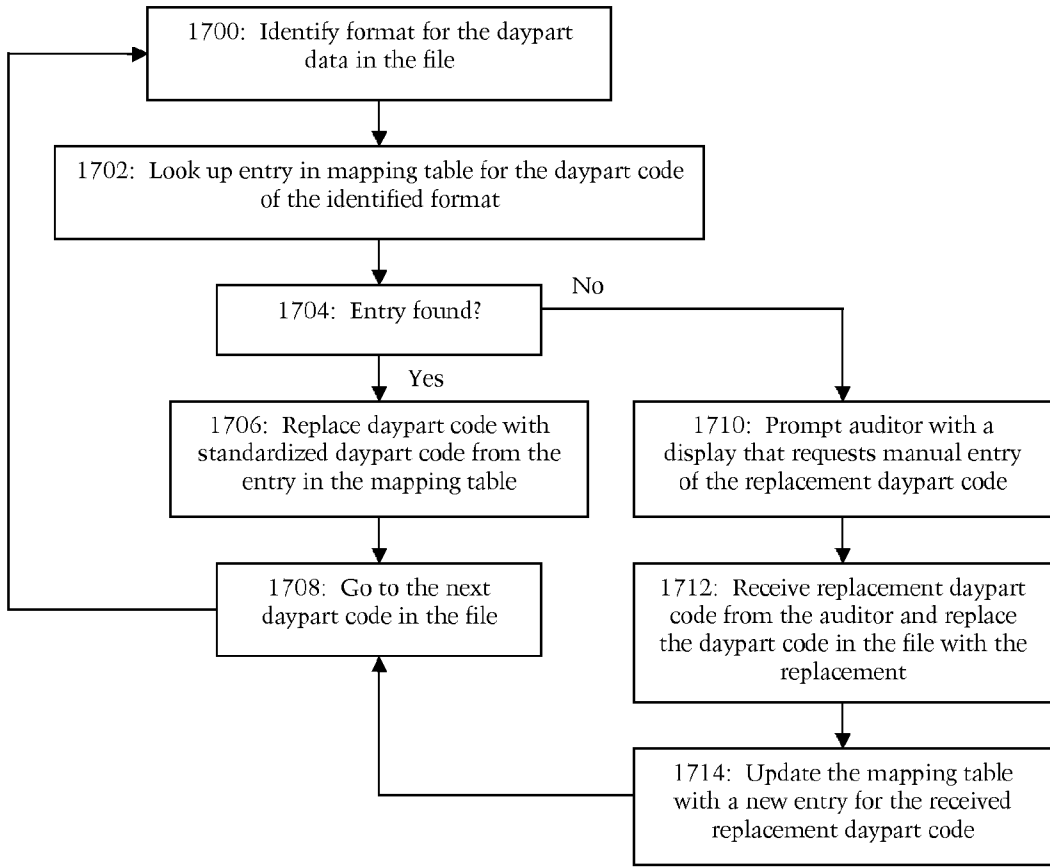


Figure 17

Package (1802)	Input (1804)	Output (1806)	Media Type (1808)
Adware	A	PA	TV
Adware	ACC	PA	TV
Adware	B	BS	TV
Adware	BON	BS	TV
Adware	D	DT	TV
Adware	DAY	DT	TV
Adware	E	EF	TV
Adware	EAM	EM	TV
Adware	EFG	EF	TV
Adware	EFR	EF	TV
Adware	EMN	EM	TV
Adware	ENW	EN	TV
Adware	L	LF	TV
Adware	LFG	LF	TV
Adware	LFR	LF	TV
Adware	LNW	LN	TV
Adware	M	EN	TV
Adware	N	LN	TV
Adware	O	ROS	TV
Adware	OVN	LF	TV
Adware	P	PR	TV
Adware	PAC	PA	TV
Adware	PP	PR	TV
Adware	PRI	PR	TV
Adware	PRM	PR	TV
Adware	PRT	PR	TV
Adware	R	ROS	TV
Adware	S	SP	TV
Adware	SPO	SP	TV
Adware	SPT	SP	TV
Adware	T	EM	TV
Adware	TRA	BB	TV
Adware	UDL	UD	TV
Adware	W	WE	TV
Adware	WEK	WE	TV
Adware	WKD	WE	TV
Adware	WKN	WE	TV
Adware	Y	PR	TV
DDS	A	PA	TV
DDS	ACC	PA	TV
DDS	AMD	AM	Radio
DDS	AMN	EM	TV
DDS	B	BS	TV
DDS	BNS	BS	TV
DDS	BON	BS	Radio
DDS	BON	BS	TV
DDS	CRE	CR	TV
DDS	DAY	DT	TV
DDS	E	EF	TV
DDS	EAM	EM	TV
DDS	EFG	EF	TV
DDS	EFR	EF	TV
DDS	EMN	EM	TV
DDS	ENW	EN	TV
DDS	M	EN	TV
DDS	N	LN	TV
DDS	O	ROS	TV
DDS	OVN	LF	TV
DDS	P	PR	TV
DDS	PAC	PA	TV
DDS	PP	PR	TV
DDS	PRI	PR	TV
DDS	PRM	PR	TV
DDS	PRT	PR	TV
DDS	R	ROS	TV
DDS	S	SP	TV
DDS	SPO	SP	TV
DDS	SPT	SP	TV
DDS	T	EM	TV
DDS	TRA	BB	TV
DDS	UDL	UD	TV
DDS	W	WE	TV
DDS	WEK	WE	TV
DDS	WKD	WE	TV
DDS	WKN	WE	TV
DDS	PRE	PR	TV
DDS	PRI	PR	TV
DDS	PRQ	PR	TV
DDS	PRT	PR	TV
DDS	PSP	SP	TV
DDS	ROT	ROS	TV
DDS	S	SP	TV
DDS	SPO	PM	Radio
DDS	SPO	SP	TV
DDS	SPT	SP	TV
DDS	TAX	BB	TV
DDS	UDL	UD	TV
DDS	UDW	UD	TV
DDS	UND	UD	TV
DDS	WKD	WE	Radio
DDS	WKD	WE	TV
Smart+	3.6	EM	TV
Smart+	AM	EM	TV
Smart+	AV	BS	TV
Smart+	B	BS	TV
Smart+	BD	BS	TV
Smart+	BNS	BS	TV
Smart+	BON	BS	TV
Smart+	BON	BS	TV
Smart+	CH	DT	TV
Smart+	DA	DT	TV
Smart+	EM2	EM	TV
Smart+	EN2	EN	TV
Smart+	EV	EV	Radio
Smart+	FRG	EF	TV
Smart+	FL	LF	TV
Smart+	IP	PR	TV
Smart+	KN	EN	TV
Smart+	LN2	LN	TV
Smart+	LRP	LNR	TV
Smart+	MGW	BS	TV
Smart+	OVN	BS	TV
Smart+	PRE	PR	TV
Smart+	PRI	PR	TV
Smart+	PRQ	PR	TV
Smart+	PRT	PR	TV
Smart+	PSP	SP	TV
Smart+	ROT	ROS	TV
Smart+	S	SP	TV
Smart+	SPO	PM	Radio
Smart+	SPO	SP	TV
Smart+	SPT	SP	TV
Smart+	TAX	BB	TV
Smart+	UDL	UD	TV
Smart+	UDW	UD	TV
Smart+	UND	UD	TV
Smart+	WKD	WE	Radio
Smart+	WKD	WE	TV
Smart+	3.6	EM	TV
Smart+	AM	EM	TV
Smart+	AV	BS	TV
Smart+	B	BS	TV
Smart+	BD	BS	TV
Smart+	BNS	BS	TV
Smart+	BON	BS	TV
Smart+	BON	BS	TV
Smart+	CH	DT	TV
Smart+	DA	DT	TV
Smart+	EM2	EM	TV
Smart+	EN2	EN	TV
Smart+	EV	EV	Radio
Smart+	FRG	EF	TV
Smart+	FL	LF	TV
Smart+	IP	PR	TV
Smart+	KN	EN	TV
Smart+	LN2	LN	TV
Smart+	LRP	LNR	TV
Smart+	MGW	BS	TV
Smart+	OVN	BS	TV
Smart+	PA2	PA	TV
Smart+	PAC	PA	TV
Smart+	PF	PR	TV
Smart+	PI	PR	TV
Smart+	PR2	PR	TV
Smart+	PT	PR	TV
Smart+	PT2	PR	TV
Smart+	Q	UD	TV
Smart+	ROS	ROS	TV
Smart+	RO	ROS	TV
Smart+	RO1	ON	Radio
Smart+	ROT	ROS	TV
Smart+	RT	ROS	TV
Smart+	S	SP	TV
Smart+	SP2	SP	TV
Smart+	SS	WE	Radio
Smart+	TRA	BS	TV
Smart+	UDU	UD	TV
Smart+	WK	ROS	Radio
Smart+	WK	WE	TV
Smart+	WS	SP	TV
Smart+	AM	EM	TV
Smart+	AV	BS	TV
Smart+	B	BS	TV
Smart+	BN	BS	TV
Smart+	BS15	BS	TV
Smart+	CB	UD	TV
Smart+	GPA	PA-C	TV
Smart+	CPT	PR-C	TV
Smart+	CS	SP-C	TV
Smart+	DA	DT	TV
Smart+	DAY	DT	TV
Smart+	DI10	DT	TV
Smart+	DI15	DT	TV
Smart+	EF15	EF	TV
Smart+	EF15	EF	TV
Package (1802)	Input (1804)	Output (1806)	Media Type (1808)
Sirata	EM10	EM	TV
Sirata	EM15	EM	TV
Sirata	EMN	EM	TV
Sirata	EN15	EN	TV
Sirata	EN15	EN	TV
Sirata	EN15	EN	TV
Sirata	EV	EV	Radio
Sirata	LF15	LF	TV
Sirata	LN10	LN	TV
Sirata	LN15	LN	TV
Sirata	MD	DT	TV
Sirata	NC	BS	TV
Sirata	NC15	BS	TV
Sirata	OV	UD	TV
Sirata	PA15	PA	TV
Sirata	PA10	PA	TV
Sirata	PA15	PA	TV
Sirata	PM	PR	TV
Sirata	PR15	PR	TV
Sirata	PT	PR	TV
Sirata	PT15	PR	TV
Sirata	PT15	PR	TV
Sirata	PT10	PR	TV
Sirata	PT15	PR	TV
Sirata	PT-C	PR-C	TV
Sirata	ROT	ROS	TV
Sirata	RT	ROS	Radio
Sirata	RT	ROS	TV
Sirata	RT10	ROS	TV
Sirata	S	SP	TV
Sirata	S15	SP	TV
Sirata	SP15	SP	TV
Sirata	SPT	SP-C	TV
Sirata	WE15	WE	TV
Sirata	WK	WE	Radio
Sirata	WK	WE	TV

Figure 18

1900

Post Override

1902 Client ClientNameHere

1904 Agency AgencyNameHere

1906 DMA DMANameHere

1908 Demo A1824

1910 Quarter 1Q03

1912 Station XXXX

1914 Date/Program Name mm/dd/yy hh:mm:ss a/pm -> ProgramNameHere

1916 Delete Adjustment

1918 Estimated Ratings 1.5

1920 Actual Ratings 0.5

1922 Adjustment ...

1924 Comments ...

Figure 19

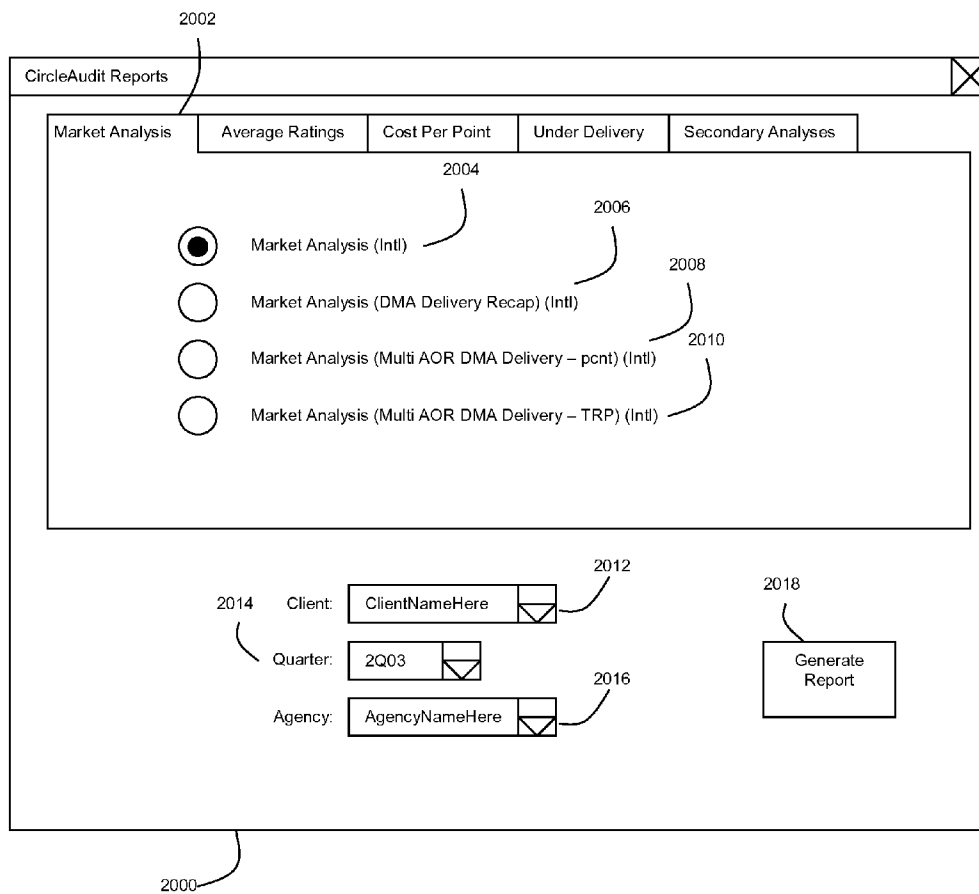


Figure 20(a)

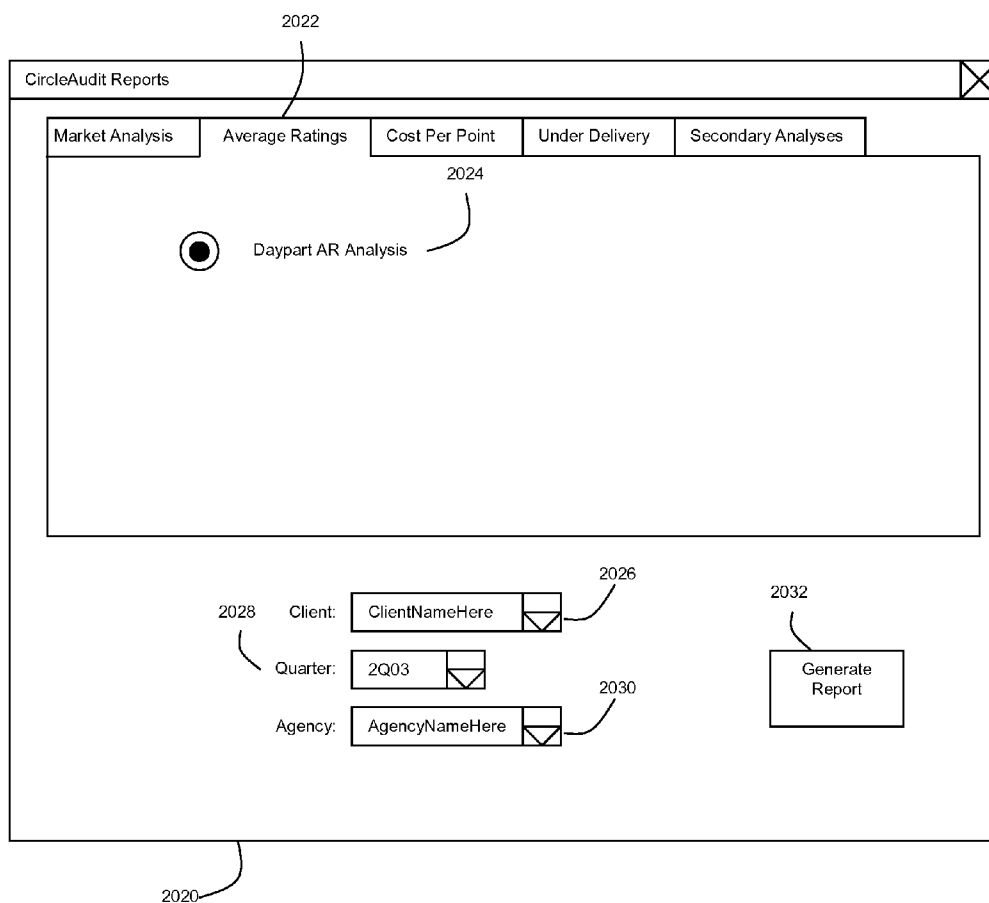


Figure 20(b)

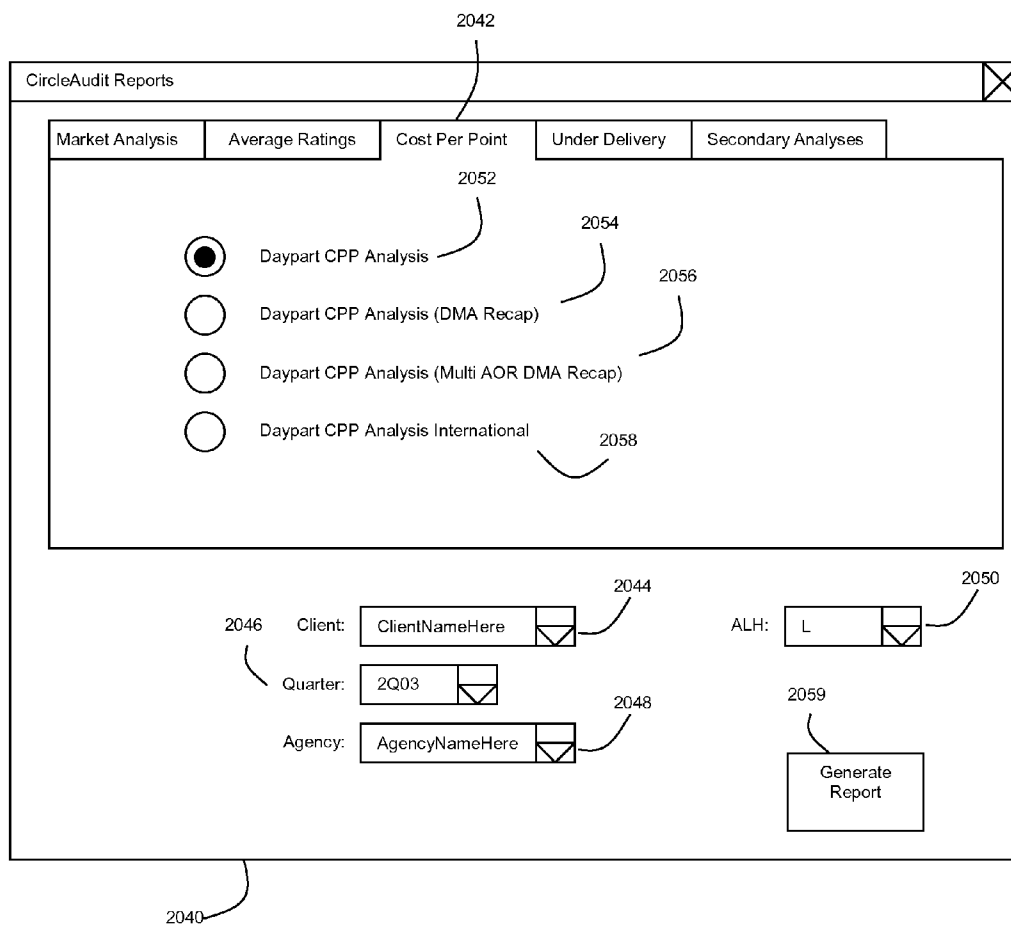


Figure 20(c)

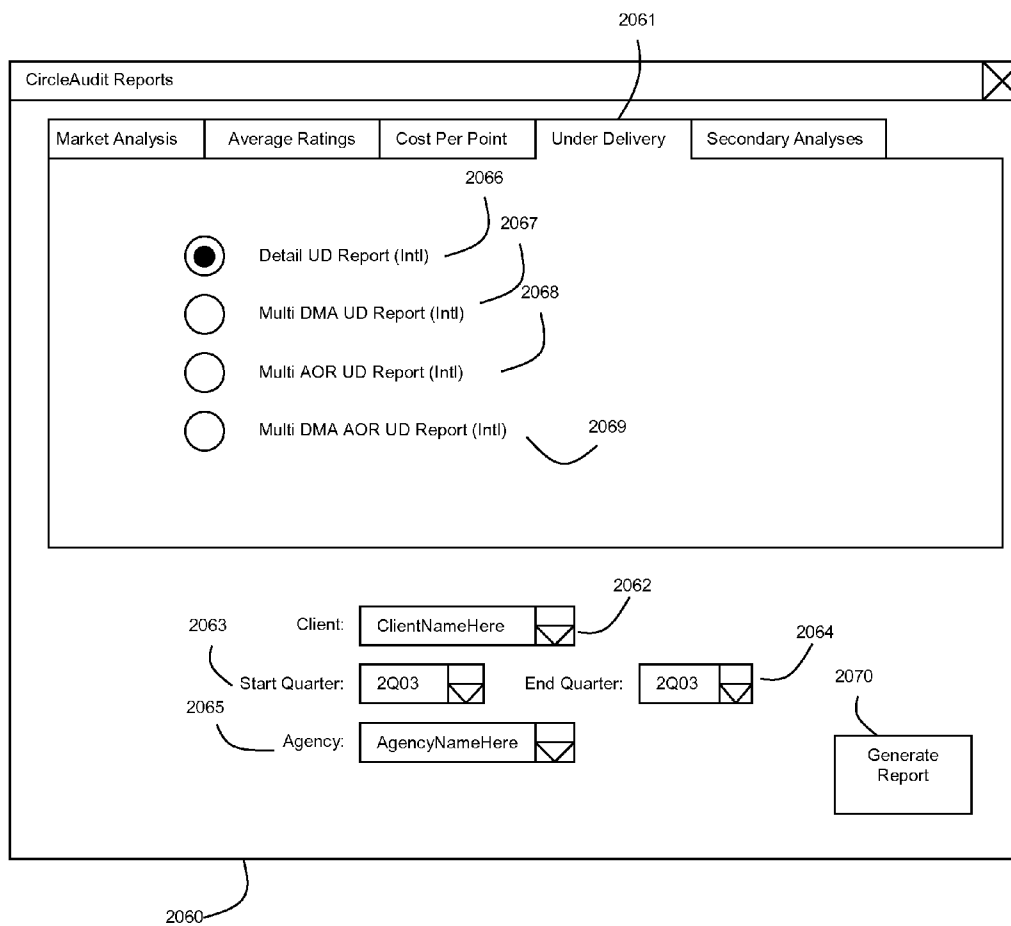


Figure 20(d)

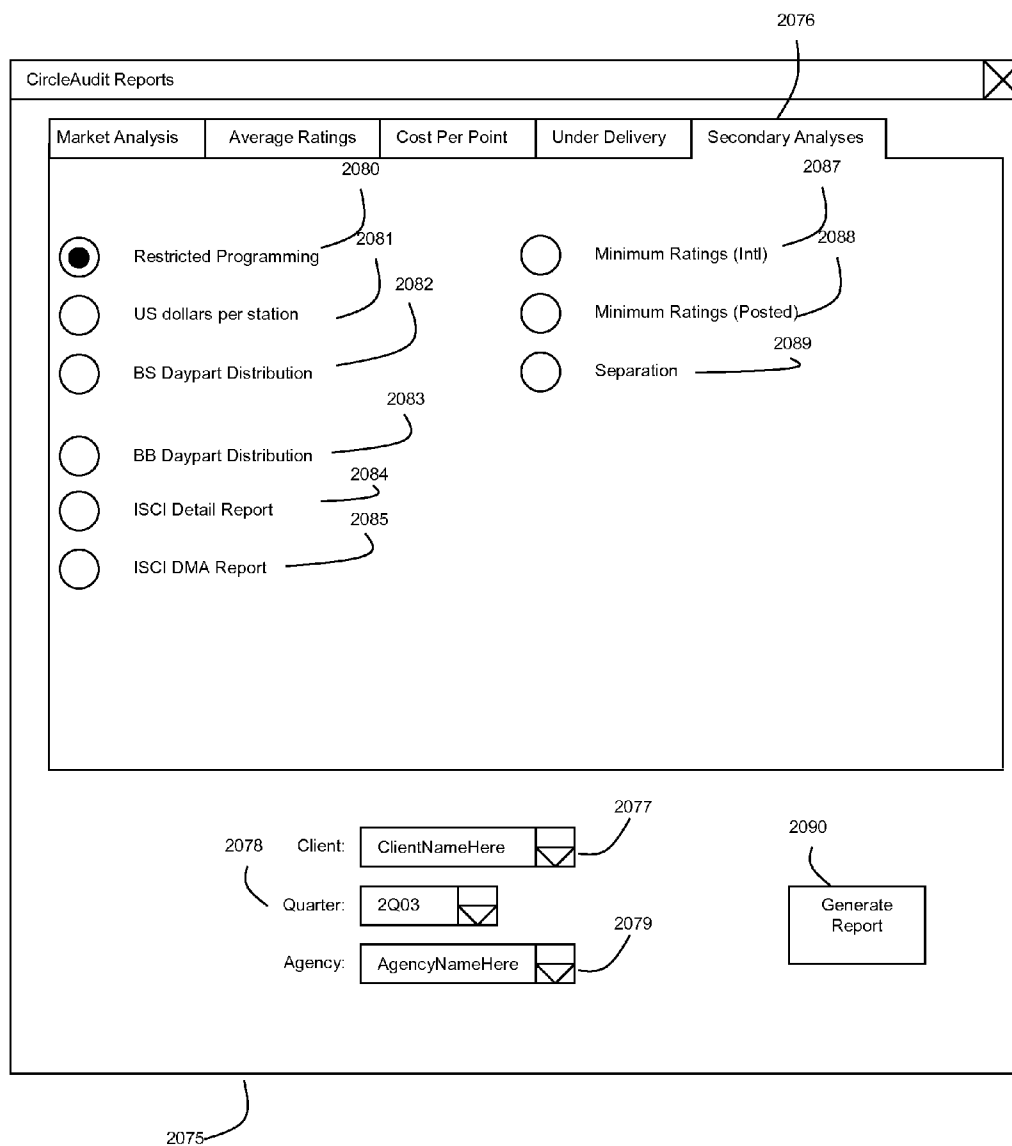


Figure 20(e)

Market Analysis		Client X		Agency Y		DMA: MIAMI-FT. LAUDERDALE		Quarter: 1Q04							
Daypart Analysis		Estimated A1849 TRPs		Original Buy		Final Buy		Delivery Index to Plan							
Plan	Original Buy	Final Buy	Post Buy	Original Buy	Final Buy	Post Buy	Original Buy	Final Buy	Post Buy						
Morning	0.0	0.0	0.0	0.0	0.0	0.0	100.0%	100.0%	100.0%						
Daytime	0.0	0.0	3.4	1.3	156.6	156.6	100.0%	100.0%	100.0%						
Early Fringe	213.9	213.9	189.8	80.1	80.1	80.1	94.8%	26.7%	73.2%						
Early News	258.9	245.4	69.1	70.1	70.1	70.1	104.2%	80.7%	30.9%						
Prime Access	153.5	159.9	123.9	117.2	117.2	117.2	108.6%	128.4%	45.7%						
Prime	133.6	145.1	171.5	43.3	43.3	43.3	106.6%	120.2%	87.7%						
Late News	48.5	51.7	58.3	0.4	0.4	0.4	101.7%	88.1%	89.3%						
Late News Repeat	0.0	0.0	1.5	125.8	125.8	125.8	40.5%	83.0%	76.3%						
Late Fringe	164.9	167.7	145.2	0.0	0.0	0.0	--	--	--						
Weekend	0.0	12.2	0.0	16.4	16.4	16.4	--	--	44.3%						
Sports	37.0	15.0	30.7	104.3	104.3	104.3	--	--	--						
Unspecified	0.0	0.0	0.0	0.0	0.0	0.0	--	--	--						
Bonus	0.0	0.0	0.0	0.0	0.0	0.0	--	--	--						
Credit	0.0	0.0	0.0	139.1	139.1	139.1	100.0%	3388.0%	2782.0%						
ROS	5.0	5.0	169.4	854.6	854.6	854.6	100.1%	94.8%	84.2%						
Totals	1015.3	1015.9	962.8	2140	2140	2140	2144	2146	2148						
Stewardship Analysis		Affiliate		Plan \$'s		Original \$'s		Final \$'s		Affidavit \$'s		Posted \$'s		Remitted \$'s	
WBFS	IND	\$48,575.00	\$48,555.00	\$48,555.00	\$48,555.00	\$48,555.00	\$48,555.00	\$48,555.00	\$48,555.00	\$48,555.00	\$48,555.00	\$48,555.00	\$48,555.00	\$48,555.00	\$48,555.00
WBZL	IND	\$22,750.00	\$22,750.00	\$22,750.00	\$22,750.00	\$22,750.00	\$22,750.00	\$22,750.00	\$22,750.00	\$22,750.00	\$22,750.00	\$22,750.00	\$22,750.00	\$22,750.00	\$22,750.00
WFOR	CBS	\$7,950.00	\$7,950.00	\$7,950.00	\$7,950.00	\$7,950.00	\$7,950.00	\$7,950.00	\$7,950.00	\$7,950.00	\$7,950.00	\$7,950.00	\$7,950.00	\$7,950.00	\$7,950.00
WPLG	ABC	\$15,400.00	\$15,400.00	\$15,400.00	\$15,400.00	\$15,400.00	\$15,400.00	\$15,400.00	\$15,400.00	\$15,400.00	\$15,400.00	\$15,400.00	\$15,400.00	\$15,400.00	\$15,400.00
WSVN	FOX	\$119,800.00	\$119,800.00	\$119,800.00	\$119,800.00	\$119,800.00	\$119,800.00	\$119,800.00	\$119,800.00	\$119,800.00	\$119,800.00	\$119,800.00	\$119,800.00	\$119,800.00	\$119,800.00
WTVJ	NBC	\$32,900.00	\$32,900.00	\$32,900.00	\$32,900.00	\$32,900.00	\$32,900.00	\$32,900.00	\$32,900.00	\$32,900.00	\$32,900.00	\$32,900.00	\$32,900.00	\$32,900.00	\$32,900.00
Totals		\$250,425.00	\$247,375.00	\$247,375.00	\$243,405.00	\$243,405.00	\$243,405.00	\$243,405.00	\$243,405.00	\$247,450.00	\$243,400.00	\$243,400.00	\$243,400.00	\$243,400.00	\$0.00
% of Plan		98.8%	98.8%	98.8%	97.2%	97.2%	98.8%	98.8%	97.2%	98.8%	97.2%	97.2%	97.2%	97.2%	97.2%
CPPs		\$246.65	\$243.50	\$243.50	\$252.81	\$252.81	\$243.50	\$252.81	\$252.81	\$243.50	\$243.50	\$243.50	\$243.50	\$243.50	\$243.50
CPP vs Plan		96.7%	96.7%	96.7%	102.5%	102.5%	96.7%	102.5%	102.5%	96.7%	96.7%	96.7%	96.7%	96.7%	96.7%

Figure 21(a)

DMA Delivery Recap

Client: Client X
 AOR: Agency Y

Demo: A1849
 Quarter: 1Q04

Daypart Analysis	2174 Plan		2176 Estimated A1849 TRPs		2178 Post Buy		2180 Original Buy		2184 Delivery Index to Plan		2186 Post vs Final	
	2172	2174	2176	2178	2178	2180	2180	2184	2184	2186	2186	
DMA												
MIAMI-FT. LAUDERDALE	1015.3	1015.9	962.8	854.6	100.1%	94.8%	84.2%	88.76%				
WEST PALM BEACH-FT. PIERCE	1136.0	1130.4	1061.3	922.9	99.5%	93.4%	81.2%	86.96%				

2160

Figure 21(b)

Multi AOR DMA Delivery Recap

Client: Client X 2191
 Demo: A2554

2194 2195 2196 2197 2198 2199

Quarter: 1Q04

DMA	AOR	Delivery Index to Plan			Post vs Final
		Original Buy	Final Buy	Post Buy	
Albany, GA	Agency A	--	92.4%	110.3%	119.33%
Atlanta, GA	Agency A	102.6%	97.5%	89.8%	92.08%
Augusta, GA	Agency A	102.6%	97.8%	111.1%	113.61%
Birmingham (Anniston and Tuscaloos)	Agency A	100.6%	101.7%	119.5%	117.55%
Bluefield-Beckley-Oak Hill, WV	Agency A	101.7%	100.8%	129.0%	127.99%
Charleston, SC	Agency A	99.9%	95.6%	106.1%	110.93%
Charleston-Huntington, WV	Agency A	96.1%	92.9%	108.8%	117.12%
Chattanooga, TN	Agency B	95.8%	95.1%	100.8%	106.06%
Cincinnati, OH	Agency B	101.3%	99.3%	130.0%	130.85%
Columbia, SC	Agency B	95.7%	93.9%	93.0%	99.05%
Columbia-Jefferson City, MO	Agency B	100.3%	99.8%	106.2%	106.42%
Columbus, GA	Agency B	98.9%	97.3%	103.9%	106.80%
Columbus-Tupelo-West Point, MS	Agency B	98.9%	97.9%	95.5%	97.58%
Dothan, AL	Agency B	96.0%	92.9%	93.4%	100.54%
Evansville, IN	Agency B	97.9%	102.9%	90.4%	87.88%
Huntsville-Decatur (Florence), AL	Agency B	100.5%	99.4%	100.9%	101.51%
Jackson, MS	Agency B	95.8%	93.2%	88.4%	94.85%
Jacksonville, FL	Agency B	101.0%	101.5%	107.8%	106.20%
Knoxville, TN	Agency B	100.5%	97.5%	137.5%	141.00%
Lexington, KY	Agency C	97.5%	96.8%	114.2%	117.97%
Little Rock-Pine Bluff, AR	Agency C	100.2%	99.0%	102.3%	103.30%
Louisville, KY	Agency C	100.0%	98.7%	110.0%	111.42%
Macon, GA	Agency C	100.4%	98.7%	82.3%	83.38%
Memphis, TN	Agency C	100.7%	96.6%	106.7%	110.45%
Montgomery (Selma), AL	Agency C	100.4%	97.2%	103.3%	106.28%

Figure 21(c)

Multi AOR DMA Delivery Recap

Client: Client X 2103
 Demo: A2554

2109 2105 2111 2113 2107 2117 2119

Quarter: 1Q04

DMA	AOR	Plan	Estimated A2554 TRPs	Original Buy	Final Buy	Post Buy
Albany, GA	Agency A	1275.1	0.0	1178.8	1406.7	
Atlanta, GA	Agency A	250.0	256.4	243.7	224.4	
Augusta, GA	Agency A	1390.0	1426.5	1358.9	1543.8	
Birmingham (Anniston and Tuscaloos	Agency A	2300.0	2313.6	2338.7	2749.2	
Bluefield-Beckley-Oak Hill, WV	Agency A	1450.0	1474.2	1461.1	1870.1	
Charleston, SC	Agency A	2050.0	2048.3	1959.8	2174.1	
Charleston-Huntington, WV	Agency A	2000.0	1921.0	1857.3	2175.3	
Chattanooga, TN	Agency B	2075.0	1987.7	1972.3	2091.9	
Cincinnati, OH	Agency B	1000.0	1012.7	993.4	1299.9	
Columbia, SC	Agency B	1450.0	1387.3	1361.4	1348.4	
Columbia-Jefferson City, MO	Agency B	900.0	902.4	898.2	955.9	
Columbus, GA	Agency B	1915.0	1893.9	1863.1	1989.8	
Columbus-Tupelo-West Point, MS	Agency B	2251.0	2225.9	2203.0	2149.7	
Dothan, AL	Agency B	1725.0	1655.9	1602.0	1610.7	
Evansville, IN	Agency B	1700.0	1664.9	1749.3	1537.3	
Huntsville-Decatur (Florence), AL	Agency B	2075.0	2085.6	2062.0	2093.2	
Jackson, MS	Agency B	1990.0	1907.2	1853.8	1758.4	
Jacksonville, FL	Agency B	900.0	909.1	913.3	969.9	
Knoxville, TN	Agency B	1325.1	1331.4	1292.3	1822.2	
Lexington, KY	Agency C	850.0	828.5	823.0	970.9	
Little Rock-Pine Bluff, AR	Agency C	800.0	801.6	792.0	818.1	
Louisville, KY	Agency C	1825.0	1825.1	1801.8	2007.5	
Macon, GA	Agency C	1700.0	1707.0	1678.3	1399.3	
Memphis, TN	Agency C	2375.2	2391.6	2294.4	2534.1	
Montgomery (Selma), AL	Agency C	2451.0	2460.7	2383.3	2533.0	

Figure 21(d)

Daypart Average Rating Analysis

Client: Client X 2202
 DMA: MIAMI-FT. LAUDERDALE 2204
 Demo: A1849 2206
 Quarter: 1Q04 2208

2200

2210

	EM	DT	EF	EN	PA	PR	LN	LF
2212 Final Ratings Estimate	--	1.7	2.0	1.3	3.3	3.4	2.4	1.5
2214 Posted Rating	--	0.7	1.9	1.7	2.4	2.6	2.1	1.4
2216 NSI Average Rating	1.0	0.8	1.2	2.4	2.1	2.5	2.8	0.9

	EM	DT	EF	EN	PA	PR	LN	LF
2220 Index: Final to Daypart Average	--	212.5%	166.7%	54.2%	157.1%	136.0%	85.7%	166.7%
2222 Index: Posted to Daypart Average	--	87.5%	158.3%	70.8%	114.3%	104.0%	75.0%	155.6%

Figure 22

Daypart Cost per Point Analysis

Final Buy vs. Posted vs. SQAD

Client: Client X 2302
 DMA: MIAMI-FT. LAUDERDALE 2304
 Demo: A1849 2306 AOR: Agency Y 2310
 Quarter: 1Q04 2308 Length: 30 2312 Factor: 100% 2314

Cost/Points (Gross)

	EM	DT	EF	EN	PA	PR	LN	LF
Final Buy 2316	--	--	\$181.64	\$272.07	\$309.93	\$363.27	\$317.32	\$175.14
Posted 2318	--	--	\$202.43	\$216.60	\$429.39	\$498.51	\$404.16	\$192.21
SQAD 2320	\$217.00	\$274.00	\$344.00	\$410.00	\$492.00	\$845.00	\$572.00	\$293.00

Index to SQAD (L)

	EM	DT	EF	EN	PA	PR	LN	LF
Final Buy 2324	--	--	52.8%	66.4%	63.0%	43.0%	55.5%	59.8%
Posted 2326	--	--	58.8%	52.8%	87.3%	59.0%	70.7%	65.6%

Figure 23(a)

DMA Daypart Cost per Point Analysis

Posted vs SQAD Recap

Client: Client X
 Demo: A1849
 Quarter: 1Q04

AOR: Agency Y
 Length: 30
 Factor: 100%

DMA	Index to SQAD	EM	DT	EF	EN	PA	PR	LN	LF
MIAMI-FT. LAUDERDALE	L	--	--	58.8%	52.8%	87.3%	59.0%	70.7%	65.6%
WEST PALM BEACH-FT. PIERCE	L	--	--	118.1%	74.4%	88.6%	88.4%	106.6%	120.1%
System Average vs. SQAD									
		--	--	88.5%	63.6%	88.0%	73.7%	88.6%	92.8%

Figure 23(b)

**Multi AOR DMA Daypart Cost per Point Analysis
Posted vs SQAD Recap**

Client: Client X Date: mm/dd/yy
 Demo: A1849 Length: 30
 Quarter: 1Q04 Factor: 100%

2360

DMA	AOR	Index to SQAD	EM	DT	EF	EN	PA	PR	LN	LF
Minneapolis-St. Paul, MN	Agency A	L	--	--	51.7%	76.1%	59.0%	51.5%	80.8%	69.2%
	Agency Average vs. SQAD									
						51.7%	76.1%	59.0%	51.5%	80.8%
Atlanta, GA	Agency B	L	--	--	69.6%	92.8%	86.7%	104.0%	93.4%	111.3%
	Agency Average vs. SQAD									
Macon, GA	Agency B	L	--	--	140.3%	166.5%	110.0%	99.2%	208.7%	--
	Agency Average vs. SQAD									
Cincinnati, OH Dayton, OH	Agency C	L	--	--	104.9%	129.7%	98.4%	101.6%	151.1%	111.3%
	Agency C	L	--	--	60.3%	97.5%	88.6%	84.1%	84.6%	107.7%
	Agency Average vs. SQAD									
					106.9%	108.1%	97.2%	119.7%	98.6%	142.6%
					83.6%	102.8%	92.9%	101.9%	91.6%	125.1%
Multi AOR Average vs. SQAD			--	--	80.1%	102.9%	83.4%	85.0%	107.8%	101.9%

Figure 23(c)

Detailed Under Delivery(UD) Restitution Tracking Analysis

Client	Station	Final Purchased TRPs	Posted Delivery TRPs	Posted Delivery Index	TRPs Owed	Restitution TRPs Posted	Revised Post Index	Balance TRPs Owed
2402 2404 Demo A1849 2406 Quarters 1Q01 - 4Q01 2416 AOR Date 10-May-02 2422 2424 2426 2428 2430	2412 MIAMI-FT. LAUDERDALE 2414a WBFS 2414b WBZL WFOR WPLG WSVN 2414f WTVJ 2400	2418 3781.5 748.1 566.1 263.0 206.6 1451.3 546.4	2420 3379.3 706.5 509.5 203.1 210.7 1374.9 374.6	2422 89.4% 94.4% 90.0% 77.2% 102.0% 94.7% 68.6%	2424 217.2 51.5 12.5 36.1 0.0 0.0 117.1	2426 165.0 30.8 7.4 44.9 0.0 0.0 81.9	2428 93.7% 98.6% 91.3% 94.3% 102.0% 94.7% 83.5%	2430 61.1 20.7 5.1 0.0 0.0 35.3

Value Owed	\$48,218.78	2434
Value Received	\$35,935.67	2436
Balance	\$14,168.02	2438

Figure 24(a)

Multi DMA Under Delivery(UD) Restitution Tracking Analysis

Client	Client X	AOR	Agency Y
Demo	A1849	Date	mm/dd/yy
Quarter	4Q01	Final Purchased TRPs	2450
	Posted Gross \$s	Posted Delivery TRPs	2452
	Posted TRPs	Posted Delivery Index	2454
	Posted TRPs Owed	Restitution TRPs	2456
	Posted TRPs Owed	Revised Post Index	2458
DMA			
MIAMI-FT. LAUDERDALE	\$243,400.00	962.8	854.6
WEST PALM BEACH-FT. PIERCE	\$97,160.00	1061.3	922.9
Total:	\$340,560.00		
		70.2	88.8%
		75.5	87.0%
		0.0	88.8%
		110.7	97.4%

Figure 24(b)

2440

Multi Agency Under Delivery(UD) Restitution Tracking Analysis

Client	Client X	2462	Date	mm/dd/yy	Restitution TRPs	Value	Balance
Quarter	1Q04	2464			Posted	Received	
		AOR	DMAs Purchased	Posted Delivery Index	TRPs Owed	Value Owed	
		Agency A	1	103.2%	21.4	\$6,054.92	\$6,054.92
		Agency B	2	98.8%	62.7	\$16,547.58	\$10,338.25
		Agency C	2	142.4%	21.3	\$11,675.59	\$0.00
		Agency D	2	106.4%	7.9	\$1,437.09	\$854.98
		Agency E	10	98.3%	371.0	\$47,866.65	\$47,866.65
		Agency F	1	117.9%	3.8	\$317.83	\$317.83
		Agency G	1	93.3%	19.1	\$1,837.61	\$1,837.61
		Agency H	3	98.9%	8.3	\$640.62	\$640.62
		Agency I	8	110.5%	83.0	\$22,790.56	\$22,790.56
		Agency J	6	116.4%	1.0	\$77.85	\$77.85
		Agency K	1	101.4%	51.3	\$12,180.68	\$12,180.68
		Agency L	1	122.4%	14.0	\$1,624.84	\$928.48
		Agency M	3	85.9%	111.5	\$4,969.14	\$2,942.00
		Agency N	9	111.7%	21.4	\$5,512.63	\$1,849.60
		Agency O	12	102.2%	263.4	\$31,677.98	\$30,584.08
		Agency P	1	95.4%	32.8	\$2,542.33	\$1,410.68
		Agency Q	2	102.6%	33.0	\$4,724.94	\$3,364.07
		Agency R	3	88.1%	291.3	\$62,454.31	\$62,454.31
		Average Delivery		105.1%		\$234,933.15	\$77,518.27
						balance outstanding	87.9%

Figure 24(c)

2460

Multi DMA / Multi AOR Under Delivery(UD) Restitution Tracking Analysis

2480

Client Client X
 Demo A-1849
 Quarter 1Q04

Date mm/dd/yy

DMA	AOR	Posted Gross \$s	Final Purchased TRPs	Posted Delivery TRPs	Posted Delivery Index	TRPs Owed	Restitution TRPs Posted	Revised Post Index
Minneapolis-St. Paul, MN	Agency A	\$210,865.00	1002.9	1086.5	108.3%	0.0	0.0	108.3%
	Total:	\$210,865.00						
Atlanta, GA	Agency B	\$453,615.00	1542.0	1574.8	102.1%	41.2	12.6	102.9%
	Agency B	\$34,355.00	836.0	621.7	74.4%	167.9	0.0	74.4%
	Total:	\$487,970.00						
Washington, DC (Hagerstown, MD)	Agency C	\$387,500.00	830.0	1008.0	121.4%	0.0	0.0	121.4%
	Total:	\$387,500.00						

Figure 24(d)

Restricted Programming Report

Client: Client X
 Agency: Agency Y
 Quarter: 1Q04

Date: mm/dd/yy

DMA	Program	Cost		Posted		TRPs		Posted	
		Cost	DMA Cost	Index	DMA TRPs	Index	DMA TRPs	Index	
Atlanta, GA	20/20	\$6,000.00		2.3%	18.8	2.1%			
	Primetime Thursday	\$1,400.00		0.5%	4.9	0.5%			
	DMA Total	\$7,400.00	\$265,400.00	2.8%	23.7	2.6%	900.2	2.6%	
Baltimore, MD	Girlfriends / Abby Half and Half	\$2,400.00		1.4%	14.6	1.5%			
		\$5,000.00		2.9%	11.3	1.1%			
	DMA Total	\$7,400.00	\$174,525.00	4.2%	25.9	2.6%	1005.4	2.6%	
Chicago, IL	Dr. Phil	\$0.00		0.0%	3.1	0.3%			
	DMA Total	\$0.00	\$465,500.00	0.0%	3.1	0.3%	974.7	0.3%	
Cleveland-Akron (Canton), Ot Boston Public Married With Children		\$3,000.00		1.6%	3.5	0.4%			
		\$3,500.00		1.9%	9.3	1.0%			
	DMA Total	\$6,500.00	\$188,395.00	3.5%	12.8	1.4%	905.6	1.4%	
Dallas-Ft. Worth, TX	Girlfriends	\$0.00		0.0%	2.6	0.3%			
	One on One	\$0.00		0.0%	1.9	0.2%			
	Parkers	\$0.00		0.0%	1.8	0.2%			
	DMA Total	\$0.00	\$406,600.00	0.0%	6.3	0.6%	982.6	0.6%	
Hartford & New Haven, CT	20/20	\$0.00		0.0%	3.0	0.3%			
	Blind Date	\$0.00		0.0%	0.1	0.0%			
	Primetime Live	\$0.00		0.0%	2.0	0.2%			
	DMA Total	\$0.00	\$148,475.00	0.0%	5.1	0.6%	906.1	0.6%	
	Total	\$21,300.00			96.9				

Figure 25(a)

Detailed Unspecified Activity Report

Client: Client X
 Agency: Agency Y
 Quarter: 1Q04

DMA	Station	Spot Date and Time	Actual Gross Cost
Denver, CO	KMGH	3/3/04 6:53 PM	\$0.00
	KMGH	3/4/04 9:36 PM	\$0.00
	KMGH	3/5/04 8:37 PM	\$0.00
	KMGH	3/9/04 5:57 PM	\$1,250.00
Station Total			\$1,250.00
DMA Total			\$1,250.00
Hartford & New Haven, CT	WHPX	1/12/04 8:07 PM	\$35.00
	WHPX	1/12/04 8:22 PM	\$40.00
	WHPX	1/12/04 9:36 PM	\$35.00
Station Total			\$110.00
DMA Total			\$110.00
Philadelphia, PA	WTFX	1/12/04 10:24 PM	\$0.00
	WTFX	1/16/04 10:22 PM	\$1,300.00
	WTFX	1/18/04 10:27 PM	\$1,300.00
Station Total			\$2,600.00
DMA Total			\$2,600.00
Grand Total			\$3,960.00

2510

Figure 25(b)

Bonus Daypart Distribution Report

Client: Client X
 Agency: Agency Y
 Quarter: 1Q04

Date: mm/dd/yy

DMA	Daypart Code	Posted Rating	Actual Spot Count
Atlanta, GA	EN	2.9	2
	LF	7.3	4
	LN	0.6	1
	PA	1.5	1
	PR	61.6	15
		73.9	23
	EN	2.6	1
	PA	4.6	2
	PR	53.7	14
	WE	12.0	12
		72.9	29
	EF	1.1	1
	EM	6.7	4
	EN	3.4	3
	LF	4.8	5
	LN	12.7	9
	PA	4.7	4
	PR	9.8	4
		43.2	30
	Totals	190.0	82

2520

Figure 25(c)

Billboard Daypart Distribution Report

Client: Client X
 Agency: Agency Y
 Quarter: 1Q04

Date: mm/dd/yy

DMA	Daypart Code	Posted Rating	Actual Spot Count
Boston, MA	EF	0.0	3
	EN	0.0	2
	PR	0.0	2
0.0			
Cincinnati, C	EM	0.0	4
	EN	0.0	2
	LN	0.0	3
0.0			
Hartford & N	PR	0.0	6
		0.0	6
Houston, TX	PR	0.0	2
		0.0	2
Las Vegas,	EF	0.0	1
	EM	0.0	5
	EN	0.0	1
	LN	0.0	1
0.0			
Miami-Ft. Le	EF	0.0	4
	EM	0.0	5
	EN	0.0	5
	LF	0.0	1
PR	0.0	2	
0.0			
Totals			17
Totals			49

2530

Figure 25(d)

ISCI Report

Client: Client X
 Agency: Agency Y
 Quarter: 1Q04

Date: mm/dd/yy

DMA	Station	ISCI	Actual Spot Count	Percentage		
Cincinnati, C	WSTR	HNC0003	5	13.5%		
		HNC0006	8	21.6%		
		HNC0007	4	10.8%		
		HNC0004	6	16.2%		
		HNC0001	2	5.4%		
		HNC0005	6	16.2%		
		HNC0006	6	16.2%		
		Total	37			
		Cincinnati, OH	WXIX	HNC0003	10	12.8%
				HNC0006	14	17.9%
HNC0007	12			15.4%		
HNC0004	18			23.1%		
HNC0001	3			3.8%		
HNC0005	12			15.4%		
HNC0006	9			11.5%		
Total	78					
Cincinnati, OH	WBXX			HNC0003	5	11.4%
				HNC0006	9	20.5%
		HNC0007	6	13.6%		
		HNC0004	9	20.5%		
		HNC0001	2	4.5%		
		HNC0005	8	18.2%		
		HNC0006	5	11.4%		
		Total	44			
		Cincinnati, OH	WJW	HNC0003	11	38.0%
				HNC0006	18	62.0%
Total	29					
Cleveland-Akron (Canton), OH	WJW	HNC0003	11	38.0%		
		HNC0006	18	62.0%		
Total	29					
Cleveland-Akron (Canton), OH	WJW	HNC0003	11	38.0%		
		HNC0006	18	62.0%		
Total	29					

2540

Figure 25(e)

ISCI DMA Rollup Report

Client: Client X
 Agency: Agency Y
 Quarter: 1Q04

Date: mm/dd/yy

ISCI	Actual Spot Count	Percentage
DMA		
Atlanta, GA		
HHNS0003	1	0.3%
HNCDD0003	49	13.1%
HNCDD0006	76	20.4%
HNCDD0007	34	9.1%
HNCR0004	50	13.4%
HNCS0001	24	6.4%
HNCS0003	1	0.3%
HNCS0005	54	14.5%
HNCS0006	50	13.4%
HNSD1013	18	4.8%
HNSS1013	16	4.3%
Atlanta, GA	373	
DMA		
Baltimore, MD		
HNCDD0003	52	14.4%
HNCDD0007	1	0.3%
HNCF0007	3	0.8%
HNCG0003	23	6.4%
HNCG0004	32	8.9%
HNCG0005	23	6.4%
HNCG0007	38	10.6%
HNCR0004	49	13.6%
HNCR0007	1	0.3%
HNCS0001	22	6.1%
HNCS0003	1	0.3%
HNCS0005	56	15.6%
HNCS0006	58	16.1%
HNDC0003	1	0.3%
Baltimore, MD	360	

2550 — Baltimore, MD

Figure 25(f)

DMA Minimum Final Ratings Report

Client: Client X
 Agency: Agency Y
 Quarter: 1Q04

Date: mm/dd/yy

DMA	Daypart	Violation			Final		
		Cost	Index	TRPs	Daypart Cost	Daypart TRPs	Index
Atlanta, GA	LN	\$400.00	100.0%	1.0	\$400.00	6.0	16.7%
	PA	\$200.00	0.4%	2.0	\$46,850.00	177.6	1.1%
	PR	\$1,000.00	1.4%	6.0	\$71,600.00	159.3	3.8%
	SP	\$3,700.00	7.6%	1.3	\$48,900.00	52.8	2.5%
DMA Total		\$5,300.00	2.0%	10.3	\$265,400.00	888.7	1.2%
Baltimore, MD	LF	\$0.00	0.0%	3.0	\$16,325.00	108.5	2.8%
	PR	\$1,650.00	5.3%	20.0	\$31,150.00	143.5	13.9%
	DMA Total		\$1,650.00	0.9%	23.0	\$174,525.00	896.0
Boston, MA (Manchete)	LF	\$1,600.00	2.8%	0.0	\$57,125.00	123.5	0.0%
	LN	\$11,050.00	10.5%	20.0	\$105,550.00	138.0	14.5%
	PA	\$3,000.00	2.0%	7.0	\$150,000.00	240.0	2.9%
	PR	\$10,500.00	8.2%	14.5	\$127,500.00	110.0	13.2%
DMA Total		\$26,150.00	5.0%	41.5	\$526,675.00	809.0	5.1%
Chicago, IL	LN	\$500.00	0.5%	1.0	\$98,100.00	170.0	0.6%
	PR	\$0.00	0.0%	3.5	\$75,000.00	101.0	3.5%
	SP	\$17,500.00	49.3%	11.0	\$35,500.00	25.0	44.0%
DMA Total		\$18,000.00	3.9%	15.5	\$465,500.00	885.0	1.8%
Cleveland-Akron (C&PR)	PR	\$1,100.00	2.4%	4.5	\$46,300.00	140.5	3.2%
	DMA Total		\$1,100.00	0.6%	4.5	\$188,395.00	889.5

2560

Note: Totals exclude under delivery

Figure 25(g)

DMA Separation Report

Client: Client X
 Agency: Agency Y
 Quarter: 1Q04
 Separation Minutes: 20
 Date: mm/dd/yy

DMA	Station	Program	Date	Length	Cost	Spot 1			Spot 2			Separation (minutes)
						Program	Date	Length	Cost	Program	Date	
Atlanta, GA	WAGA	70S SHOW	1/18/04 7:25 PM	30	\$100	70S SHOW	1/18/04 7:29 PM	30	\$300			4
	WAGA	KING OF THE	3/8/04 7:39 PM	30	\$400	KING OF THE	3/8/04 7:57 PM	30	\$800			18
	WATL	PRIME SUN R	1/19/04 10:27 PM	30	\$0	PRIME SUN R	1/19/04 10:45 PM	30	\$0			18
	WGCL	ENVERYBODY-	3/7/04 7:15 PM	30	\$800	ENVERYBODY-	3/7/04 7:31 PM	30	\$500			16
	WSB	LF ROTATION	1/11/04 11:44 PM	30	\$0	LF ROTATION	1/11/04 11:57 PM	30	\$600			13
	WSB	LF ROTATION	2/4/04 12:43 AM	30	\$0	LF ROTATION	2/4/04 1:02 AM	30	\$200			19
	WSB	ACTION NEW	3/12/04 12:42 AM	30	\$225	ACTION NEW	3/12/04 1:01 AM	30	\$225			19
DMA Spot Pair Total												7
Baltimore, MD	WBFF	LATE NEWS	1/7/04 10:59 PM	30	\$575	LATE NEWS	1/7/04 11:10 PM	30	\$250			11
	WBFF	LATE NEWS	1/9/04 10:54 PM	30	\$575	LATE NEWS	1/9/04 11:06 PM	30	\$250			12
	WBFF	FOX NFC	1/19/04 1:25 PM	30	\$0	FOX NFC	1/19/04 1:43 PM	30	\$0			18
	WMAR	JEOPARDY	3/4/04 7:42 PM	30	\$275	JEOPARDY	3/4/04 8:01 PM	30	\$1,400			19
	WNUV	THAT 70S SH	2/11/04 7:43 PM	30	\$550	THAT 70S SH	2/11/04 7:59 PM	30	\$1,000			16
	WNUV	MARTIN	3/3/04 10:45 PM	30	\$250	MARTIN	3/3/04 10:52 PM	30	\$250			7
	WNUV	STEVE HARV	3/7/04 10:29 PM	30	\$325	STEVE HARV	3/7/04 12:39 PM	30	\$250			10
	WNUV	MARTIN	3/7/04 10:39 PM	30	\$250	MARTIN	3/7/04 10:58 PM	30	\$250			19
	WUTB	SEINFELD	1/10/04 6:30 PM	30	\$250	SEINFELD	1/10/04 6:46 PM	30	\$0			16
	WUTB	WILL & GRAC	2/5/04 7:13 PM	30	\$250	WILL & GRAC	2/5/04 7:28 PM	30	\$250			15
DMA Spot Pair Total												10

Note: Excludes Billboards

Figure 25(h)

CLIENT

Q4, 2001

CIRCLE AUDIT® Report

Figure 26

Audit Goals

- Provide Client with a third-party verification system of agency media buys
- Verify compliance to client-approved buying guidelines
- Identify and report the value of the TRP's due to client for under delivery restitution. UD is based on station specific delivery

Audit Methodology

- All Plan data is reported from agency goal reports
- Original Buy data reflects agency's initial buy in the market
- Final Buy data is affidavit reconciled data with adjustments to daypart codes and overrides by MMI according to buying guidelines supplied by either the agency or client
- No-Charge weight buylines with estimated ratings are coded to the appropriate daypart
- No-Charge weight buylines with no estimated ratings are coded as Bonus
- Overnight (M-SU 1-5AM) reported as Bonus (BS)
- Spots taken as credit recoded as "CR"

Audit Methodology (Cont)

- Post Buy data comes directly from MMI's Nielsen data tape for the appropriate quarter of activity
- All in-sweep activity posted against the actual NSI rating (All sweep books for the quarter are applied)
- Posted ratings are not break averaged
- Out of sweep activity posted against the four week average of the major sweep book unless override rationale is provided
- Billboard buylines recoded as "BB" rather than the daypart code assigned. Billboards are not posted

Audit Methodology (Cont)

- When prior quarter Under Delivery Restitution is reported on agency buy and coded as “Bonus” with no indication that it is prior quarter Restitution (either on the buy or the invoice), it is included in MMI post-buy analysis of the quarter and not towards Restitution recovered
- Affidavits are copies of station affidavits
- Remittance is proof of agency payment to media vendors via copies of checks and/or disbursement journals
- Spots taken as credit recoded as “CR”
- Spots that do match any buyline because of day, date, time, length or rate are reported against bottom line post, however, they are not attributed to a specific daypart. They are reported as “Unspecified”

MMI Audit Philosophy

- The Plan defines the client expectations
 - Total TRPs to be achieved for the market, TRPs by daypart, Reach and Frequency levels, percent of buy planned in key dayparts and a determined expenditure to achieve those goals
- The Original Buy (order) supports the buyer's ability to achieve the approved Plan
- The Final Buy, when reconciled against affidavits and properly daypart coded, shows how well the buy was maintained, where daypart TRPs moved from/to, if the overall cost was maintained. In short, delivery of client expectations throughout the buy

MMI Audit Philosophy (Cont)

- The Post Buy is indexed on several levels
 - Post vs. Plan
 - Daypart specific TRP
 - Overall delivery TRP and CPP
 - Post vs. Final Buy
 - Daypart specific TRP
 - Overall delivery TRP and CPP
- Posted Daypart Average Ratings vs. NSI Daypart Average Ratings
- Posted Daypart CPP vs Low SQAD by Daypart

MMI Audit Philosophy (Cont)

- Metered markets should post at a minimum of 100% of the buyer's estimated delivery
 - Overnight data is available daily
- Example: use program HH share applied to PUT to check projected demo rating
- Order as in-flight restitution, appropriate number of Bonus spots to maintain the projected TRP level of the buy

MMI Audit Philosophy (Cont)

- Key dayparts should Post at 100% of buyer's estimated delivery. Key dayparts are identified as the following:
 - Early Fringe
 - Early News
 - Prime Access
 - Prime

MMI Audit Philosophy (Cont)

- Correlating Average Ratings to Low SQAD
 - Final and Post Buy Average Ratings by Daypart indexed to NSI Post Book by Daypart Average Ratings
 - Final and Post Buy CPP by Daypart indexed to Quarter's Low SQAD CPP
 - Average Ratings above post book NSI Average Rating with CPPs above Low SQAD: acceptable correlation
 - Average Ratings below post book NSI Average Rating with CPPs below Low SQAD: acceptable correlation
 - Average Ratings below the post book NSI Average Ratings with CPPs above Low SQAD: unacceptable correlation
 - Average Ratings at or above NSI Average Ratings with CPPs below Low SQAD: preferred correlation

Audit Results

- **Number of DMA's Audited (4Q01)** 62
- **Number of Agencies Audited (4Q01)** 17
- **Total Dollars Posted (Gross)** \$6,174,632.00
- **Value of UD Restitution (Gross)** \$264,831.68

Posting Overview

- DMA Delivery vs. Plan
 - +110% 14 or 22.6%
 - 90-110% 25 or 40.3%
 - 80-90% 13 or 21.0%
 - Less than 80% 10 or 16.1%
- DMA Delivery vs. Final Buy
 - +110% 16 or 25.8%
 - 90-110% 30 or 48.4%
 - 80-90% 10 or 16.1%
 - Less than 80% 6 or 9.7%

Sample Audit 4Q01 CIRCLE AUDIT

Figure 36

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Multi Agency Under Delivery(UD) Restitution Tracking Analysis

Client	Date	Restitution TRPs Posted	Value Owed	Value Received	Balance
Quarter 4Q01					
AOR	DINAs Purchased	Posted Delivery Index	TRPs Owed		
	3	98.4%	55.3	\$5,642.85	\$0.00
	2	94.1%	86.0	\$24,185.75	\$0.00
	4	100.1%	84.8	\$8,012.59	\$0.00
	1	76.8%	151.8	\$27,603.31	\$5,346.10
	2	88.1%	100.2	\$32,783.27	\$687.12
	2	96.5%	38.3	\$8,844.77	\$2,867.27
	1	77.8%	75.2	\$16,848.56	\$0.00
	2	86.8%	11.5	\$1,712.38	\$0.00
	13	104.3%	176.5	\$33,480.81	\$0.00
	5	106.9%	18.5	\$2,276.14	\$0.00
	1	93.7%	50.7	\$13,680.01	\$0.00
	3	76.1%	443.5	\$18,125.10	\$0.00
	6	108.5%	48.1	\$8,348.09	\$557.89
	12	100.6%	206.0	\$26,277.28	\$1,685.40
	1	119.2%	89.2	\$10,302.73	\$1,027.30
	2	49.2%	14.6	\$2,383.83	\$0.00
	2	87.9%	145.7	\$24,669.11	\$10,134.37
Average Delivery					
					83.3%

Figure 37

CLIENT

2001 Multi-Quarter Audit Results

Figure 38

Multi Quarter (1Q01-4Q01) Audit Results

• Number of Audits (1Q01-4Q01)	235
• Total Dollars Posted (Gross)	\$23,972,464.00
• Value of UD Restitution (Gross)	\$1,017,687.09
• Posting Overview	
- Delivery vs. Plan	
• +110%	48 or 20.1%
• 90-110%	108 or 46.2%
• 80-90%	41 or 17.5%
• Less than 80%	38 or 16.2%
- Delivery vs. Final Buy	
• +110%	46 or 19.6%
• 90-110%	129 or 54.9%
• 80-90%	35 or 14.9%
• Less than 80%	25 or 10.6%

Multi-Quarter (1Q01-4Q01) Audit Results (Cont)

• Restitution Trend Analysis

• 1Q01	- Owed	\$186,133.75
	- Recovered	\$117,125.38
	» 62.9% of \$'s recovered	
• 2Q01	- Owed	\$251,051.75
	- Recovered	\$101,487.73
	» 40.4% of \$'s recovered	
• 3Q01	- Owed	\$315,669.90
	- Recovered	\$101,573.01
	» 32.2% of \$'s recovered	
• 4Q01	- Owed	\$264,831.08
	- Recovered	\$22,255.25
	» 8.4% of \$'s recovered	

Multi-Quarter Audit Results (Cont)

- **Restitution Recap**

- 4 Quarter Analysis (1Q01-4Q01)
 - Owed \$1,017,687.08
 - Recovered \$342,441.37
 - » 33.6% of \$'s recovered
- 4 Quarter Analysis (1Q00-4Q00)
 - Owed \$905,181.01
 - Recovered \$695,907.25
 - » 76.9% of \$'s recovered

Multi Agency Under Delivery(UD) Restitution Tracking Analysis

Client	Quarters	DMAs Purchased	Posted Delivery Index	TRPs Owed	Restitution TRPs Posted	Date	Value Owed	Value Received	Balance
1001 - 4Q01	AOR								
	6	99.7%	156.2	0.0	\$13,197.06	\$0.00	\$13,197.06	\$0.00	\$13,197.06
	2	105.6%	30.0	30.0	\$4,003.33	\$4,003.33	\$0.00	\$4,003.33	\$0.00
	11	101.0%	241.7	0.0	\$61,127.41	\$0.00	\$61,127.41	\$0.00	\$61,127.41
	7	94.4%	167.1	0.0	\$12,002.37	\$0.00	\$12,002.37	\$0.00	\$12,002.37
	4	75.9%	890.7	460.1	\$167,902.92	\$80,461.00	\$87,441.92	\$80,461.00	\$77,441.92
	1	88.8%	19.3	0.0	\$1,854.46	\$0.00	\$1,854.46	\$0.00	\$1,854.46
	1	156.6%	0.0	0.0	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	7	88.4%	224.0	13.3	\$67,184.33	\$5,651.35	\$61,532.98	\$5,651.35	\$61,532.98
	12	109.7%	364.1	416.6	\$73,562.25	\$65,640.99	\$7,921.26	\$65,640.99	\$7,921.26
	3	82.7%	40.0	0.0	\$19,446.03	\$0.00	\$19,446.03	\$0.00	\$19,446.03
	4	90.4%	146.7	0.0	\$36,827.46	\$0.00	\$36,827.46	\$0.00	\$36,827.46
	2	96.9%	11.5	0.0	\$1,712.38	\$0.00	\$1,712.38	\$0.00	\$1,712.38
	49	101.5%	858.0	188.8	\$161,941.33	\$33,820.82	\$128,120.51	\$33,820.82	\$128,120.51
	1	117.9%	0.0	0.0	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	1	96.4%	19.3	0.0	\$3,181.77	\$0.00	\$3,181.77	\$0.00	\$3,181.77
	19	104.0%	182.7	0.0	\$20,394.15	\$0.00	\$20,394.15	\$0.00	\$20,394.15
	3	102.6%	76.5	23.2	\$19,837.36	\$5,872.36	\$13,965.00	\$5,872.36	\$13,965.00
	12	77.2%	1208.9	66.9	\$42,024.49	\$1,656.01	\$40,368.47	\$1,656.01	\$40,368.47
	23	108.4%	281.7	146.5	\$51,632.43	\$24,764.74	\$26,867.69	\$24,764.74	\$26,867.69
	47	98.6%	1167.0	563.0	\$122,287.96	\$46,267.91	\$76,020.06	\$46,267.91	\$76,020.06
	1	110.2%	0.0	0.0	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	4	107.6%	129.4	30.7	\$18,246.80	\$4,575.54	\$14,671.26	\$4,575.54	\$14,671.26
	6	88.7%	224.2	28.9	\$13,379.53	\$4,786.29	\$8,593.23	\$4,786.29	\$8,593.23
	8	90.6%	463.5	451.9	\$86,061.46	\$64,851.03	\$21,210.43	\$64,851.03	\$21,210.43

Figure 42

Multi Agency Under Delivery(UD) Restitution Tracking Analysis

Client	Quarters	AOR	DMAs Purchased	Posted Delivery Index	TRPs Owed	TRPs Posted	Value Owed	Value Received	Balance
	1Q01 - 4Q01								
Data									
Restitution									
TRPs									
Posted									
Value Owed									
Value Received									
Balance									
Average Delivery 100.3%									

CLIENT

Q4, 2001

**Agency and DMA Specific
CIRCLE AUDIT® Reports**

Figure 44

DMA Delivery Recap

Client:
AOR:

Demo: A1849 Quarter: 4Q01

Daypart Analysis	Plan	Estimated A1849 TRPs		Delivery Index to Plan			
		Original Buy	Final Buy	Original Buy	Final Buy	Post Buy	Post vs Final
DMA	1015.3	1015.9	982.8	100.1%	94.8%	84.2%	88.76%
MIAMI-FT. LAUDERDALE	1136.0	1130.4	1061.3	98.5%	93.4%	81.2%	88.86%
WEST PALM BEACH-FT. PIERCE							

Figure 45

Multi DMA Under Delivery(UD) Restitution Tracking Analysis

Client **AOR**
 Demo **A1848** Date
 Quarter **4Q01**

DMA	Posted Gross \$	Final Purchased TRPs	Posted Delivery TRPs	Posted Delivery Index	TRPs Owed	Restitution TRPs Posted	Revised Post Index
MIAMI-FT. LAUDERDALE	\$243,400.00	982.8	854.8	86.8%	70.2	0.0	88.8%
WEST PALM BEACH-FT. PIERCE	\$87,160.00	1081.3	922.9	87.0%	75.5	110.7	97.4%
Total:	\$330,560.00						

AAAAA Inc. Miami-Ft. Lauderdale

Daypart Management vs. Plan

- EF daypart at 73.2% vs. Plan
- EN daypart at 30.9% vs. Plan
- PA daypart at 45.7% vs. Plan
- PR daypart at 87.7% vs. Plan
- LN daypart at 89.3% vs. Plan
- LF daypart at 76.3% vs. Plan
- SP daypart at 44.3% vs. Plan
- ROS daypart at 2782.0% vs. Plan

- **Cost/Point Management**

- All daypart cost per points efficient relative to the average ratings posted

**AAAAA Inc.
Miami-Ft. Lauderdale**

- Cost/Point Management
 - All daypart cost per points efficient relative to the average ratings posted
- Value of Unspecified TRPs \$11,232.00
- Value of UD Restitution \$17,747.23
- Buying Guideline Issues
 - ROS not an approved daypart
 - Sports not an approved daypart

**AAAAA Inc.
Miami-Ft. Lauderdale**

– Daypart Coding Changes

- EN to ROS
- EN to EF
- PR to ROS
- LN to LF

– Prime to post to a minimum of 100% of planned TRPs

- Post vs Plan 87.7%
- Post vs Final 68.3%

Market Analysis

Client: MIAMI-FT. LAUDERDALE
 AOR: Demo: A1849

DMA: MIAMI-FT. LAUDERDALE
 Demo: A1849

Quarter: 4Q01

Daypart Analysis

	Estimated A1849 TRPs		Delivery Index to Plan				Post vs Final		
	Plan		Original Buy	Final Buy	Post Buy	Original Buy		Final Buy	Post Buy
Morning	0.0	0.0	0.0	0.0	0.0	-	-	-	35.24%
Daytime	0.0	3.4	0.0	3.4	1.3	-	-	73.2%	82.51%
Early Fringe	213.9	189.8	213.9	189.8	156.6	100.0%	88.7%	30.9%	115.92%
Early News	258.9	68.1	245.4	68.1	80.1	94.5%	28.7%	45.7%	58.88%
Prime Access	193.5	123.9	196.9	123.9	70.1	104.2%	80.7%	87.7%	66.34%
Prime	133.8	145.1	145.1	171.5	117.2	108.8%	128.4%	88.3%	74.27%
Late News	48.5	51.7	51.7	58.3	49.3	108.8%	120.2%	88.3%	28.67%
Late News Repeat	0.0	0.0	0.0	1.5	0.4	-	-	-	88.64%
Late Fringe	184.9	167.7	167.7	145.2	125.8	101.7%	88.1%	76.3%	53.42%
Weekend	0.0	12.2	0.0	0.0	0.0	-	-	-	-
Sports	37.0	15.0	0.0	30.7	16.4	40.5%	83.0%	44.3%	-
Unspecified	0.0	0.0	0.0	0.0	104.3	-	-	-	-
Bonus	0.0	0.0	0.0	0.0	0.0	-	-	-	-
Credit	0.0	0.0	0.0	0.0	0.0	-	-	-	-
ROS	5.0	5.0	5.0	168.4	138.1	100.0%	3388.0%	2782.0%	82.11%
Totals:	1015.3	1015.9	1015.9	982.8	854.6	100.1%	94.8%	84.2%	88.78%

Stewardship Analysis

Station	Affiliate	Plan \$'s		Original \$'s		Final \$'s		Affidavit \$'s		Posted \$'s		Remitted \$'s	
		Original Buy	Final Buy	Original Buy	Final Buy	Original Buy	Final Buy	Original Buy	Final Buy	Original Buy	Final Buy	Original Buy	Final Buy
WBFS	IND			\$48,575.00	\$48,555.00	\$48,500.00	\$48,550.00	\$48,500.00	\$48,550.00	\$48,500.00	\$48,550.00	\$48,500.00	\$48,550.00
WBZL	IND			\$22,750.00	\$22,750.00	\$22,750.00	\$22,750.00	\$22,750.00	\$22,750.00	\$22,750.00	\$22,750.00	\$22,750.00	\$22,750.00
WFOR	CBS			\$7,950.00	\$7,900.00	\$7,900.00	\$7,900.00	\$7,900.00	\$7,900.00	\$7,900.00	\$7,900.00	\$7,900.00	\$7,900.00
WFPL	ABC			\$16,400.00	\$11,800.00	\$11,800.00	\$11,800.00	\$11,800.00	\$11,800.00	\$11,800.00	\$11,800.00	\$11,800.00	\$11,800.00
WWSN	FOX			\$119,800.00	\$121,400.00	\$121,400.00	\$121,400.00	\$121,400.00	\$121,400.00	\$121,400.00	\$121,400.00	\$121,400.00	\$121,400.00
WTVJ	NBC			\$32,900.00	\$31,000.00	\$31,000.00	\$31,000.00	\$31,000.00	\$31,000.00	\$31,000.00	\$31,000.00	\$31,000.00	\$31,000.00
Totals		\$250,425.00	\$247,375.00	\$247,375.00	\$243,405.00	\$247,450.00	\$243,400.00	\$247,450.00	\$243,400.00	\$247,450.00	\$243,400.00	\$247,450.00	\$243,400.00
% of Plan			98.8%	98.8%	97.2%	98.8%	97.2%	98.8%	97.2%	98.8%	97.2%	98.8%	97.2%
CPP's		\$246.65	\$243.60	\$243.60	\$252.81	\$243.60	\$252.81	\$243.60	\$252.81	\$243.60	\$252.81	\$243.60	\$252.81
CPP vs Plan			88.7%	88.7%	102.8%	88.7%	102.8%	88.7%	102.8%	88.7%	102.8%	88.7%	102.8%

Figure 50

Daypart Average Rating Analysis

Client: MIAMI-FT. LAUDERDALE
 DMA: A1849
 Demo: 4Q01

Daypart:

Final Ratings Estimate
 Posted Rating
 NSI Average Rating

EM	DT	EF	EN	PA	PR	LN	LF
-	1.7	2.0	1.3	3.3	3.4	2.4	1.5
-	0.7	1.9	1.7	2.4	2.6	2.1	1.4
1.0	0.8	1.2	2.4	2.1	2.5	2.8	0.9

Daypart:

Index: Final to Daypart Average
 Index: Posted to Daypart Average

EM	DT	EF	EN	PA	PR	LN	LF
-	212.5%	166.7%	54.2%	157.1%	138.0%	86.7%	166.7%
-	87.5%	158.3%	70.8%	114.3%	104.0%	75.0%	155.6%

Figure 51

**Daypart Cost per Point Analysis
Final Buy vs. Posted vs. SQAD**

Client: AOR:
 DMA: MIAMI-FT. LAUDERDALE Length: 30
 Demo: A1849 Factor: 100 %
 Quarter: 4Q01

Cost/Points (Gross)	EM	DT	EF	EN	PA	PR	LN	LF
Final Buy	-	-	\$181.64	\$272.07	\$309.93	\$363.27	\$317.32	\$175.14
Posted	-	-	\$202.43	\$216.80	\$428.39	\$498.51	\$404.16	\$192.21
SQAD	\$217.00	\$274.00	\$344.00	\$410.00	\$492.00	\$645.00	\$572.00	\$293.00

Index to SQAD (L)	EM	DT	EF	EN	PA	PR	LN	LF
Final Buy	-	-	52.8%	66.4%	63.0%	43.0%	55.5%	59.8%
Posted	-	-	58.8%	52.8%	87.3%	59.0%	70.7%	65.6%

Figure 52

Detailed Under Delivery(UD) Restitution Tracking Analysis

Client: MIAMI-FT. LAUDERDALE
 Demo: A1849
 Quarter: 4Q01
 AOR: _____
 Date: _____

Station	Final Purchased TRPs	Posted Delivery TRPs	Posted Delivery Index	TRPs Owed	Restitution TRPs Posted	Revised Post Index	Balance TRPs Owed
WFBS	962.8	864.6	86.8%	70.2	0.0	88.6%	51.5
WBZL	269.6	185.7	70.4%	51.5	0.0	70.4%	0.0
WFOR	101.0	103.4	102.4%	0.0	0.0	102.4%	0.0
WPLG	25.1	25.1	100.0%	0.0	0.0	100.0%	0.0
WSVN	36.0	48.7	128.2%	0.0	0.0	128.2%	0.0
WTVJ	418.9	405.8	96.9%	0.0	0.0	96.9%	0.0
	118.2	85.9	73.9%	18.7	0.0	73.9%	18.7
				DMA Purchased CFP	\$252.81		
Value Owed		\$17,747.23					
Value Received		\$0.00					
Balance		\$17,747.23					

Figure 53

AAAAA Inc.

West Palm Beach-Ft. Pierce

Daypart Management vs. Plan

- EF daypart at 44.8% vs. Plan
- PA daypart at 75.2% vs. Plan
- PR daypart at 89.0% vs. Plan
- LN daypart at 39.3% vs. Plan
- LF daypart at 56.6% vs. Plan
- ROS daypart at 239.3% vs. Plan

- **Cost/Point Management**

- LN and LF cost per points not efficient relative to the average ratings posted

**AAAAA Inc.
West Palm Beach-Ft. Pierce**

- Value of Unspecified TRPs \$8,352.25
- Value of UD Restitution \$10,134.37
- Buying Guideline Issues
 - ROS not an approved daypart
 - Daypart Coding Changes
 - EF to EN
 - EN to PA
 - EN to EF
 - PA to ROS

**AAAAA Inc.
West Palm Beach-Ft. Pierce**

– Prime to post to a minimum of 100% of planned TRPs

- Post vs Plan 89.0%
- Post vs Final 88.3%

Market Analysis

Client: WEST PALM BEACH-FT. PIERCE
 AOR: DMA: A1849 Quarter: 4Q01

Daypart Analysis

	Estimated A1849 TRPs				Delivery Index to Plan				Post vs Final
	Plan	Original Buy	Final Buy	Post Buy	Original Buy	Final Buy	Post Buy	Post vs Final	
Morning	0.0	0.0	0.0	0.0	-	-	-	-	-
Daytime	0.0	0.0	0.0	0.0	-	-	-	-	-
Early Fringe	282.4	282.4	203.1	117.6	100.0%	77.4%	44.8%	57.80%	-
Early News	278.8	278.8	281.1	270.2	100.0%	100.5%	96.6%	96.12%	-
Prime Access	180.7	180.7	173.0	143.5	100.0%	90.7%	75.2%	82.96%	-
Prime	135.7	135.7	136.8	120.8	100.0%	100.8%	89.0%	88.30%	-
Late News	57.2	57.2	61.3	22.5	100.0%	107.2%	39.3%	36.70%	-
Late News Repeat	0.0	0.0	0.0	0.0	-	-	-	-	-
Late Fringe	183.4	187.8	166.8	106.6	87.1%	86.2%	56.6%	65.85%	-
Weekend	0.0	0.0	1.2	2.2	-	-	-	183.33%	-
Sports	0.0	0.0	0.0	0.0	-	-	-	-	-
Unspecified	0.0	0.0	0.0	96.4	-	-	-	-	-
Bonus	0.0	0.0	0.0	0.0	-	-	-	-	-
Credit	0.0	0.0	0.0	0.0	-	-	-	-	-
ROS	16.8	18.8	38.0	40.2	100.0%	226.2%	239.3%	105.79%	-
Totals:	1136.0	1130.4	1061.3	922.9	98.5%	93.4%	81.2%	86.96%	-

Stewardship Analysis

Station	Affiliate	Plan \$'s	Original \$'s	Final \$'s	Affidavit \$'s	Posted \$'s	Remitted \$'s
WFLX	FOX		\$32,960.00	\$32,100.00	\$32,100.00	\$32,100.00	-
WPBF	ABC		\$11,135.00	\$10,960.00	\$10,960.00	\$10,960.00	-
WPEC	CBS		\$17,450.00	\$17,450.00	\$17,450.00	\$17,450.00	-
WFTV	NBC		\$31,075.00	\$30,400.00	\$30,400.00	\$30,400.00	-
WTVT	IND		\$6,250.00	\$6,250.00	\$6,250.00	\$6,250.00	-
Totals		\$98,860.00	\$96,860.00	\$97,160.00	\$97,160.00	\$97,160.00	\$0.00
	% of Plan		100.0%	98.3%	98.3%	98.3%	
	CPP's	\$67.02	\$67.46	\$67.55	\$67.55	\$67.55	\$106.28
	CPP vs Plan		100.5%	105.2%	105.2%	121.0%	

Figure 57

Daypart Average Rating Analysis

Client: WEST PALM BEACH FT. PIERCE
 DMA: A1849
 Demo: 4Q01
 Quarter: 4Q01

Daypart:	EM	DT	EF	EN	PA	PR	LN	LF
Final Ratings Estimate	-	-	2.2	2.7	4.4	3.7	5.1	1.9
Posted Rating	-	-	1.3	2.6	3.7	3.7	3.2	1.3
NSI Average Rating	2.1	1.0	1.3	3.7	3.1	4.0	3.5	1.3

Daypart:	EM	DT	EF	EN	PA	PR	LN	LF
Index: Final to Daypart Average	-	-	188.2%	73.0%	141.8%	92.5%	145.7%	146.2%
Index: Posted to Daypart Average	-	-	100.0%	70.3%	118.4%	92.5%	91.4%	100.0%

Figure 58

**Daypart Cost per Point Analysis
Final Buy vs. Posted vs. SQAD**

Client: WEST PALM BEACH-FT. PIERCE
 DMA: A1849
 Demo: 4Q01
 Quarter: 30
 Length: 100 %
 Factor: AOR:

Cost/Points (Gross)	EM	DT	EF	EN	PA	PR	LN	LF
Final Buy	-	-	\$51.75	\$109.21	\$91.81	\$158.81	\$87.28	\$62.50
Posted	-	-	\$86.18	\$112.32	\$110.80	\$156.32	\$132.22	\$92.47
SQAD	\$86.00	\$86.00	\$73.00	\$151.00	\$125.00	\$179.00	\$124.00	\$77.00

Index to SQAD (%)	EM	DT	EF	EN	PA	PR	LN	LF
Final Buy	-	-	70.9%	72.3%	73.5%	86.7%	70.4%	81.2%
Posted	-	-	118.1%	74.4%	88.6%	88.4%	108.6%	120.1%

Figure 59

Detailed Under Delivery(UD) Restitution Tracking Analysis

Client: **WEST PALM BEACH-FT. PIERCE** AOR: **WEST PALM BEACH-FT. PIERCE**
 Demo: **A1840** Date: **12/19/2013**
 Quarter: **4Q01**

Station	Final Purchased TRPs	Posted Delivery TRPs	Posted Delivery Index	TRPs Owed	Restitution TRPs Posted	Revised Post Index	Balance TRPs Owed
WFLX	1061.3	922.9	87.0%	75.5	110.7	97.4%	0.0
WPBF	366.5	305.4	83.3%	24.5	33.1	92.4%	3.8
WPEC	128.0	104.6	81.7%	10.8	7.0	87.2%	0.0
WPTV	189.0	213.3	112.8%	0.0	0.0	112.8%	0.0
WTVX	272.8	222.8	81.8%	22.4	31.9	83.5%	0.0
	105.2	76.7	72.9%	18.0	36.7	109.7%	0.0
				DMA Purchased CPP	\$91.55		
Value Owed		\$6,611.88					
Value Received		\$10,134.37					
Balance		\$0.00					

Figure 60

Observations & Trends

- Client approved daypart definitions and acceptable daypart substitutions were provided by agency
 - Daypart coding varied by market
- Program and day restrictions were provided to MMI in written form
 - Day rotations should reflect a W-SA schedule
 - Sports were not to be purchased against the target of A18-49
 - Exceptions were made to the above if the spots were n/c or bonus
- No-charge spots were secured in all markets
- *Final Buys were provided to MMI in rerated form. By rerating, the buyer is adjusting program ratings from that which was originally negotiated with the station affecting your posted delivery vs. final buy*

Observations & Trends

- Both markets audited are metered markets. Posted delivery vs Plan for those markets ranged from 86.9% (West Palm Beach) to 88.7% (Miami)
- Based on a system average CPP by Daypart Vs. Low SQAD, the agency delivered a posted CPP indexing from 63.6% (Early News) to 92.8% (Late Fringe)

**DMA Daypart Cost per Point Analysis
Posted vs SQAD Recap**

Client:
Demo: A1849
Quarter: 4Q01

AOR:
Length: 30
Factor: 100 %

DMA	Index to SQAD	EM	DT	EF	EN	PA	PR	LN	LF
MIAMI-FT. LAUDERDALE	L	-	-	66.8%	52.8%	87.3%	66.0%	70.7%	66.6%
WEST PALM BEACH-FT. PIERCE	L	-	-	118.1%	74.4%	86.6%	88.4%	106.6%	120.1%
System Average vs. SQAD									
		-	-	86.5%	63.6%	86.0%	73.7%	86.6%	92.8%

Figure 63

Multi Quarter (1Q01-4Q01) Under Delivery Recap

• Miami-Ft. Lauderdale	
- TRPs Owed	314.6
- TRPs Recovered	179.9
- TRPs Due	134.7
- Value of Restitution TRPs Due	\$30,665.56
• West Palm Beach-Ft. Pierce	
- TRPs Owed	178.9
- TRPs Recovered	272.0
- TRPs Due	0.0
- Value of Restitution TRPs Due	\$0.00

Multi DMA Under Delivery(UD) Restitution Tracking Analysis

Client: DMA
 Demo: A1849
 Quarters: 1Q01 - 4Q01
 AOR: MIAAMI-FT. LAUDERDALE
 Date: WEST PALM BEACH-FT. PIERCE

DMA	Posted Gross \$	Final Purchased TRPs	Posted Delivery TRPs	Posted Delivery Index	TRPs Owed	Restitution TRPs Posted	Revised Post Index
MIAAMI-FT. LAUDERDALE	\$801,440.00	4878.6	4388.7	87.7%	314.6	178.9	91.3%
WEST PALM BEACH-FT. PIERCE	\$383,105.00	5480.7	5124.4	83.5%	178.9	272.0	88.5%
Total:	\$1,284,545.00						

Detailed Under Delivery(UD) Restitution Tracking Analysis

Client: **AOR**
 Demo A1848
 Quarters 1Q01 - 4Q01

Station	Final Purchased TRPs	Posted Delivery TRPs	Posted Delivery Index	TRPs Owed	Restitution TRPs Posted	Revised Post Index	Balance TRPs Owed
MIAMI-FT. LAUDERDALE							
WBFS	4878.6	4366.7	89.5%	511.9	479.9	91.3%	58.5
WBZL	1039.2	932.7	89.8%	106.5	27.8	92.4%	5.1
WFOR	728.1	651.7	89.5%	73.4	11.0	91.0%	0.0
WPLG	343.3	273.4	79.6%	69.9	44.5	92.8%	18.2
WSVN	318.7	276.3	87.1%	42.4	16.0	92.1%	0.0
WTVJ	1846.1	1707.7	92.6%	138.4	33.3	94.4%	0.0
	703.2	622.9	74.4%	80.3	47.3	81.1%	68.9
Value Owed		\$59,887.66					
Value Received		\$39,222.29					
Balance		\$20,665.37					

Figure 66

Detailed Under Delivery(UD) Restitution Tracking Analysis

Client: Demo A1848
 Quarters: 1Q01 - 4Q01
 AOR: _____
 Date: _____

Station	Final Purchased TRPs	Posted Delivery TRPs	Posted Delivery Index	TRPs Owed	Restitution TRPs Posted	Revised Post Index	Balance TRPs Owed
WEST PALM BEACH-FT. PIERCE							
WFLX	5480.7	5124.4	93.5%	176.9	272.0	88.5%	0.0
WPBF	1703.8	1684.7	98.9%	31.8	40.2	101.8%	0.0
WPEC	514.4	455.2	88.5%	24.9	23.1	83.0%	3.6
WPTV	478.2	480.1	100.4%	24.0	80.1	117.1%	0.0
WTVX	2070.9	1928.1	93.1%	22.4	31.8	84.8%	0.0
	713.6	566.3	79.4%	76.0	98.7	82.9%	0.0
Value Owed		\$18,183.92					
Value Received		\$25,728.74					
Balance		\$8,000					

Figure 67

Recommendations

- Define acceptable rotations (horizontal/vertical)
 - Credits and makegoods due to rotation
- Develop timeline for recovery of Under Delivery Restitution and handling of stations that do not provide restitution in a timely manner
- Define restricted programming
- Use of rerated buys
- Daypart management by buyers that includes coding and acceptable makegood policies within the daypart purchased as well as in substitution dayparts
 - Early Fringe vs Prime Access
 - Prime Access vs Prime
 - Late Fringe vs Prime
 - Early Fringe vs Weekend

Print

Figure 69

APPENDIX B

Print

- Brand analyses provided for all April, May, and June insertions in
 - 31 consumer publications
 - 2 Hispanic magazines
 - 3 car enthusiast magazines
 - 3 nurse publications
 - 1 Auto Show Program
 - 1 sports sponsorship publication

2Q03

Figure 70

54

Brand Analysis

- print ads are analyzed to verify that ads ran as ordered
- All discrepancies are noted on the following pages
- Total gross value of ads with print discrepancies:
\$1,127,249 (25.0% of spending)

Brand Analysis

- Compared insertion orders to ads “as run” in checking copies of issues and publication invoices
 - All creative unit sizes ran as ordered except
 - Automotive News, 5/12 Gross Cost: \$14,778
 - “Smart Stock” creative ran as B/W not 4C as ordered
 - Also in this issue, competitive ads () and () appeared within 6 pages of () ad

2Q03

Figure 72

56

Brand Analysis

- All creative ad copy ran as ordered except
 - AJN, June Gross Cost: \$16,530
 - Nursing, June Gross Cost: \$18,830
 - HMA ads in both pubs ran with "One Taken Care of" creative not "Call Button" as ordered

2Q03

Figure 73

57

Brand Analysis

- Compared requested and/or guaranteed ad positions as indicated on insertion orders
 - All were met with the following exceptions
 - Car & Driver, April Gross cost: \$90,176
 - ad appeared on LHP, not RHP as ordered
 - Also in this issue, competitive ad () appeared within 6 pages of ad

Brand Analysis

- Exceptions (cont'd)
- Men's Health, April Gross cost: \$77,527
 - ad did not appear in Malegrams; appeared opposite Editor's column
- Motor Trend, April Gross cost: \$76,293
 - ad did not appear on page 61 opposite "First's"; appeared on page 27 opposite Editor's column
 - Also in this issue competitive ads () appeared within 6 pages of: ad

Brand Analysis

- Exceptions (cont'd)
- Smithsonian, April Gross cost: \$62,088
 - ad did not appear in Mall section as ordered; appeared in Points of Interest
- This Old House, April Gross cost: \$41,433
 - ad did not appear in Luxuries or By Design as ordered; appeared in Upkeep

Brand Analysis

- Exceptions (cont'd)
- Car & Driver, May Gross cost: \$90,176
 - ad did not appear in 1st 50% of book as ordered; appeared on page 155 out 184 (84%)
 - Also in this issue, competitive ad () appeared within 12 pages of ad
- Motor Trend SUV Guide, May Gross cost: \$15,326
 - ad did not appear in 1st 30% of book as ordered; appeared on page 50 out 128 (39%)

2Q03

Figure 77

61

Brand Analysis

– Exceptions (cont'd)

- Southern Living, May

Gross cost: \$75,465

– ad did not appear in 1st 25% of book as ordered; appeared on page 85 out of 220 (39%)

- Sports Illustrated, May

Gross cost: \$137,860

– ad did not appear in Inside Columns as ordered; appeared in Book Excerpt

2Q03

Figure 78

62

Brand Analysis

- Exceptions (cont'd)
 - This Old House, May Gross cost: \$41,433
 - ad did not appear in Luxuries or By Design; appeared in Finances
 - Car & Driver, June Gross cost: \$90,176
 - ad did not appear in 1st 50% of book as ordered; appeared on page 107 out 188 (57%)
 - Also in this issue, competitive ads () appeared within 6 pages of ad

Brand Analysis

- Exceptions (cont'd)
- Motor Trend, June Gross cost: \$76,293
 - ad did not appear opposite TOC as ordered; appeared in Road Tests on page 115
 - Also in this issue, competitive ads () appeared within 6 pages of ad
- Smithsonian, June Gross cost: \$62,088
 - ad did not appear in Mall as ordered; appeared in Object at Hand

2Q03

Figure 80

64

Brand Analysis

- All issues were examined for competitive advertising separation requirements as indicated on the insertion orders
 - Brand Analysis indicates CPPV (competitive page placement violation) when requirements fall short

2Q03

Figure 81

65

Brand Analysis

- All were met with the following exceptions
- Motor Trend, May Gross cost: \$76,293
 - Competitive ads () appeared within 6 pages of ad
- Golf Magazine, June Gross cost: \$64,484
 - Competitive ad () appeared within 6 pages of ad

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$14,050.50	Publication:	American Journal of Nursing	Purchased Gross Ctr. (600's):	338.8
	Billed to Client:	\$14,050.50	Month:	4/2003	Page Placement:	10
	Invoiced Amount:	\$14,050.50	Insertion Date:	Apr 1 2003	Page Size:	Full Page
	Purchased CPM:	\$41.47	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color Bleed
					Tearsheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
----------	----------------	----------

Notes 128 total pages.

Page 1 of 21

Figure 83

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$12,082.75	Publication:	Army Navy Times	Purchased Gross Chrg. (000's):	242.0
	Billed to Client:	\$12,082.75	Month:	4/2003	Page Placement:	Cover 3
	Involved Amount:	\$12,082.83	Insertion Dates:	Apr 14-2003	Page Size:	Tab Page
	Purchased CPW:	\$48.83	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color Bleed
					Tearsheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
	17	Operation: Throw you back

Notes 54 total pages.

Page 2 of 21

Figure 84

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$2,875.00	Publication:	Automundo	Purchased Gross Circ. (000's):	55.0
	Billed to Client:	\$2,875.00	Month:	4/2003	Page Placement:	Cover 3
	Invoice Amount:	\$2,875.00	Insertion Date:	Apr 1 2003	Page Size:	Full Page
	Purchased CPM:	\$54.09	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color Bleed
					Tearsheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
	Cover 4	De vuelta cuando
	20	El tanque lleno
	Cover 2	Juntas pero no revueltas.
	15	Ser Papas Hoy

Notes 38 total pages.

Page 3 of 21

Figure 85

Brand Publication Analysis

Client:
Brand:
Agency:
Cost Data **Insertion Order:** **Publication:** **Car & Driver**
 Billed to Client: **Month:** **4/2003**
 Involved Amount: **Insertion Date:** **Apr 1 2003**
 Purchased CPM: **Audited:**

Purchased Gross Circ. (000's): 1350.0
Page Placement: 12
Page Size: Full Page
Color: 4 Color Bleed
Tearsheet:

Competitive Review

Brand(s)	Page Placement	Headline
	33	Nothing can keep up
	4	
	120	You've heard of mountain
	14 (CPPV)	Beat. Beat. Beat.
	66	Buff. In the Buff.
	Cover 2	The tank is full.
	42	Best Premium Sports
	96	Burn rubber, not money.
	78	European driving performance
	82	Can a thousand horsepower
	57	"ZZZZZZZZ"
	153	About the brain
	105	Sign up go with
	125	Never confuses your net
	40	The new
	29	Der Nei
	Cover 4	The new
	104	The all-new

Notes Ad ran on LHP not RHP as ordered. 180 total pages.
 CPPV - Competitive Page Placement Violation

Brand Publication Analysis

Cover 3	Remember when driving
136	The . . .
90	C'mon, C'mon, C'mon.
48	You're a dead.
117	Rise up and flee
54	Run like the sport

Notes Ad ran on LHP not RHP as ordered. 180 total pages.
CPPV - Competitive Page Placement Violation

Page 5 of 21

Figure 87

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$35,002.15	Publication:	Fast Company	Purchased Gross Circ. (000's):	725.0
	Billed to Client:	\$35,002.15	Month:	4/2003	Page Placement:	80
	Involved Amount:	\$35,002.15	Insertion Date:	Apr 1 2003	Page Size:	Half Page Spread
	Purchased CPM:	\$48.28	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color
					TearSheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
	20	The 260 hp
Cover 2	65	Some are inspired by Evil Twin Included.
Cover 3	105	"Anybody else in there?"
	73	There I was face to
	84	302-hp best in class
	49	In this case, the
	11	Once you drive one,
	40	Introducing the new.
	32	Pavement will always be
	56	The All-New

Notes 122 total pages.

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data Insertion Order: \$54,811.40 Publication: Golf Magazine Purchased Gross Circ. (000's): 1400.0
 Billed to Client: \$54,811.40 Month: 4/2003 Page Placement: 174
 Invoiced Amount: \$54,811.40 Insertion Date: Apr 1 2003 Page Size: Half Page Spread
 Purchased CPM: \$38.15 Audited: Color: 4 Color
 Tearsheet:

Competitive Review

Brand(s)	Page Placement	Headline
	32	The 280-hp
American's greatest car	212	American's greatest car
Break Through	163	Break Through
"Alone at Last."	187	"Alone at Last."
Cover 4	Cover 4	Once you drive one,
88	88	Introducing the new
11	11	The four corners

Notes 277 total pages.

Page 7 of 21

Figure 89

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$65,897.85	Publication:	Men's Health	Purchased Gross Circ. (000's):	1625.0
	Billed to Client:	\$65,897.78	Month:	4/2003	Page Placement:	23
	Involved Amount:	\$65,897.00	Insertion Date:	Apr 1 2003	Page Size:	Full Page
	Purchased CPM:	\$40.55	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color Bleed
					Tearsheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
	75	The 200-HP, 8 speed
	47	Evil Twin Included.
	Cover 4	Up here, the vehicle
	2	Sign up go with
	87	in this case, the
	58	Makes everything else
	111	Earthshaking power.
	101	The 2003

Notes Did not run in Molegrams, ran opp. Editor's column. 172 total pages.

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Figure 90

Brand Publication Analysis

Client: Agency: **Motor Trend**
Brand: **Motor Trend**
Cost Data **Insertion Order:** \$64,848.05 **Publication:** **Motor Trend** **Purchased Gross Ctrc. (000's):** 1250.0
Billed to Client: \$64,848.05 **Month:** 4/2003 **Page Placement:** 27
Involved Amount: \$64,848.05 **Insertion Date:** Apr 1 2003 **Page Size:** Full Page
Purchased CPM: \$51.88 **Audited:** **Color:** 4 Color Bleed
Tear sheet:

Competitive Review

Brand(s)	Page Placement	Headline
	82	The 200-hp, 6 speed
	Cover 4	Nothing can keep up
	132	
	87	So much power, you
	Cover 2	The tank is full.
	111	Best Premium Sports
	55	Motor Trend Truck
	88	The most horsepower
	Cover 3	During auto show season,
	32 (CPPV)	270 walls, 6 speakers.
	28 (CPPV)	Renegade fearless unexpected
	11	Uber Auto
	57	The new
	4	Remember when driving
	76	The
	20	The four corners
	44	Your first-class
	53	A "Best Buy"

Notes Did not run on page 61 opp. "First's"; ran opposite Editor's column. 160 total pages.
 CPPV - Competitive Page Placement Violation

Brand Publication Analysis

65 Slow and steady
88 Rise up and free

Notes Did not run on page 81 opp. "First"; ran opposite Editor's column. 160 total pages.
CPPV - Competitive Page Placement Violation

Page 10 of 21

Figure 92

Brand Publication Analysis

Client: Agency:

Brand:

Cost Data Insertion Order: \$4,275.50 Publication: New York Auto Show Purchased Gross Circ. (000's): 5.0
 Billed to Client: \$4,275.50 Month: 4/2003 Page Placement: 63
 Invoiced Amount: \$4,275.50 Insertion Date: Apr 18 2003 Page Size: Full Page
 Purchased CPM: \$850.00 Audited: Color: 4 Color Bleed
 Year sheet:

Competitive Review

Brand(s)	Page Placement	Headline
	Cover 3	Flip a switch and
	18	Land Shark.
	6	. was here.
	40	This vehicle causes frequent
	8	Never has something
	38	Bold New Crew
	10	The I arrives
	31	2003
	21	"Wish we'd thought of that".
	2	Side cargo doors.
	12	Different for the sake
	15	Introducing the all-new
	75	Come see I concept
	14	Come see the
	4	Putting the world
	67 (CPV)	Chip. OT block.
	27	
	35	The all-new I

Notes Received 1/3 page dealer listing at NIC. 144 total pages. No comp separation guarantee.
 CPPV - Competitive Page Placement Violation

Brand Publication Analysis

Cover 2	Turning the Auto Show
49	Seats up to five
47	Meet the car company
22	This is what happens
55	Here are few tips
71	Now available in extra
51	Six Brilliant ways to drive
Cover 2	"Mant Have you seen
Cover 4	Announcing our first
18	The voice in our head

Notes Received 1/3 page dealer listing at NC. 144 total pages. No comp separation guarantee.
CPPV - Competitive Page Placement Violation

Page 12 of 21

Figure 94

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$17,945.20	Publication:	New York Times	Purchased Gross Ctr. (600's):	1118.6
	Billed to Client:	\$17,945.20	Month:	4/2003	Page Placement:	11
	Involved Amount:	\$17,945.20	Insertion Date:	Apr 18 2003	Page Size:	56 Column Inch
	Purchased CPM:	\$16.04	Audience:	<input checked="" type="checkbox"/>	Color:	Black and White
					Teareheat:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
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Notes NY Auto Show Section.

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Invention Order:	\$16,005.60	Publication:	Nursing	Purchased Gross Chro. (000's):	316.9
	Billed to Client:	\$16,005.60	Month:	4/2008	Page Placement:	13
	Invoiced Amount:	\$16,005.60	Insertion Dates:	Apr 1 2008	Page Size:	Full Page
	Purchased CPM:	\$50.51	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color Bleed
					Tearsheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
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Notes 86 total pages.

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$109,012.60	Publication:	People	Purchased Gross Circ. (000's):	3350.0
	Billed to Client:	\$109,012.60	Month:	4/2003	Page Placement:	28
	Invoked Amount:	\$109,012.60	Insertion Date:	Apr 21 2003	Page Size:	Half Page Spread
	Purchased CPM:	\$32.54	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color
					Tearsheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
	111	Is there an award
	88	It's a bit of a
	103	jes Zero to
	46	Caution was not thrown
	122	V6 engine / Next
	139	Ontoekers derive almost
	86	Run it's the sport

Notes 152 total pages.

Brand Publication Analysis

Client: Agency:
Brand:

Cost Data Insertion Order: \$49,082.40 Publication: Real Simple Purchased Gross Circ. (000's): 1200.0
 Billed to Client: \$49,082.40 Month: 4/2003 Page Placement: 54
 Invoiced Amount: \$49,082.40 Insertion Date: Apr 1 2003 Page Size: Full Page
 Purchased CPM: \$40.80 Audited: Color: 4 Color Bleed
 Tearsheet:

Competitive Review

Brand(s)	Page Placement	Headline
Chewy	Cover 4	The...
Kia	147	It will just look
Toyota	117	Get Noticed.
Toyota	157	Even those who
Volkswagen	89	Time to disappear.

Notes 238 total pages.

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:		Publications:	Shape Magazine	Purchased Gross Circ. (000's):	1800.0
	Billed to Client:	\$92,514.00	Month:	4/2003	Page Placement:	8
	Involved Amount:	\$92,514.00	Insertion Date:	Apr 1 2003	Page Size:	Spread
	Purchased CPM:	\$57.82	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color
					Tearsheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
	80	V6 original/Next
	34	The New

Notes 184 total pages.

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	Publication:	Purchased Gross Ctrc. (000's):
	Billed to Client:	Month:	2000.0
	Invoice Amount:	Insertion Date:	Page Placement:
	Purchased CPN:	Audited:	32
			Page Size: Half Page Spread
			Color: 4 Color
			TearSheet: <input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
	48	"3.5 Seconds Flat"
	Cover 4	act #2:

Notes 128 total pages. Ran in Points of Interest not Mail section.

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data Insertion Order: \$117,181.00 Publication: Sports Illustrated Purchased Gross Chg. (000\$): 3160.0
 Billed to Client: \$117,181.00 Month: 4/2003 Page Placement: 80
 Invoiced Amount: \$117,181.00 Insertion Date: Apr 7 2003 Page Size: Half Page Spread
 Purchased CPN: \$37.20 Audited: Color: 4 Color
 Tearsheet:

Competitive Review

Brand(s)	Page Placement	Headline
	20	It's a bit of
	29	... goes Zero to
	83	"Hey, That's Cheating."
	31	Imagine, A golf tournament
	38	And you thought March
	Cover 2	The All-New

Notes 92 total pages.

Brand Publication Analysis

Client:
Brand:
Agency:
Cost Data: Insertion Order: \$42,313.85 Publication: Sunset Magazine Purchased Gross Circ. (000's): 1,400.0
 Billed to Client: \$42,313.85 Month: 4/2003 Page Placement: 48
 Invoiced Amount: \$42,313.85 Insertion Date: Apr 1 2003 Page Size: Half Page Spread
 Purchased CPM: \$30.22 Audited: Color: 4 Color
 Tearsheet:

Competitive Review

Brand(s)	Page Placement	Headline
	Cover 2	Break Through
	81	Protection and Fun
	34	The
	213	Burn Rubber, Not Money.
	147	"Anybody else in there?"
	23	It will just look
	13	Run It's the sport

Notes 212 total pages.

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data **Insertion Order:** \$35,218.05 **Publication:** This Old House **Purchased Gross Ctr. (000's):** 860.0
Billed to Client: \$35,217.88 **Month:** 4/2003 **Page Placement:** 42
Involved Amount: \$35,217.88 **Insertion Date:** Apr 1 2003 **Page Size:** Half Page Spread
Purchased CPM: \$37.07 **Audited:** **Color:** 4 Color
Tearsheet:

Competitive Review

Brand(s)	Page Placement	Headline
	66	A Sledgehammer In
	83	Motor Trend
	126	Up here, the vehicle
	27	It will just look
	Cover 2	Introducing the new
	Cover 4	Find your own road.

Notes 154 total pages. Ren in Upkeep, not in Luxuries or By Design.

Page 21 of 21

Figure 103

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$14,050.50	Publication:	American Journal of Nursing	Purchased Gross Circ. (000's):	338.8
	Billed to Client:	\$14,050.50	Month:	5/2003	Page Placement:	10
	Invoiced Amount:	\$14,050.50	Insertion Date:	May 1 2003	Page Size:	Full Page
	Purchased CPN:	\$41.47	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color Bleed
					Tearsheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
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Notes 132 total pages

Page 1 of 27

Figure 104

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$12,082.75	Publication:	Amy Noy Times	Purchased Gross Circ. (000's):	242.0
	Billed to Client:	\$12,082.75	Month:	5/2003	Page Placement:	Cover 3
	Involved Amount:	\$12,082.75	Insertion Date:	May 5 2003	Page Size:	Tab Page
	Purchased CPM:	\$48.83	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color Bleed
					Tearsheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
	Cover 2	Hauling, Towing and

Notes 62 total pages

Page 2 of 27

Figure 105

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data Insertion Order: \$12,661.30
 Billed to Client: \$12,661.05
 Invoiced Amount: \$12,661.04
 Purchased CPM: \$157.02

Purchased Gross Circ. (000's): 80.0
 Page Placement: 15
 Page Size: Tab Page
 Colors: 4 Color Bleed
 Tearsheet:

Publication: Automotive News
 Month: 5/2003
 Insertion Date: May 12 2003
 Audited:

Competitive Review

Brand(s)	Page Placement	Headline
	23	Perfection... Achieved.
	32	25 years, silver. 50 years
	10 (CPPV)	With folks like
	19 (CPPV)	It just makes sense
	21 (CPPV)	You've made the
	Cover 3	Boosting Mississippi's Economy.
	Cover 2	would like

Notes 62 total pages. "Smart Stock" creative is BMW, not A/C.
 CPPV - Competitive Page Placement Violation

Page 3 of 27

Figure 106

Brand Publication Analysis

Client: Agency: **Car & Driver**
 Brand: **5/2003**
 Cost Data: **Insertion Order: \$78,649.60**
Billed to Client: \$78,649.60
Involved Amount: \$78,649.60
Purchased CPM: \$66.76
Publication: Car & Driver
Month: 5/2003
Insertion Date: May 1 2003
Audited:
Purchased Gross Circ. (000's): 1350.0
Page Placement: 155
Page Size: Full Page
Color: 4 Color Bleed
TearSheet:

Competitive Review

Brand(s)	Page Placement	Headline
	Cover 4	Introducing the
	28	Every boy becomes a
	57	Break Through
	8	Break Through
	Cover 2	Break Through
	43	Of course the last
	79	We'll be there.
	Cover 3	The new!
	85	"Fits like a glove".
	90	And they don't know.
	149 (CPPV)	When commuting to
	100	WV-1. Or why peddle
	41	Stimulus the new V8
	30	Security. Unlike any
	74	Remember when driving
	108	Message Board
	82	Take a ride in
	49	Recharged Reinvigorated

Notes 184 total pages. Did not appear in 1st 60% of book.
 CPPV - Competitive Page Placement Violation

Brand Publication Analysis

12	If you're going to
89	Welcome to the state
2	*Control your power
128	A "Best Buy"
4	Not everyone was qualified

Notes 184 total pages. Did not appear in 1st 50% of book.
CPPV - Competitive Page Placement Violation

Page 5 of 27

Figure 108

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$63,071.87	Publication:	Entertainment Weekly	Purchased Gross Circ. (000's):	1800.0
	Billed to Client:	\$63,071.87	Month:	5/2003	Page Placement:	106
	Invoiced Amount:	\$63,071.87	Insertion Date:	May 8 2003	Page Size:	Half Page Spread
	Purchased CPM:	\$39.42	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color
					Tearsheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
	Cover 2	Introducing the
	44	3 straight years,
	77	They don't make cars
	60	Find out why a
	69	Global Exterames:
	Cover 4	43 MPG. Translation:

Notes 118 total pages.

Page 6 of 27

Figure 109

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data **Insertion Order:** **Publication:** **ESPN** **Purchased Gross Ciro. (000's):** 1650.0
Billed to Client: **Month:** **5/2003** **Page Placement:** 112
Invoced Amount: **Insertion Date:** May 12 2003 **Page Size:** Half Page Spread
Purchased CPM: **Audited:** **Color:** 4 Color
Tearsheet:

Competitive Review

Brand(s)	Page Placement	Headline
	62	Motor Trend Truck of
	42	100 years of attitude.
	76	Every day of the week
	53	About this brain
	94	The new!
	8	Hauling, towing and
	Cover 2	A rush, hour after hour.
	28	Rise up and flee

Notes 120 total pages.

Page 7 of 27

Figure 110

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data Insertion Order: \$21,948.40 Publication: FRIM Purchased Gross Ctr. (400's): 1100.0
 Billed to Client: \$21,948.40 Month: 5/2003 Page Placement: 72
 Invoiced Amount: \$21,948.00 Insertion Date: May 1 2003 Page Size: Half Page Spread
 Purchased CPM: \$19.86 Audited: Color: 4 Color
 Tearsheet:

Competitive Review

Brand(s)	Page Placement	Headline
	43	European driving performance
	20	Hauling, towing and
Cover 2		C'mon. C'mon. C'mon
10		Rise up and flee

Notes 188 total pages

Page 8 of 27

Figure 111

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$425.00	Publication:	Goal Magazine	Purchased Gross Ctr. (000's):	30.0
	Billed to Client:	\$425.00	Month:	5/2003	Page Placement:	37
	Involved Amount:	\$425.00	Insertion Date:	May 1 2003	Page Size:	Standard Page
	Purchased CPM:	\$14.17	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color Bleed
					Yearsheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
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Notes 54 total pages

Page 9 of 27

Figure 112

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$55,777.00	Publication:	Instyle	Purchased Gross Chg. (000's):	1600.0
	Billed to Client:	\$55,777.00	Month:	5/2003	Page Placement:	288
	Invoiced Amount:	\$55,777.00	Insertion Date:	May 1 2003	Page Size:	Half Page Spread
	Purchased CPM:	\$34.88	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color
					TearSheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
	188	Introducing the ?
	285	We'll be there.
	305	The
	382	The !
	382	The 215-horsepower
	412	Bright Lights. Superior
	328	Burn Rubber, Not Money.
	336	Every day of the week
	32	Have we gotten ahead
	420	V6 engine / Next generation
	375	When commuting to
	Cover 3	The new discovery.
	135	Atlanta Italia
	277	THX certified sound.
	168	Style. Unlike any other
	232	Remember when driving
	258	2003 !
	46	Welcome to the state

Notes 458 total pages.

Brand Publication Analysis

241

The 2003

Notes 458 total pages.

Page 11 of 27

Figure 114

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$35,335.35	Publication:	Maria Clara	Purchased Gross Circ. (000's):	875.0
	Billed to Client:	\$35,335.35	Month:	5/2003	Page Placement:	86
	Invoiced Amount:	\$35,335.35	Insertion Date:	May 1 2003	Page Size:	Full Page
	Purchased CPM:	\$40.38	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color Bleed
					Teartest:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
	121	V6 engine / Next

Notes 248 total pages

Page 12 of 27

Figure 115

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$67,197.60	Publication:	Money	Purchased Gross Circ. (000's):	1900.0
	Billed to Client:	\$67,197.60	Month:	5/2003	Page Placement:	144
	Invoiced Amount:	\$67,197.60	Insertion Date:	May 1 2003	Page Size:	Half Page Spread
	Purchased CPN:	\$35.37	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color
					Tearsheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
	108	Certified agility, Certified
	89	as here.
	87	Break through
	15	Zero to "I'll take
	136	One company
	78	Your boss just bought
	88	it's a bit of a
	125	"ZZZZZZZ"
	113	When commuting to work,
	23	... The world has been
	36	Genuine exhilaration's back.
	66	Driver is king.
	50	You know these toys
Cover 2		Not everyone was qualified
51		The mini-market.

Notes 160 total pages

Brand Publication Analysis

Client:
Brand:

Agency:

Coat Data Insertion Order: \$54,849.05 Publication: Motor Trend Purchased Gross Circ. (000's): 1250.0
 Billed to Client: \$54,849.05 Month: 5/2003 Page Placement: 45
 Invoiced Amount: \$54,849.05 Insertion Date: May 1 2003 Page Size: Full Page
 Purchased CPM: \$51.88 Audited: Color: 4 Color Bleed
 Tearsheet:

Competitive Review

Brand(s)	Page Placement	Headline
	40 (CPPV)	Introducing the
	11	Break Through
	107	We'll be there.
	82	Buff. In the Buff.
	83	like a rock
	Cover 2	Of course the last
	108	Because tattoos are
	28	Sign up and go with
	56	When's the last time
	Cover 4	Sports cars or luxury
	49 (CPPV)	Stimulus: the New V8
	130	One year test verdict
	23	Recharged. Reinvigorated
	81	*Control your Power and
	101	The All-New.
	8	Run it's the sport
	33	Drivers Wanted.

Notes - 160 total pages
CPPV - Competitive Page Placement Violation

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	Publication:	Motor Trend Special	Purchased Gross Circ. (000's):	160.0
	Billed to Client:	Month:	5/2003	Page Placement:	50
	Invoice Amount:	Insertion Date:	May 1 2003	Page Size:	Spread
	Purchased CPNI:	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color Bleed
				Tearsheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
	128	was here.
	19	You've heard of mountain
	68	Best. Best. Best.
	7	This is what you
Cover 4		ly worst
24		They have a starring
73		its a bit of a control
111		"Fits like a glove".
2		"Hey, that's cheating".
28		Our surefooted 4-wheel
34		Sign up go with
Cover 2		Warning: Use the cup
12		There I was face
90		Introducing the new
4		its "Best Buy" status
68		Not everyone was qualified

Notes SUV Guide. 128 total pages. Did not run in 1st 30%.

Page 16 of 27

Figure 118

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$63,246.80	Publication:	National Geographic	Purchased Gross Ctrc. (000's):	2666.4
	Billed to Client:	\$63,246.80	Month:	6/2003	Page Placement:	165
	Invoiced Amount:	\$63,246.80	Insertion Date:	May 1 2003	Page Size:	Full Page
	Purchased CPM:	\$22.04	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color Bleed
					Tearsheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
	177	is here.
	6	The New
	24	The
	14	There's something about
Cover 2		It's a bit of a
42		To a gearhead, this
34		You can drive off
48		Take a ride in
173		"If you're tough enough,
Cover 4		The All-New

Notes Nat. Geo. 26th edition. 178 total pages

Page 16 of 27

Figure 119

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$56,815.04	Publication:	New York Times	Purchased Gross Chrg. (000's):	1118.6
	Billed to Client:	\$56,815.04	Month:	5/2003	Page Placement:	C3
	Invoice Amount:	\$56,815.04	Insertion Date:	May 12 2003	Page Size:	Full Page
	Purchased CPM:	\$50.79	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color
					Tearsheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
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Notes Welcome message

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data Insertion Order: \$109,012.50 Publication: People Purchased Gross Circ. (000's): 3850.0
 Billed to Client: \$109,012.50 Month: 5/2003 Page Placement: 48
 Invoiced Amount: \$109,012.50 Insertion Date: May 28 2003 Page Size: Half Page Spread
 Purchased CPM: \$32.54 Audited: Color: 4 Color
 Tearsheet:

Competitive Review

Brand(s)	Page Placement	Headline
	88	Quality is now an
	2	Here's to muscle, Post.
	162	All Day, All Night.
	73	To a greathead, This

Notes 188 total pages

Page 18 of 27

Figure 121

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$10,285.00	Publication:	RN Magazine	Purchased Gross Ctr. (000%):	203.5
	Billed to Client:	\$10,285.00	Month:	6/2003	Page Placement:	18
	Involved Amount:	\$10,285.00	Insertion Date:	May 1 2003	Page Size:	Full Page
	Purchased CPM:	\$50.64	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color Bleed
					Tearsheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
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Notes 68 total pages

Page 19 of 27

Figure 122

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$46,257.00	Publication:	Shape Magazine	Purchased Gross Circ. (000's):	1600.0
	Billed to Client:	\$46,257.00	Month:	5/2003	Page Placement:	58
	Involved Amount:	\$46,257.00	Insertion Date:	May 1 2003	Page Size:	Half Page Spread
	Purchased CPM:	\$25.91	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color
					Tearsheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
	35	
	77	European Driving Performance
	24	: four wheel
	2	Message Board
	12	Nothing like a little
	50	*Feed safe and you

Notes 248 total pages

Brand Publication Analysis

Client: Agency: **Purchased Gross Ctrc. (000's):** 2550.0
Brand: **Cost Data** **Insertion Order:** Southern Living **Page Placement:** 85
Bill to Client: \$84,145.25 **Month:** 5/2003 **Page Size:** Full Page
Involved Amount: \$64,145.25 **Insertion Date:** May 1 2003 **Color:** 4 Color Bleed
Purchased CPM: \$25.16 **Audited:** **TearSheet:**

Competitive Review

Brand(\$)	Page Placement	Headline
	43	The 260-HP.
	159	Zaro to "I'll take it"
	Cover 4	The new f
	24	The
	126	Burn Rubber. Not Money.
	92	It's a bit of a
	Cover 2	Remember when driving
	12	Not everyone was qualified

Notes 220 total pages. Not within 1st 25%.

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$0.00	Publication:	Southern Living Vacations	Purchased Gross Ctr. (600's):	200.0
	Billed to Client:	\$0.00	Month:	5/2003	Page Placement:	231
	Involved Amount:	\$0.00	Insertion Date:	May 1 2003	Page Size:	Full Page
	Purchased CPM:	\$0.00	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color Bleed
					Tearsheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
	Cover 4	The 260 hp
	103	
	195	Break through
	28	Your boss just bought
	219	When commuting to

Notes 264 total pages.

Page 27 of 27

Figure 125

Brand Publication Analysis

Client: Agency:
 Brand:
 Cost Data: Insertion Order: \$117,181.00 Publication: Sports Illustrated Purchased Gross Circ. (000's): 3150.0
 Billed to Client: \$117,181.00 Month: 5/2003 Page Placement: 68
 Invoice Amount: \$117,181.00 Insertion Date: May 12 2003 Page Size: Half Page Spread
 Purchased CPM: \$37.20 Audited: Color: 4 Color
 Tearsheet:

Competitive Review

Brand(s)	Page Placement	Headline
	66	You've heard of mountain
	73	Some superheroes use
	28	Room for every Tom,
	49	It's a bit of a
	54	A true champion no
	58	Every King needs a
	Cover 2	Here's to muscle. Past
	Cover 3	All Day. All Night.
	26	... The world has been
	37	The new
	15	Get Noticed.

Notes 88 total pages. Ran In Book Except, not inside Columns.

Brand Publication Analysis

Client: Agency:

Brand:

Cost Data	Insertion Order:	\$0.00	Publication:	Sunset Summer Travel	Purchased Gross Chrc. (000's):	180.0
	Billed to Client:	\$0.00	Month:	5/2003	Page Placement:	2
	Invoice Amount:	\$0.00	Insertion Date:	May 1 2003	Page Size:	Full Page
	Purchased CPM:	\$0.00	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color Bleed
					Tearsheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
	Cover 3	"Anybody else in there?"
	38	When commuting to work

Notes 128 total pages

Page 24 of 27

Figure 127

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$35,218.05	Publication:	This Old House	Purchased Gross Chrg. (000's):	\$60.0
	Billed to Client:	\$35,217.88	Month:	5/2003	Page Placement:	88
	Involved Amount:	\$35,217.88	Insertion Date:	May 1 2003	Page Size:	Half Page Spread
	Purchased CPM:	\$37.07	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color
					Tearsheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
	Cover 4	Best. Best. Best.
	145	They have a starting
	42	Room for every Tom,
	32	Not the same old
	88	We over did it.
	Cover 2	Remember when driving
	8	There's a difference

Notes 166 total pages. Ran in Finances not Luxuries or By Design.

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$88,430.00	Publication:	USA Today	Purchased Gross Chrg. (000's):	2260.5
	Billed to Client:	\$88,430.00	Month:	5/2003	Page Placement:	5C
	Involved Amounts:	\$88,430.00	Insertion Date:	May 13 2003	Page Size:	Full Page
	Purchased CPM:	\$43.74	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color
					TearSheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
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Notes Welcome message

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$183,246.58	Publication:	Wall Street Journal	Purchased Gross Circ. (000's):	1820.6
	Billed to Client:	\$183,246.58	Month:	5/2003	Page Placement:	A20
	Invoiced Amount:	\$183,246.58	Insertion Date:	May 13 2003	Page Size:	Full Page
	Purchased CPM:	\$100.65	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color
					Tearsheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
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Notes Welcome message

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$14,050.50	Publication:	American Journal of Nursing	Purchased Gross Ctrc. (000's):	338.8
	Billed to Client:	\$14,050.50	Month:	6/2003	Page Placement:	6
	Involved Amount:	\$14,050.50	Insertion Date:	Jun 1 2003	Page Size:	Full Page
	Purchased CPM:	\$41.47	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color Bleed
					TearSheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
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Notes Creative "One Taken Care Of" not "Call Bullton." 104 total pages.

Brand Publication Analysis

Client: Agency:
 Brand:
 Cost Data Insertion Order: \$12,082.75 Publication: Army Navy Times Purchased Gross Circ. (000's): 242.0
 Billed to Client: \$12,082.75 Month: 6/2003 Page Placement: Cover 3
 Invoiced Amount: \$12,082.75 Insertion Date: Jun 8 2003 Page Size: Tab Page
 Purchased CPM: \$48.83 Audited: Color: 4 Color Bleed
 Tearsheet:

Competitive Review

Brand(s)	Page Placement	Headline
	9	You did your duty.
	41	Our way of supporting
	21	Operation: Throw you back
	31	Thanks. Here's a little

Notes 54 total pages.

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$12,082.75	Publication:	Army Navy Times	Purchased Gross Ctr. (000's):	242.0
	Billed to Client:	\$12,082.75	Month:	8/2003	Page Placement:	Cover 3
	Involved Amount:	\$12,082.75	Insertion Date:	Jun 23 2003	Page Size:	Tab Page
	Purchased CPM:	\$40.83	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color Bleed
					TearSheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
	11	You did your duty.
	27	Cur way of supporting
	19	Thanks. Here's a little

Note 82 total pages.

Page 3 of 30

Figure 133

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$12,581.30	Publication:	Automotive News	Purchased Gross Circ. (000's):	80.0
	Billed to Client:	\$12,581.05	Month:	6/2003	Page Placement:	Cover 3
	Involved Amount:	\$12,581.05	Insertion Date:	Jun 23 2003	Page Size:	Tab Page
	Purchased CPN:	\$157.02	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color Bleed
					Tearsheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
	28	The trade paper
	5	The link to success.

Notes 42 total pages.

Page 4 of 30

Figure 134

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data Insertion Order: \$83,508.60 Publication: Better Homes & Gardens Purchased Gross Circ. (000's): 7600.0
 Billed to Client: \$83,508.60 Month: 6/2003 Page Placement: 100
 Invoiced Amount: \$83,508.60 Insertion Date: Jun 1 2003 Page Size: Half Page Spread
 Purchased CPM: \$12.30 Audited: Color: 4 Color
 Tearsheet:

Competitive Review

Brand(s)	Page Placement	Headline
	108	i was here.
	149	Zero to "I'll take it"
Cover 2		Serving overprotective parents
Cover 4		i won't
42		There's something about
8		The first vehicle inspired

Notes 320 total pages.

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data **Insertion Order:** \$12,750.00 **Publication:** Blender **Purchased Gross Ctrc. (000's):** 410.0
Billed to Client: \$12,750.00 **Months:** 6/2003 **Page Placement:** 104
Involved Amount: \$12,750.00 **Insertion Date:** Jun 1 2003 **Page Size:** Half Page Spread
Purchased CPNI: \$31.10 **Audited:** **Color:** 4 Color
TearSheet:

Competitive Review

Brand(s)	Page Placement	Headline
	54	Spring with
	17	European driving performance
	128	64 seating configurations.
	65	We'll get you to
	Cover 2	The rotary engine spins
	8	Someday. The new
	Cover 4	Wait 45 minutes after
	116	Drivers Wanted.

Notes 172 total pages.

Page 6 of 30

Figure 136

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	Publication:	Car & Driver	Purchased Gross Circ. (000's):	1360.0
	Billed to Client:	Month:	6/2003	Page Placement:	107
	Invoice/Amount:	Insertion Date:	Jun 1 2003	Page Size:	Full Page
	Purchased CPM:	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color Bleed
				Turnsheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
	38	Commonly used phrases
	137	If a towing contest
	45	Best. Best. Best.
	Cover 2	The f
	66	Filly Years. Two Seats.
	100	You're either with us.
	74	They don't make cars
	84	The very limited edition
	Cover 4	What's that in the
	110 (CPPV)	Have we gotten ahead
	21	The future is stronger.
	18	When's the last time
	85	The new
	49	Forget the speed
	77	
	58	The all new.
	154	Imagine. A golf tournament
	138	The reloaded

Notice 188 total pages. Did not run in 1st 50%.
CPPV - Competitive Page Placement Violation

Brand Publication Analysis

53	evolution VIII
10	Someday. The new.
90	Driver is King.
115	Recharged. Reinvigorated
143	"You have to muscle
112 (CPPV)	its "Best Buy" status
121	The first vehicle inspired
158	Rise up and rise
82	Wait 45 minutes after
28	You think about everything

Notes - 188 total pages. Did not run in 1st 50%.
CPPV - Competitive Page Placement Violation

Page 6 of 30

Figure 138

Brand Publication Analysis

Client:
Brand:
Agency:
Cost Data **Insertion Order:** **Publication:** **Cooking Light** **Purchased Gross Circ. (000's):** 1800.0
Billed to Client: **Month:** 6/2008 **Page Placement:** 186
Involved Amount: **Insertion Date:** Jun 1 2008 **Page Size:** Half Page Spread
Purchased CPM: **Audited:** **Color:** 4 Color
Years/est:

Competitive Review

Brand(s)	Page Placement	Headline
	133	as here.
	235	Zero to "I'll take it"
Cover 2		Some are inspired
70		Here's to muscle. Past.
187		"ZZZZZZZ"
141		Class Ceiling
31		If you pass another
33		When commuting to
122		Remember when driving
18		Take a ride in
149		Fact #2:

Notes 244 total pages.

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data **Insertion Order:** **Publication:** **Entertainment Weekly** **Purchased Gross Circ. (000's):** 1600.0
Billed to Client: **Month:** **6/2003** **Page Placement:** 72
Involved Amount: **Insertion Date:** Jun 6 2003 **Page Size:** Half Page Spread
Purchased CPM: **Audited:** **Color:** 4 Color
Years/Sheet:

Competitive Review

Brand(s)	Page Placement	Headline
	23	The 200-pp. 6 spaced
	44	They don't make care
	8	100 Years.
	26	You win some, you
	62	Introduces the 24
	13	Global Extremes:
	86	Get Noticed.

Notes 84 total pages.

Page 10 of 30

Figure 140

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$70,745.50	Publication:	ESPN	Purchased Gross Circ. (000's):	1650.0
	Billed to Client:	\$70,745.50	Month:	6/2008	Page Placement:	84
	Involved Amount:	\$70,745.50	Insertion Date:	Jun 9 2008	Page Size:	Half Page Spread
	Purchased CPM:	\$42.88	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color
					TearSheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
	101	See it up with
	2	Room for every Tom,
	115	About this brain
	18	Raised on Video Games?
	39	In this case, the
	54	Hauling, towing and
	91	
	79	Wait 45 minutes after

Notes 116 total pages.

Page 11 of 30

Figure 141

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data
 Insertion Order: \$70,745.50
 Billed to Client: \$70,745.50
 Invoiced Amount: \$70,745.50
 Purchased CPM: \$42.88
 Publication: ESPN
 Month: 8/2003
 Insertion Date: Jun 23 2003
 Audited:
 Purchased Gross Ctr. (000's): 1650.0
 Page Placement: 82
 Page Size: Half Page Spread
 Color: 4 Color
 Tearsheet:

Competitive Review

Brand(s)	Page Placement	Headline
	Cover 4	Best. Best. Best.
	35	They don't make cars
	107	Side cargo doors.
	117	In this case, the
	82	Driving is King.
	Cover 2	You win some, you
	43	
	91	Rise up and flee

Notes 124 total pages.

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$35,002.15	Publication:	Fast Company	Purchased Gross Chrg. (000's):	725.0
	Billed to Client:	\$35,002.15	Month:	6/2003	Page Placement:	110
	Involved Amount:	\$35,002.15	Insertion Date:	Jun 1 2003	Page Size:	Half Page Spread
	Purchased CPM:	\$48.28	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color
					Tearsheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
	41	The 200-hip, 6 speed
	59	This is what you get
Cover 2		The
	95	"Alone at last"
	65	You give us the money,
	30	Have we gotten ahead
	87	All thumbs? Okay.
	103	The new
	73	Genuine exhilaration's back.
	20	Once you drive one,
	118	Nothing like a little
	80	Somewhere up there
	125	"If you're tough enough,
	11	Get that new planet

Notes 124 total pages.

Page 13 of 80

Figure 143

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data **Insertion Order:** **Publication:** **Golf Magazine**
Billed to Client: \$54,811.40 **Month:** 6/2003
Involved Amount: \$54,811.40 **Insertion Date:** Jun 1 2003
Purchased CPM: \$38.15 **Audited:**

Purchased Gross Ctr. (000's): 1400.0
Page Placement: 218
Page Size: Half Page Spread
Color: 4 Color
Teachsheet:

Competitive Review

Brand(s)	Page Placement	Headline
	12	Introducing the
	250	American's greatest car
	182	Break Through.
	212 (CPPV)	Some are inspired by
	Cover 2	The
	127	If you want to lead,
	240	There's something about
	94	100 Years. The sheet
	154	... The world has been
	103	In this case, the
	172	Security. Unlike any other.
	194	Signal without looking
	46	Passengers dream of driving.
	56	Introducing the new

Notes 288 total pages.
 CPPV - Competitive Page Placement Violation

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data Insertion Order: \$65,897.65 Publication: Men's Health Purchased Gross Circ. (000's): 1825.0
 Billed to Client: \$65,897.00 Month: 6/2003 Page Placement: 43
 Invoiced Amount: \$65,897.00 Insertion Dates: Jun 1 2003 Page Size: Full Page
 Purchased CPM: \$40.55 Audited: Color: 4 Color Bleed
 Tearsheet:

Competitive Review

Brand(s)	Page Placement	Headline
	138	The 200-hp, 6 speed
	177	We'll be there.
	25	Buff. In the buff.
	92	They have a starting
	51	They don't make cars
	89	It's a bit of a
	158	We overdid it.
	Cover 2	If fast were a color.
	8	To a gearhead,
	35	Genuine exhilaration's back.
	59	"If you're tough enough,
	85	The 2003
	16	Drivers Wanted.

Notes 176 total pages.

Brand Publication Analysis

Client: Agency:
 Brand:
 Cost Data Insertion Order: \$67,198.30 Publication: Money Purchased Gross Circ. (000's): 1900.0
 Billed to Client: \$67,197.60 Month: 6/2003 Page Placement: 130
 Invoiced Amount: \$67,197.60 Insertion Date: Jun 1 2003 Page Size: Half Page Spread
 Purchased CPM: \$35.37 Audited: Color: 4 Color
 Tearsheet:

Competitive Review

Brand(s)	Page Placement	Headline
	62	Zero to "I'll take it"
	87	Style
	92	The
	30	100 years. The sheet
Cover 2		It's a bit of a
13		'Alone at last'.
100		Introducing the '
38		Can your daily commute
109		If you pass another
111		When commuting to work,
21		Other cars are pre-owned.
119		Insects call it
68		Passengers dream of driving.
48		The four corners
140		"If you're tough enough,
Cover 3		
66B		The mini-market.

Notes 162 total pages.

Page 16 of 30

Figure 146

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$64,849.05	Publication:	Motor Trend	Purchased Gross Circ. (000's):	1250.0
	Billed to Client:	\$64,849.00	Month:	6/2003	Page Placement:	115
	Involved Amount:	\$64,849.00	Insertion Date:	Jun 1 2003	Page Size:	Full Page
	Purchased CPM:	\$81.86	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color Bleed
					Teensheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
	89	The 260-hp
	6	Commonly used phrases
	16	Break Through.
	52	Break Through
	Cover 4	Break Through.
	111 (CPPV)	Of course the last
	161	Best. Best. Best.
	89	zer worst
	Cover 2	The . . .
	48	'You're either with us.
	101	They don't make cars
	2	Time flies. It also drives.
	30	It's a bit of a
	91	About the brain
	98	Have we gotten ahead
	21	The future is stronger.
	38	Sports car or luxury
	45	

Notes Did not run opp. TOC; ran in Road Tests. 180 total pages.
CPPV - Competitive Page Placement Violation

Brand Publication Analysis

70	Weight is the enemy.
61	
14	Driver is King.
151	Recharged Rain/igorated
9	Pavement will always
118 (CPPV)	It's "Best Buy" status
10	Not everyone was qualified
130	Attention: Motorleads,
Cover 3	Wait 45 minutes after
76	You think about everything

Notes Did not run opp. TOC; ran In Road Tests. 180 total pages.
 CPPV - Competitive Page Placement Violation

Page 18 of 30

Figure 148

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Inaertion Order:	\$16,005.50	Publication:	Nursing	Purchased Gross Chrg. (000's):	316.9
	Billed to Client:	\$16,005.50	Month:	6/2003	Page Placement:	13
	Involved Amount:	\$16,005.50	Insertion Date:	Jun 1 2003	Page Size:	Full Page
	Purchased CPM:	\$50.51	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color Bleed
					Tearsheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
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Notes Did not run Call Button creative, ran One Taken Care of. 104 total pages.

Brand Publication Analysis

Client: Agency: Purchased Gross Crc. (000's): 2160.0
 Brand: Parenting
 Cost Data: \$45,343.25 Publication: 6/2003 Page Placement: 38
 Insertion Order: 8/2003 Month: Jun 1 2003 Page Size: Half Page Spread
 Billed to Client: \$45,343.46 Invoiced Amount: \$45,343.46 Audited: Color: 4 Color
 Purchased CPM: \$21.09 Tearsheet:

Competitive Review

Brand(s)	Page Placement	Headline
48	Some Superheroes use	
98	100 years. The sheet	
203	"Anybody else in there?"	
Cover 2	When driving on a	
78	Not everyone was qualified	

Notes 268 total pages.

Page 20 of 30

Figure 150

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data Insertion Order: \$48,082.40 Publication: Real Simple Purchased Gross Circ. (000's): 1200.0
 Billed to Client: \$48,082.40 Month: 6/2003 Page Placement: 174
 Invoiced Amount: \$48,082.40 Insertion Date: Jun 1 2003 Page Size: Full Page
 Purchased CPM: \$40.80 Audited: Color: 4 Color Bleed
 Teardheet:

Competitive Review

Brand(s)	Page Placement	Headline
	145	Some are inspired by
	281	Bum Rubber, Not Money.
	152	Yes. Breathing room
	70	Here's to muscle. Past.
	79	Is there an award for
	108	"I'm no fool.
	29	Evolution of the
	89	You are practicing
	91	At intersections and
	88	If you're ever involved
	Cover 4	Security. Unlike any other.
	4	FYI: The windfield
	20	Take a ride in my
	38	Nothing like a little
	127	Welcome to the state
	63	"Feel safe and you
	12	Not everyone was qualified
	46	You are here.

Notes 288 total pages.

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$28,641.00	Publication:	Smart Money	Purchased Gross Circ. (000's):	800.0
	Billed to Client:	\$28,641.00	Month:	6/2003	Page Placement:	38
	Invoice Amount:	\$28,641.00	Insertion Date:	Jun 1 2003	Page Size:	Half Page Spread
	Purchased CPM:	\$33.30	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color
					TearSheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
	Cover 4	The 280-hp
	70	Even air can't resist it.
	Cover 2	The i
	49	"Alone at Last".
	28	The muscle car with
	8	You've been down this
	18	Introducing the new
	88	Take a ride in my car
	82	The All-New i
	78	The first vehicle inspired

Notes 132 total pages.

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$52,774.80	Publication:	Smithsonian	Purchased Gross Ctrc. (000's):	2000.0
	Billed to Client:	\$52,774.80	Month:	6/2008	Page Placement:	28
	Invoiced Amount:	\$52,774.80	Insertion Date:	Jun 1 2003	Page Size:	Half Page Spread
	Purchased CPMT:	\$28.39	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color
					Tearsheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
	16	There's something about
	Cover 2	It's a bit of a
	71	Your own 105.6-Cubic

Notes Did not run in Mail; ran in Object at Hand. 113 total pages.

Brand Publication Analysis

Client:
Brand:
Agency:
Cost Data
 Insertion Order: \$84,145.25
 Billed to Client: \$84,145.25
 Invoiced Amount: \$84,145.24
 Purchased CPM: \$25.16
 Publication: Southern Living
 Month: 6/2003
 Insertion Date: Jun 1 2003
 Audited:
 Purchased Gross Circ. (000's): 2550.0
 Page Placement: 108
 Page Size: Half Page Spread
 Color: 4 Color
 Tearsheet:

Competitive Review

Brand(s)	Page Placement	Headline
	17	Commonly used phrases
	73	Best. Best. Best.
	89	Zero to "I'll take it"
Cover 2		Protection and fun haven't
	29	Style
	31	Confidence
	33	Drive & Love
	237	Burn Rubber, Not Money.
	117	The sassa of the
	140	Here for the long haul.
	80	There's something about
	80	Every king needs
	188	Sit back, Relax,
	45	You are practicing safe
	47	When committing to work,
	49	If you're ever involved
	8	FYI: The windshield
	91	All this and change

Notes 238 total pages.

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data Insertion Order: \$234,382.00 Publications: Sports Illustrated Purchased Gross Circ. (000's): 31,500.0
 Billed to Client: \$234,382.00 Month: 6/2003 Page Placement: 8
 Invoiced Amount: \$234,382.00 Insertion Date: Jun 25 2003 Page Size: Spread
 Purchased CPM: \$74.40 Audited: Color: 4 Color
 Tear sheet:

Competitive Review

Brand(s)	Page Placement	Headline
81	America's greatest car	
17		
Cover 4		If a towing contest
57		The new i
64		There's something about
27		All new.
35		It leaves other 4x4's
49		You can almost hear
77		Let's build a car
79		Let's drive a more
81		Let's go undercover.
Cover 2		You win some, you
41		The all-new

Notes 88 total pages.

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data Insertion Order: \$48,545.15 Publication: Sunset Magazine Purchased Gross Chrg. (000's): 1400.0
 Billed to Client: \$48,545.23 Month: 6/2003 Page Placement: 9
 Invoiced Amount: \$48,545.23 Insertion Date: Jun 1 2003 Page Size: Full Page
 Purchased CPM: \$33.25 Audited: Color: 4 Color Bleed
 Tearsheet:

Competitive Review

Brand(s)	Page Placement	Headline
	Cover 4	The 260-tp
	Cover 2	The I
	37	Bum Rubber, Not Money.
	44	Some superheroes use
	69	Here for the long
	100	Never confuse your net
	28	FYI: The windshield
	21	All this and change

Notes 160 total pages.

Brand Publication Analysis

Client:
Brand:
Agency:
Cost Data
 Insertion Order: \$35,218.05
 Billed to Client: \$35,217.88
 Invoiced Amount: \$35,217.88
 Purchased CPMT: \$37.07
 Publication: This Old House
 Month: 6/2003
 Insertion Date: Jun 1 2003
 Audited:
 Purchased Gross CTR. (000's): 850.0
 Page Placement: 76
 Page Size: Half Page Spread
 Color: 4 Color
 Tearsheet:

Competitive Review

Brand(s)	Page Placement	Headline
	88	if a towing contest
	112	City miles. Country Miles.
	40	Room for every Tom,
	Cover 2	"Hey, that's cheating".
	8	Our surefooted 4-wheel
	130	If you're ever involved
	28	Remember when driving
	69	"If you're tough enough,
	187	Find your own road.

Notes 186 total pages.

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$98,407.00	Publication:	Time	6/2003	Purchased Gross Circ. (000's):	4000.0
	Billed to Client:	\$98,407.00	Month:	Jun 9 2003		Page Placement:	18
	Involved Amount:	\$98,407.00	Insertion Date:	<input checked="" type="checkbox"/>		Page Size:	Half Page Spread
	Purchased CPM:	\$24.10	Audited:			Color:	4 Color
						TearSheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
	28	Here for the long
	58	100 Years
	106	Thirty years ago,
Cover 2		And you thought we
	116	Sit back, relax, and
	91	There I was face
	10	Style. Unlike any other,
	98	Driver is king.
	82	You win some, you
Cover 3		All this and change back

Notes 80 total pages.

Page 28 of 30

Figure 158

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$182,814.00	Publication:	Time	6/2003	Purchased Gross Chrg. (000's):	4000.0
	Billed to Client:	\$182,814.00	Month:	Jun 30 2003		Page Placement:	28
	Involved Amount:	\$182,814.00	Insertion Date:	Jun 30 2003		Page Size:	Spread
	Purchased CPM:	\$48.20	Audited:	<input checked="" type="checkbox"/>		Color:	4 Color
						Tearsheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
	18	This is cloud fan.
	57	Thirty years ago,
	14	
	Cover 3	The all-new

Notes 76 total pages.

Page 29 of 30

Figure 159

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$47,237.05	Publication:	Travel & Leisure	Purchased Gross Circ. (000's):	650.0
	Billed to Client:	\$47,237.05	Month:	6/2003	Page Placement:	80
	Involved Amount:	\$47,237.04	Insertion Date:	Jun 1 2003	Page Size:	Half Page Spread
	Purchased CP/M:	\$49.72	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color
					Tearsheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
	18	Commonly used phrases
	96	yes here.
	162	Break Through
	209	Serving overproductive parents
	131	Style
	133	Confidence
	135	Drive & Love
	62	100 years. The sheet
	Cover 3	*Believe me. It's good
	89	The new
	22	The
	47	The new
	65	You can almost hear
	Cover 2	Performance. Unlike any other.
	10	Signal without looking
	28	Passengers dream of driving.

Notes 226 total pages.

Print

- Brand analysis provided for all April, May and June insertions in
 - 37 consumer publications
 - Includes SIPs (special interest pubs)
 - 3 Hispanic magazines
 - 1 car enthusiast magazine
 - 1 Auto Show Program
 - 2 other print vehicles
 - SCLC Magazine
 - Trade Union Courier

Brand Analysis

- print ads are analyzed to verify that ads ran as ordered
- All discrepancies are noted on the following pages
- Total gross value of ads with print discrepancies:
\$439,483 (8.0% of spending)

Brand Analysis

- Compared insertion orders to ads “as run” in checking copies of issues and publication invoices
 - All creative unit sizes ran as ordered
 - All creative ad copy ran as ordered except
 - Reader’s Digest, June Gross Cost: \$180,000
 - ad ran with creative not as ordered

2Q03

Figure 163

69

Brand Analysis

- Compared requested and/or guaranteed ad positions as indicated on insertion orders
 - All were met with the following exceptions
 - NY Auto Show Program, 4/18
Gross cost: \$4,500
 - ad did not appear in 1st third of book as ordered; appeared on page 75 out of 144 (52%)
 - Car & Driver, May Gross cost: \$90,176
 - ad did not appear in 1st 50% of book; appeared on page 149 out 184 (81%)
 - Also in this issue, ad within 12 pages of ad

2Q03: Figure 164

70

Brand Analysis

- Exceptions (cont'd)
- SL Vacations, May Gross cost: \$ 0
 - ad did not appear in 1st third of book; appeared on page 219 out 264 (83%)
- Budget Living, June Gross cost: \$11,765
 - ad did not appear opposite Auto Column as ordered; appeared within Loose Change department opposite editorial

Brand Analysis

- Exceptions (cont'd)
 - Nick Jr., June Gross cost: \$28,400
 - ad did not appear opposite Heads Up or within 1st 10% of book as ordered; appeared in C'mon Over department opposite editorial on page 33 out of 84 (39%)

2Q03

Figure 166

72

Brand Analysis

- Ad position *upgrades* in 2Q03 occurred in
 - Family Circle, 6/10/03
 - From “first 10% of book” to Cover 2
 - Parenting, June
 - From “within editorial” to Cover 2
 - Travel & Leisure Family, June
 - From “1st third of book” to Cover 2

2Q03

Figure 167

73

Brand Analysis

- All issues were examined for competitive advertising separation requirements as indicated on the insertion orders
 - Brand Analysis indicates CPPV (competitive page placement violation) when requirements fall short

Brand Analysis

- All were met with the following exceptions
 - Newsweek, 4/21/03 Gross Cost: \$92,878
 - ad appeared within 6 pages of
 - Trade Union Cr., April Gross Cost: \$15,882
 - ad appeared within 6 pages of ad
 - Trade Union Cr., May Gross Cost: \$15,882
 - ad appeared within 6 pages of ad

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data Insertion Order: \$10,000.00 Publication: Budget Living
Billed to Client: \$10,000.25 Month: 4/2003
Invoiced Amount: \$10,000.00 Insertion Date: Apr 1 2003
Purchased CPN: \$25.00 Audited:

Purchased Gross Circ. (000's): 400.0
Page Placement: 71
Page Size: Full Page
Color: 4 Color
Tear sheet:

Competitive Review

Brand(s)	Page Placement	Headline
	Cover 2	Aln't no party like a
	42	Take a ride in my car
	15	It's the sport edition

Notes 148 total pages.

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data Insertion Order: \$39,525.00 Publication: Cooking Light Purchased Gross Circ. (000's): 1800.0
 Billed to Client: \$39,525.00 Month: 4/2003 Page Placement: 177
 Invoiced Amount: \$39,525.00 Insertion Date: Apr 1 2003 Page Size: Full Page
 Purchased CPM: \$24.70 Audited: Color: 4 Color
 Tearsheet:

Competitive Review

Brand(s)	Page Placement	Headline
	183	The new...
	19	Serving overprotective parents
	211	Zero to "I'll take it"
	186	Burn Rubber, not money.
	Cover 2	Caution was not thrown
	120	Glass ceiling
	Cover 4	

Notes 238 total pages.

Page 2 of 19

Figure 171

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$65,492.50	Publications:	Good Housekeeping	Purchased Gross Chrg. (000's):	4600.0
	Billed to Client:	\$65,492.50	Month:	4/2003	Page Placement:	7
	Invoiced Amount:	\$65,492.50	Insertion Date:	Apr 1 2003	Page Size:	Full Page
	Purchased CPM:	\$14.24	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color
					Tearsheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
	54	Zero to 111 take it!

Notes 224 total pages.

Page 3 of 19

Figure 172

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	Publication:	Instyle	Purchased Gross Ctrc. (000's):	1800.0
	Billed to Client:	Month:	4/2003	Page Placement:	358
	Involved Amount:	Insertion Date:	Apr 1 2003	Page Size:	Full Page
	Purchased CPM:	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color
				Tearsheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
	388	Break through
	288	What the?
	281	Glass ceiling
	269	The new discovery.
	188	Get Noticed.
	437	Wait 45 minutes after

Notes 484 total pages.

Page 4 of 19

Figure 173

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$87,197.60	Publication:	Money	Purchased Gross Circ. (000's):	1900.0
	Billed to Client:	\$87,197.60	Month:	4/2003	Page Placement:	39
	Involved Amount:	\$87,197.60	Insertion Dates:	Apr 1 2003	Page Size:	Full Page
	Purchased CPM:	\$36.37	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color
					Tearsheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
	107	Zero to 'I'll take it'
	57	The new,
Cover 2		Your final destination
21		Never confuse you net
58		There I was face to
143		You grab hold of it.
116		Take a ride in my
Cover 4		Roughing it.
75		Sumo size. Ninja reflexes.

Notes 150 total pages.

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$1,487.50	Publication:	Motor Trend - Spanish	Purchased Gross Ctrc. (000's):	58.8
	Billed to Client:	\$1,487.50	Month:	4/2003	Page Placement:	17
	Invoiced Amount:	\$1,487.50	Insertion Date:	Apr 1 2003	Page Size:	Full Page
	Purchased CPM:	\$28.18	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color
					Tearsheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
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Notes

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data Insertion Order: \$3,825.00 Publication: New York Auto Show Purchased Gross Ctrc. (000's): 5.0
 Billed to Client: \$3,825.00 Month: 4/2003 Page Placement: 76
 Invoiced Amount: \$3,825.00 Insertion Date: Apr 18 2003 Page Size: Full Page
 Purchased CPM: \$765.00 Audited: Color: 4 Color
 Tearsheet:

Competitive Review

Brand(s)	Page Placement	Headline
	Cover 3	Flip a switch and Land Shark.
	18	
	6	was here.
	40	This vehicle causes frequent
	8	Break Through
	36	Bold New Crew
	10	The arrives
	31	What if you didn't
	21	"Wish We'd thought
	2	Side cargo doors.
	63	Plenty to smile about.
	12	Different for the sake
	15	Introducing the all
	14	Come see the new
	4	Putting the world on
	57	Chip Di' Block.
	27	This two-seater cabriolet
	35	The all-new

Notes - Did not run in 1st third of book. No comp. separation guarantee. 144 total pages.
 CPPV - Competitive Page Placement Violation

Brand Publication Analysis

Cover 2	Turning the Auto Show
48	Seats up to five
47	Meet the car company
22	This is what happens
55	Here are a few tips
71 (CPV)	Now available in
51	Six brilliant ways to
Cover 2	"Man! Have you seen
Cover 4	Announcing our first
16	The voice in our head

Notes Did not run in 1st third of book. No comp. separation guarantees. 144 total pages.
CPV - Competitive Page Placement Violation

Page 8 of 19

Figure 177

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data Insertion Order: \$78,946.30 Publication: Newsweek Purchased Gross Circ. (000's): 3100.0
 Billed to Client: \$78,946.30 Month: 4/2003 Page Placement: 54
 Invoiced Amount: \$78,946.00 Insertion Date: Apr 21 2003 Page Size: Full Page
 Purchased CPM: \$25.47 Audited: Color: 4 Color
 Tearsheet:

Competitive Review

Brand(s)	Page Placement	Headline
	15	The new
	60 (CPPV)	goes zero
	37	Sit back, relax, and
	Cover 2	A rush, hour after hour.
	Cover 3	

Notes 68 total pages.
CPPV - Competitive Page Placement Violation

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data **Insertion Order:** \$108,012.50 **Publication:** People **Purchased Gross Circ. (000's):** 3350.0
Billed to Client: \$108,012.50 **Month:** 4/2003 **Page Placement:** 42
Involved Amount: \$108,012.50 **Insertion Date:** Apr 1 2003 **Page Size:** Full Page
Purchased CPM: \$32.54 **Audited:** **Color:** 4 Color
Tearsheet:

Competitive Review

Brand(s)	Page Placement	Headline
	14	European driving performance
	Cover 2	"ZZZZZZZ"
	85	"We love you, too"

Notes 118 total pages.

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$109,012.50	Publication:	People	Purchased Gross Circ. (000's):	3350.0
	Billed to Client:	\$109,012.50	Month:	4/2003	Page Placement:	101
	Inviced Amount:	\$109,012.50	Insertion Date:	Apr 28 2003	Page Size:	Full Page
	Purchased CPM:	\$32.64	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color
					Teaser/heet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
	62	Get Notload.

Notes: 142 total pages.

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$48,082.40	Publication:	Rael Simple	Purchased Gross Circ. (000's):	1200.0
	Billed to Client:	\$48,082.40	Month:	4/2003	Page Placement:	147
	Invoice Amount:	\$48,082.40	Insertion Date:	Apr 1 2003	Page Size:	Full Page
	Purchased CPM:	\$40.90	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color
					TearSheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Title	Headline
	Cover 4		
	54	When you bring	
	117	Get Noticed.	
	157	Even those who	
	69	Time to disappear.	

Notes 283 total pages.

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Figure 181

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	Publication:	Purchased Gross Ctrs. (000's):
Billed to Client:	\$1,500.25	SCLC Magazine	100.0
Invoiced Amount:	\$1,500.25	Month: 4/2003	Page Placement: 13
Purchased CPM:	\$15.00	Insertion Date: Apr 1 2003	Page Size: Quarter Page
		Audited: <input checked="" type="checkbox"/>	Color: 4 Color
			Tearsheet: <input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
	Cover 4	Open up your world.

Notes 84 total pages.

Brand Publication Analysis

Client: Agency:
 Brand:

Cost Data Insertion Order: \$64,145.25 Publication: Southern Living Purchased Gross Circ. (000's): 2550.0
 Billed to Client: \$64,145.25 Month: 4/2003 Page Placement: Cover 4
 Invoiced Amount: \$64,145.25 Insertion Date: Apr 1 2003 Page Size: Full Page
 Purchased CPM: \$25.18 Audited: Color: 4 Color
 Tearsheet:

Competitive Review

Brand(s)	Page Placement	Headline
	121	was here.
Cover 2		Break through
131		What trailers dream about.
78		Evolution of the
33		The 2003.
45		

Notes 186 total pages.

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data
 Insertion Order: \$117,181.00
 Billed to Client: \$117,181.00
 Invoiced Amount: \$117,181.00
 Purchased CPM: \$34.88

Publication: Sports Illustrated
Month: 4/2003
Insertion Date: Apr 1 2003
Audited:

Purchased Gross Circ. (000's): 3350.0
Page Placement: 77
Page Size: Full Page
Color: 4 Color
Tearheet:

Competitive Review

Brand(s)	Page Placement	Headline
	118	The 200-tp, 6 speed
	109	Zero to "I'll take it"
Cover 4		You've heard of
142		Best Premium Sports
17		They have a starring
118		"Anybody else in there?"
36		Encourages traveling.
154		Warning: Use the cup
50		Three angry looking men
Cover 2		After years of throwing
173		It's the sport edition

Notes Baseball 2003 Preview Issue. 180 total pages.

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data
 Insertion Order: \$117,181.00
 Billed to Client: \$117,181.00
 Invoiced Amount: \$117,181.00
 Purchased CPM: \$37.20

Publication: Sports Illustrated
 Month: 4/2003
 Insertion Date: Apr 14 2003
 Audited:

Purchased Gross Circ. (000's): 3160.0
Page Placement: 63
Page Size: Full Page
Color: 4 Color
Tearsheet:

Competitive Review

Brand(s)	Page Placement	Headline
	66	The 280-yr.
	45	Zero to 'I'll take it'
	Cover 2	Best. Best. Best.
	Cover 4	Evil twin included.
	60	It's a bit of a control
	25	There I was face
	85	Insects call it
	18	Makes everything else
	32	A rush, hour after hour.
	78	The 2003

Notes 90 total pages.

Page 16 of 19

Figure 185

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$42,313.85	Publication:	Sunset Magazine	Purchased Gross Circ. (000's):	1400.0
	Billed to Client:	\$42,313.85	Month:	4/2003	Page Placement:	23
	Involved Amount:	\$42,313.85	Insertion Date:	Apr 1 2003	Page Size:	Full Page
	Purchased CPMT:	\$30.22	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color
					Tearsheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
	Cover 2	Break through
	91	Protection and fun
	34	The
	213	Burn rubber, not money.
	147	Anybody else in there?
	48	When you bring the
	13	It's the sport edition

Notes 212 total pages.

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$35,217.88	Publication:	This Old House	Purchased Gross Circ. (000's):	950.0
	Billed to Client:	\$35,218.05	Month:	4/2003	Page Placement:	27
	Involved Amount:	\$35,217.88	Insertion Date:	Apr 1 2003	Page Size:	Full Page
	Purchased CPM:	\$37.07	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color
					TearSheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
	66	A sledgehammer in a
	83	Motor Trend truck
	125	Up here, the vehicle
	42	When you bring the
	Cover 2	Introducing the new
	Cover 4	Find your own road.

Notes 154 total pages.

Page 18 of 19

Figure 187

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	Publication:	Trade Union Courier	Purchased Gross Circ. (000's):	0.0
	Billed to Client:	Month:	4/2003	Page Placement:	54
	Involved Amount:	Insertion Date:	Apr 1 2003	Page Size:	Full Page
	Purchased CPM:	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color
				Teasheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
	16	Open up your world,
	37	Racing stripes, shaker
	70	What's up at
Cover 2		To a gearhead,
27		Rain-Sensing windshield
59 (CPPV)		A "Best Buy"

Notes 70 total pages.
CPPV - Competitive Page Placement Violation

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$28,282.50	Publication:	AF Budget Travel	Purchased Gross Circ. (000's):	500.0
	Billed to Client:	\$28,282.50	Month:	5/2003	Page Placement:	Cover 2
	Involved Amount:	\$28,282.50	Insertion Date:	May 1 2003	Page Size:	Spread
	Purchased CPM:	\$68.57	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color
					Teashaast:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
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Notes 128 total pages.

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$7,417.10	Publication:	Amy Navy Times	Purchased Gross Ctr. (000's):	242.0
	Billed to Client:	\$7,417.10	Month:	5/2003	Page Placement:	25
	Invoiced Amount:	\$7,417.10	Insertion Date:	May 28 2003	Page Size:	Full Page
	Purchased CPM:	\$30.85	Audited:	<input checked="" type="checkbox"/>	Color:	Black and White
					TearSheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
	33	Now you don't have

Notes 63 total pages.

Page 2 of 28

Figure 190

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data Insertion Order: \$69,508.50 Publication: Better Homes & Gardens Purchased Gross Ctrc. (000's): 7600.0
 Billed to Client: \$69,508.50 Month: 5/2003 Page Placement: 162
 Invoiced Amount: \$69,508.50 Insertion Date: May 1 2003 Page Size: Spread
 Purchased CPW: \$12.30 Audited: Color: 4 Color
 Tearsheet:

Competitive Review

Brand(s)	Page Placement	Headline
	18	Zero to "I'll take it"
	4	Protection and fun
	128	This
	133	Burn Rubber, not money.
	54	There's something about
	Cover 3	And to think, they're

Notes 312 total pages. One page ad and one page advertorial.

Brand Publication Analysis

Client:
Brand:
Agency:
Cost Data **Insertion Order:** **Publication:** **Car & Driver**
 Billed to Client: **Month:** **6/2003**
 Invoice Amount: **Insertion Date:** **May 1 2003**
 Purchased CPN: **Audited:**

Purchased Gross Circ. (000's): 1360.0
Page Placement: 149
Page Size: Full Page
Color: 4 Color
Tearsheet:

Competitive Review

Brand(s)	Page Placement	Headline
	Cover 4	Introducing the
	26	Every boy becomes a man.
	57	Break through
	8	Break through
	Cover 2	Break through
	43	Of course the last 50 years
	78	We'll be there.
	Cover 3	The new i.
	85	"Fit's like a glove."
	155 (CPPV)	You won't have to say
	90	and they don't know
	100	VVT-I. Or why padded
	41	Stimulus the new V8
	30	Security. Unlike any other.
	74	Remember when driving
	108	Message Board
	52	Take a ride in my car.
	49	Recharged Reinvigorated

Notes 184 total pages. Did not appear in 1st 50% of book.
 CPPV - Competitive Page Placement Violation

Brand Publication Analysis

12	If you're going to waste
89	Welcome to the state
2	"Control your power and
128	A "Best Buy"
4	Not everyone was qualified
37	Drivers Wanted.

Notes 184 total pages. Did not appear in 1st 50% of book.
CPPV - Competitive Page Placement Violation

Page 5 of 29

Figure 193

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data Insertion Order: \$51,708.80 Publication: Child Purchased Gross Circ. (000's): 1020.0
 Billed to Client: \$51,708.80 Month: 5/2003 Page Placement: 32
 Invoiced Amount: \$51,708.80 Insertion Date: May 1 2003 Page Size: Spread
 Purchased CPM: \$50.70 Audited: Color: 4 Color
 Tearsheet:

Competitive Review

Brand(s)	Page Placement	Headline
	132	The
	97	*Anybody else in there?*
	Cover 2	Caution was not
	12	The

Notes 176 total pages.

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	Publication:	Cooking Light	Purchased Gross Ctr. (000's):	1600.0
	Billed to Client:	Month:	5/2003	Page Placement:	247
	Invoice Amount:	Insertion Date:	May 1 2003	Page Size:	Full Page
	Purchased CPM:	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color
				TearSheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
	173	Zero to 70 take it"
	181	Some are inspired
	44	The
	46	Bright lights. Superstar
	189	Burn rubber, not money.
	211	Yes, breathing room and
	180	Glass ceiling
	88	The new.
	Cover 2	Remember when driving
	16	The
	128	"3.5 seconds flats."
	83	"Feel safe and you
	167	Get Not sed.
	Cover 4	43 MPG. Translation:

Notes 262 total pages.

Page 7 of 20

Figure 195

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$37,400.00	Publication:	Country/Zone	Purchased Gross Circ. (000's):	1200.0
	Billed to Client:	\$37,400.00	Month:	5/2003	Page Placement:	7
	Invoiced Amount:	\$37,400.00	Insertion Date:	May 1 2003	Page Size:	Full Page
	Purchased CPM:	\$31.17	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color
					Tearsheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
	107	The new

Notes 178 total pages.

Page 8 of 28

Figure 196

Brand Publication Analysis

Client:
Brand:

Agency:
Purchased Gross Circ. (100's): 1700.0
Page Placement: 63
Page Size: Full Page
Color: 4 Color
TearSheet:

Cost Data
 Insertion Order: \$39,440.00
 Billed to Client: \$39,440.00
 Invoiced Amount: \$39,440.00
 Purchased CPM: \$25.20
 Publication: Country Living
 Month: 5/2003
 Insertion Date: May 1 2003
 Audited:

Competitive Review

Brand(s)	Page Placement	Headline
	46	was here.
	25	Zero to "I'll take it!"
	Cover 4	Protection and fun
	8	The
	80	Burn rubber, not money.
	109	It's a bit of a control

Notes 186 total pages.

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$39,764.70	Publication:	Ebony	Purchased Gross Circ. (000's):	1700.0
	Billed to Client:	\$39,764.70	Month:	6/2003	Page Placement:	13
	Involved Amount:	\$39,764.70	Insertion Date:	May 1 2003	Page Size:	Full Page
	Purchased CPM:	\$23.39	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color
					Tearsheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
	39	Break through
	119	Top dolls' with the
	87	Because tattoos are
	24	Nothing like a little
	Cover 4	Smart Move

Notes 178 total pages.

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data Insertion Order: \$55,777.00 Publication: Instyle Purchased Gross Circ. (000's): 1600.0
 Billed to Client: \$55,777.00 Month: 5/2003 Page Placement: 375
 Invoiced Amount: \$55,777.00 Insertion Date: May 1 2003 Page Size: Full Page
 Purchased CPM: \$34.86 Audited: Color: 4 Color
 Tearsheet:

Competitive Review

Brand(s)	Page Placement	Headline
	188	Introducing the
	285	
	305	The
	382	The C
	392	Autobrick
	412	Bright lights. Superstar
	328	Burn rubber, not money.
	335	Every day of the week
	268	When you bring the
	32	Have we gotten ahead
	420	Glass ceiling
	Cover 3	The new discovery.
	135	Attento Italia
	277	TriX-certified sound.
	168	Style. Unlike any other.
	232	Remember when driving
	258	The
	46	Welcome to the state of

Notes 468 total pages.

Brand Publication Analysis

241

The 2008

Notes 488 total pages.

Page 12 of 29

Figure 200

Brand Publication Analysis

Client:
Brand:

Agency:

Coast Data	Insertion Order:	\$68,634.50	Publication:	Ladies Home Journal	Purchased Gross Circ. (000's):	4100.0
	Billed to Client:	\$68,634.50	Month:	5/2003	Page Placement:	4
	Involved Amount:	\$68,634.50	Insertion Date:	May 1 2003	Page Size:	Spread
	Purchased CPM:	\$23.55	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color
					Tearsheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
	15	Zero to 111 take it!
	37	Some superheroes use

Notes 228 total pages.

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	Latina	Purchased Gross Chrg. (000's):	250.0
Billed to Client:	Month:	5/2003	Page Placement:	71
Involved Amount:	Insertion Date:	May 1 2003	Page Size:	Full Page
Purchased CPM:	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color
			Tearsheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
	128	Excede tus limites
	17	Lo grandioso viene
	30	Te vendria bien una
	4	Si Te Falta El
	81	Sin techo. Con techo.

Notes 160 total pages.

Page 14 of 29

Figure 202

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	Men's Health	Purchased Gross Ctr. (000's):	1625.0
	Billed to Client:	5/2003	Page Placement:	36
	Invoice Amount:	May 1 2003	Page Size:	Spread
	Purchased GPM:	Audited: <input checked="" type="checkbox"/>	Color:	4 Color
			Tearsheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
	66	Introducing the "
	118	Best. Best. Best.
	81	Go!!!
	81	Motor Trend Truck of
	127	European driving performance
	73	Every day of the week
	60	"Hey, thefts cheating."
	143	64 seating configurations.
	89	Because tattoos are way
	20	Have we gotten ahead
	29	Insects call it
	12	Take a ride in my car.
	2	Feel everything but neutral.
	Cover 4	The all-new
	65	Drivers wanted.

Notes 200 total pages.

Brand Publication Analysis

Client:
Brand:
Agency:
Cost Data **Insertion Order:** **Publication:** **Midwest Living** **Purchased Gross Ctrc. (000's):** 850.0
Billed to Client: \$41,816.00 **Month:** 5/2003 **Page Placement:** 14
Involved Amount: \$41,816.00 **Insertion Date:** May 1, 2003 **Page Size:** Spread
Purchased CPM: \$48.96 **Audited:** **Color:** 4 Color
TearSheet:

Competitive Review

Brand(s)	Page Placement	Headline
	Cover 4	Land Shark.
	161	Zero to "I'll take it"
	180	They
	162	It's a bit of a control
	106	"3.5 seconds flat."
	58	"Feel safe and you

Notes 252 total pages.

Brand Publication Analysis

Client: Agency: Purchased Gross Circ. (000's): 1800.0
 Brand: Money 5/2003 Page Placement: 113
 Cost Data Insertion Order: \$67,197.60 Publication: Money 5/2003
 Billed to Client: \$67,197.60 Month: 5/2003 Page Size: Full Page
 Invoiced Amount: \$67,197.60 Insertion Date: May 1 2003 Color: 4 Color
 Purchased CPM: \$36.37 Audited: Tearsheet:

Competitive Review

Brand(s)	Page Placement	Headline
106		Certified agility
86		was here.
87		Break through
16		Zero to "I'll take it"
138		One company
78		Your boss just brought
88		it's a bit of a control
125		"ZZZZZZZ"
144		When you bring the
23		Der Neu
36		Genuine exhilaration's
56		Driver is king.
50		You know those toys
Cover 2		Not everyone was
51		The mini-market.

Notes 150 total pages.

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$1,487.50	Publication:	Motor Trend - Spanish	Purchased Gross Circ. (000's):	56.8
	Billed to Client:	\$1,487.50	Month:	5/2003	Page Placement:	17
	Invoiced Amount:	\$1,487.50	Insertion Date:	May 1 2003	Page Size:	Full Page
	Purchased CPM:	\$26.19	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color
					Teasheet:	<input checked="" type="checkbox"/>

Competitive Review

<u>Brand(s)</u>	<u>Page Placement</u>	<u>Headline</u>
-----------------	-----------------------	-----------------

Notes 60 total pages.

Page 18 of 28

Figure 206

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$100,980.00	Publication:	National Geographic	Purchased Gross Circ. (000's):	5100.0
	Billed to Client:	\$100,980.00	Month:	5/2003	Page Placement:	34
	Involved Amount:	\$100,980.00	Insertion Date:	May 1 2003	Page Size:	Full Page
	Purchased CPM:	\$18.80	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color
					TearSheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
	167	was here.
	6	The new i
	24	The i
	14	There's something about
Cover 2		It's a bit of a
155		When you let other
42		To a gearhead,
48		Take a ride in my
163		*If you're tough enough.
Cover 4		The all-new

Notes: 168 total pages

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$78,948.30	Publication:	Newsweek	Purchased Gross Circ. (000's):	3100.0
	Billed to Client:	\$78,948.30	Month:	5/2003	Page Placement:	91
	Involved Amount:	\$78,948.00	Insertion Date:	May 12 2003	Page Size:	Full Page
	Purchased CPM:	\$25.47	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color
					Teaserhead:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline Style
	55	
	15	This is cloud ten.
	77	All Day. All Night.

Notes 102 total pages.

Page 20 of 29

Figure 208

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$23,651.25	Publication:	People en Espanol	Purchased Gross Chrg. (000's):	400.0
	Billed to Client:	\$23,657.50	Month:	5/2003	Page Placement:	18
	Involved Amount:	\$23,657.60	Insertion Date:	May 1 2003	Page Size:	Full Page
	Purchased CPMT:	\$58.13	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color
					Teardsheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
	138	Tu
	72	El
Cover 2		Pura fuerza.
60		Excede tus limites
90		Te vendria bien una
60		Si te falta el aire,

Notes 148 total pages.

Brand Publication Analysis

Client: Agency: **Real Simple**
 Brand: **5/2003**
 Cost Data: **Real Simple**
 Insertion Order: **May 1 2003**
 Billed to Client:
 Invoiced Amount:
 Purchased CPM:
 \$49,082.40
 \$49,082.40
 \$49,082.40
 \$40.80
 Purchased Gross Circ. (GDP's): 1200.0
 Page Placement: 115
 Page Size: Full Page
 Color: 4 Color
 Tearsheet:

Competitive Review

Brand(s)	Page Placement	Headline
	Cover 2	Protection and fun
	215	Some superheroes use
	128	Yes, breathing room
	102	Glass Ceiling
	20	Security. Unlike any
	30	Remember when driving
	8	The.
	40	Nothing like a little
	65	Get Noticed.

Notes 232 total pages.

Figure 210

Brand Publication Analysis

Client:
Brand:
Agency:
Cost Data
Insertion Order: \$64,145.25
Billed to Client: \$64,145.25
Involved Amount: \$64,145.25
Purchased CPM: \$25.16
Publication: Southern Living
Month: 5/2003
Insertion Date: May 1 2003
Audited:
Purchased Gross Ctrc. (600'x): 2550.0
Page Placement: Cover 3
Page Size: Full Page
Color: 4 Color
TearSheet:

Competitive Review

Brand(s)	Page Placement	Headline
	1	. Powerful, yet astonishingly
	133	was here.
	12	break through
	118	Zero to "I'll take it"
	41	The new!
	78	What trailers dream about.
	84	Some superheroes use
	84	There's something about
	28	Glass Ceiling
	68	It doesn't just come

Notes Southern Living Favorites issue, 184 total pages.

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data Insertion Order:
 Billed to Client:
 Invoiced Amount:
 Purchased CPW:

Purchased Gross Circ. (00%): 200.0
 Page Placement:
 Page Size: Full Page
 Color: 4 Color
 Year sheet:

Publication: Southern Living Vacations
 Month: 5/2003
 Insertion Date: May 1 2003
 Audited:

Competitive Review

Brand(s)	Page Placement	Headline
	Cover 4	The 260 hp
	103	Land Shark.
	185	Break through
	28	Your boss just bought
	231	When you bring the bikes

Notes 264 total pages. Did not run in 1st third of book.

Page 24 of 29

Figure 212

Brand Publication Analysis

Client:
Brand:
Agency:
Cost Data
 Insertion Order: \$42,318.85
 Billed to Client: \$42,318.85
 Invoiced Amount: \$42,318.85
 Purchased CPN: \$30.22
Publication: Sunset Magazine
 Month: 5/2003
 Insertion Date: May 1 2003
 Audited:
Purchased Gross Circ. (000's): 1400.0
Page Placement: 101
Page Size: Full Page
Color: 4 Color
TearSheet:

Competitive Review

Brand(s)	Page Placement	Headline
	181	worst
	88	Serving overprotective
	32	The
	148	Bum Rubber, not money.
	127	The ease of fire
	155	100 years. The sheet
	Cover 2	Caution was not
	108	Glass Ceiling
	8	Remember when diving
	21	"Feel safe and you
	Cover 4	The first vehicle inspired

Notes 208 total pages.

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$0.00	Publication:	Sunset Summer Travel	Purchased Gross Circ. (000's):	180.0
	Billed to Client:	\$0.00	Month:	5/2003	Page Placement:	38
	Invoiced Amount:	\$0.00	Insertion Date:	May 1, 2003	Page Size:	Full Page
	Purchased CPM:	\$0.00	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color
					Tearsheet	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
Cover 3	2	"Anybody else in there?" When everything else'll

Notes 128 total pages.

Page 2E of 28

Figure 214

Brand Publication Analysis

Client:				Agency:			
Brand:							
Cost Data	Insertion Order:	\$96,407.00	Publication:	Time	Purchased Gross Ctr. (000's):	4000.0	
	Billed to Client:	\$96,407.00	Month:	5/2003	Page Placement:	37	
	Involved Amount:	\$96,407.00	Insertion Date:	May 5 2003	Page Size:	Full Page	
	Purchased CPM:	\$24.10	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color	
					Tearsheet:	<input checked="" type="checkbox"/>	

Competitive Review

Brand(s)	Page Placement	Headline
	58	Some are inspired by
	101	Confidence
	104	The (
	99	Style
	24	It's a bit of a control
	84	Can your daily commute
	91	Take a Sunday drive
	10	Once you drive one,
	46	Take a ride in my car.
	Cover 4	The first vehicle inspired

Notes 92 total pages

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	Trade Union Courier	Purchased Gross Circ. (000's):	0.0
	Billed to Client:	6/2003	Page Placement:	53
	Involved Amount:	May 1 2003	Page Size:	Full Page
	Purchased CPM:	Audited: <input checked="" type="checkbox"/>	Color:	4 Color
			Tearsheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
BB (CPV)	Cover 3 16	Rain-Sensing windshield Find your own road. Drivers Wanted.

Notes 70 total pages.
CPV - Competitive Page Placement Violation

Brand Publication Analysis

Client: Agency: **Agency:**
Brand:
Cost Data **Insertion Order:** \$94,474.10 **Publication:** Travel & Leisure **Purchased Gross Circ. (000's):** 960.0
Billed to Client: \$94,474.10 **Month:** 5/2003 **Page Placement:** 68
Involved Amount: \$94,474.10 **Insertion Date:** May 1 2003 **Page Size:** Spread
Purchased CPM: \$99.45 **Audited:** **Color:** 4 Color **TearSheet:**

Competitive Review

Brand(s)	Page Placement	Headline
	10	De-luxe American Road
	2	Pray for Insomnia.
	144	Break through
	134	Some are inspired
	68	The
	35	This is cloud ten.
	83	Excessive. In a
	99	Sit back, relax, and
	91	THX-certified sound.
	107	You grab hold of it.
	28	Remember when driving
	18	The all-new 285-hp
	42	You think of how

Notes 208 total pages.

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$7,417.10	Publication:	Army Navy Times	Purchased Gross Circ. (000's):	242.0
	Billed to Client:	\$7,417.10	Month:	6/2003	Page Placement:	25
	Involved Amount:	\$7,417.10	Insertion Date:	Jun 2 2003	Page Size:	Full Page
	Purchased CPM:	\$30.65	Audited:	<input checked="" type="checkbox"/>	Color:	Black and White
					Tearsheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
	17	Thanks. Here's a little
	Cover 4	The 2003

Notes 54 total pages.

Page 1 of 28

Figure 218

Brand Publication Analysis

Client:
Brand:

Agency:
 Purchased Gross Circ. (000's): 242.0
 Page Placement: 41
 Page Size: Full Page
 Color: Black and White
 Tearsheet:

Cost Data
 Insertion Order: \$7,417.10
 Billed to Client: \$7,417.10
 Invoiced Amount: \$7,417.10
 Purchased CPM: \$30.65

Publication: Army Navy Times
 Month: 6/2003
 Insertion Date: Jun 9 2003
 Audited:

Competitive Review

Brand(s)	Page Placement	Headline
	8	You did your duty.
	Cover 3	When you volunteer
	21	Operation: Throw you
	31	Thanks. Here's a little

Notes 54 total pages.

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$7,417.10	Publication:	Army Navy Times	Purchased Gross Circ. (000's):	242.0
	Billed to Client:	\$7,417.10	Month:	6/2003	Page Placement:	18
	Involved Amount:	\$7,417.10	Insertion Date:	Jun 18 2003	Page Size:	Full Page
	Purchased CPM:	\$30.65	Audited:	<input checked="" type="checkbox"/>	Color:	Black and White
					TearSheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
	Cover 2	You did your duty.
	11	New you don't have
	Cover 4	How do you score

Notes : 62 total pages.

Page 3 of 28

Figure 220

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$7,417.10	Publications:	Amy Navy Times	Purchased Gross Crc. (000's):	242.0
	Billed to Client:	\$7,417.10	Month:	8/2003	Page Placement:	27
	Involved Amount:	\$7,417.10	Insertion Date:	Jun 23 2003	Page Size:	Full Page
	Purchased CPM:	\$30.65	Audited:	<input checked="" type="checkbox"/>	Color:	Black and White
					Tearsheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
	11	You did your duty.
	Cover 3	When you volunteer
	18	Thanks. Here's a little

Notes 62 total pages.

Page 4 of 28

Figure 221

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$10,000.25	Publication:	Budget Living	Purchased Gross Chrg. (000's):	400.0
	Billed to Client:	\$10,000.25	Month:	6/2003	Page Placement:	29
	Invoiced Amount:	\$10,000.00	Insertion Date:	Jun 1 2003	Page Size:	Full Page
	Purchased CPM:	\$25.00	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color Bleed
					Tearsheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
	8	Is there an award
	Cover 2	Owner's Manual
	19	The SUV

Notes Did not run opp. Auto column. 120 total pages.

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data Insertion Order: \$79,050.00 Publication: Cooking Light Purchased Gross Circ. (000's): 1600.0
 Billed to Client: \$79,050.00 Month: 6/2003 Page Placement: 31
 Involved Amount: \$79,050.00 Insertion Date: Jun 1 2003 Page Size: 2 RHP Consecutive
 Purchased CPW: \$49.41 Audited: Color: 4 Color
 Tearsheet:

Competitive Review

Brand(s)	Page Placement	Headline
	133	was here.
	235	Zero to "I'll take it"
Cover 2		Some are inspired
	70	Here's to muscle.
	167	"ZZZZZZ"
	196	When you bring the
	141	Glass Ceiling
	122	Remember when driving
	18	Take a ride in my car
	149	

Notes 244 total pages.

Page 6 of 28

Figure 223

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$74,800.00	Publication:	Country/Home	Purchased Gross Ctr. (100's):	1200.0
	Billed to Client:	\$74,800.00	Month:	6/2003	Page Placement:	15
	Involved Amount:	\$74,800.00	Insertion Date:	Jun 1 2003	Page Sizes:	2 RHP Consecutive
	Purchased CPM:	\$62.33	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color
					TearSheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
	88	Saving overprotective

Notes 166 total pages.

Page 7 of 28

Figure 224

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$117,205.37	Publication:	Family Circle	Purchased Gross Circ. (000's):	4800.0
	Billed to Client:	\$117,205.36	Month:	8/2003	Page Placement:	Cover 2
	Involved Amount:	\$117,205.36	Insertion Date:	Jun 10 2003	Page Size:	Spread
	Purchased CPM:	\$25.48	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color
					TearSheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
-----------------	-----------------------	-----------------

Notes Upgrade from first 10% of book to Cover 2. 200 total pages.

Page 8 of 28

Figure 225

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$56,134.00	Publication:	Family Fun	Purchased Gross Circ. (000's):	1750.0
	Billed to Client:	\$56,134.00	Month:	6/2003	Page Placement:	5
	Invoiced Amount:	\$56,134.00	Insertion Date:	Jun 1 2003	Page Size:	Full Page
	Purchased CPM:	\$32.08	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color
					Tearsheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
	116	Some superheroes use
	48	"Feel safe and you
	Cover 4	You've earned enough

Notes 148 total pages.

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	Publication:	Good Housekeeping	Purchased Gross Circ. (000's):	4600.0
	Billed to Client:	Month:	6/2003	Page Placement:	83
	Involved Amount:	Insertion Date:	Jun 1 2003	Page Size:	Full Page
	Purchased CPM:	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color
				Year sheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
	92	Zero to 711 take it'
	2	It's a bit of a control

Notes 240 total pages.

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data Insertion Order: \$111,554.00 Publication: Instyle Purchased Gross Circ. (000's): 1600.0
 Billed to Client: \$111,554.00 Month: 6/2003 Page Placement: 168
 Invoiced Amount: \$111,554.00 Insertion Date: Jun 1 2003 Page Size: 2 RIP Consecutive
 Purchased CPM: \$89.72 Audited: Color: 4 Color
 Tearsheet:

Competitive Review

Brand(s)	Page Placement	Headline
	20	The 200 horsepower.
	267	Style
	268	The
	282	Thoroughly modern woman
	134	Burn rubber, not money.
	126	Is there an award for
	166	Time flies. It also drives.
	291	It's a bit of a control freak.
	48	if fast were a color.
	119	Indigenous to the
	205	The new
	212	FYI: The windshield!
	186	Nothing like a little
	141	Slow and steady wins
Cover 4		The 2003
188		Drivers wanted.

Notes 328 total pages

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$134,395.20	Publication:	Money	Purchased Gross Circ. (000's):	1900.0
	Billed to Client:	\$134,395.20	Month:	6/2003	Page Placement:	109
	Invoice Amount:	\$134,395.20	Insertion Date:	Jun 1 2003	Page Size:	2 RHP Consecutive
	Purchased CPM:	\$70.73	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color
					Tearsheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
	62	Zero to 70 take 1!"
	67	Style
	30	100 years.
Cover 2		It's a bit of a control
	13	"Alone at last,"
100		Introducing the
130		When you bring the
38		Can your daily commute
21		Other cars are pre-owned.
118		Inserts call it
55		Passengers dream of
49		The four corners
140		"If you're tough enough,
Cover 3		The SUV
588		The mini-market.

Note 152 total pages.

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$187,882.60	Publication:	Newsweek	Purchased Gross Circ. (000's):	3100.0
	Billed to Client:	\$157,882.60	Month:	6/2008	Page Placement:	7
	Invoiced Amount:	\$157,882.60	Insertion Date:	Jun 2 2008	Page Size:	2 RHP Consecutive
	Purchased CPM:	\$50.83	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color
					TearSheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
	Cover 4	So much power, you
	33	Quality is now an acronym:
	86	This is cloud ten.
	Cover 2	You win some, you
	46	The 24 hour test drive

Notes 74 total pages.

Brand Publication Analysis

Client: Agency:

Brand:

Cost Data Insertion Order: \$78,846.30 Publication: Newsweek Purchased Gross Ctr. (000's): 3100.0
 Billed to Client: \$78,846.30 Month: 6/2003 Page Placement: 8
 Invoiced Amount: \$78,846.00 Insertion Date: Jun 16 2003 Page Size: Full Page
 Purchased CPM: \$25.47 Audited: Color: 4 Color
 Tearsheet:

Competitive Review

Brand(s)	Page Placement	Headline
	90	The new
	51	There's used.
Cover 3		Some superheroes use
25		And they say call
Cover 2		It's a bit of control
43		The 24 hour test drive.
31		The SUV

Notes 88 total pages.

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data
 Insertion Order: \$24,140.00
 Billed to Client: \$24,140.00
 Invoiced Amount: \$24,140.00
 Purchased CPM: \$24.14
 Publication: Nick JR
 Month: 6/2003
 Insertion Date: Jun 1 2003
 Audited:
 Purchased Gross Circ. (000's): 1000.0
 Page Placement: 33
 Page Size: Full Page
 Color: 4 Color
 Tearsheet:

Competitive Review

Brand(s)	Page Placement	Headline
	2	Serving overprotective

Notes 84 total pages. Did not run opposite Heads Up or within 1st 10%.

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data Insertion Order: \$0.00
 Billed to Client: \$0.00
 Involved Amount: \$0.00
 Purchased CPM: \$0.00

Publication: Nick JR Noodle
 Month: 8/2003
 Insertion Date: Jun 1 2003
 Audited:
 Purchased Gross Circ. (000's): 250.0
 Page Placement: 24
 Page Size: Full Page
 Color: 4 Color
 Tearsheet:

Competitive Review

Brand(s)	Page Placement	Headline
	Cover 4	Serving overprotective

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data Insertion Order: \$61,575.35 Publication: Oprah Purchased Gross Ctr. (100's): 2100.0
 Billed to Client: \$81,575.35 Month: 6/2003 Page Placement: 127
 Invoiced Amount: \$81,575.35 Insertion Date: Jun 1 2003 Page Size: Full Page
 Purchased CPM: \$38.85 Audited: Color: 4 Color
 Year sheet:

Competitive Review

Brand(s)	Page Placement	Headline
	207	Top dollar with the Protection and fun Style
	70	
	48	
	18	Cleo Bellol
	10	Take a ride in my car
	150	'Feel safe and you can
	100	The restyled 2003

Notes 208 total pages.

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data
 Insertion Order: \$80,686.98
 Billed to Client: \$80,688.93
 Invoiced Amount: \$80,686.92
 Purchased CPM: \$42.18
 Publication: Parenting
 Month: 6/2003
 Insertion Date: Jun 1 2003
 Audited:
 Purchased Gross Ctr. (000's): 2150.0
 Page Placement: Cover 2
 Page Size: Spread
 Color: 4 Color
 Tearsheet:

Competitive Review

Brand(s)	Page Placement	Headline
	48	Some superheros use
	96	100 years.
	203	"Anybody else in there?"
	38	When you bring the
	78	Not everyone was

Notes Upgrade from within edit to cover 2. 266 total pages.

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$218,025.00	Publication:	People	Purchased Gross Circ. (000's):	3350.0
	Billed to Client:	\$218,025.00	Month:	6/2003	Page Placement:	11
	Involved Amount:	\$218,025.00	Insertion Date:	Jun 9 2003	Page Size:	2 RHP Consecutive
	Purchased CPM:	\$65.08	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color
					Tearsheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(e)	Page Placement	Headline
	106	Some super heroes use
	48	Introducing the
	122	The 24 hour fast drive.
	62	Get Noticed.

Notes 148 total pages.

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data
 Insertion Order: \$109,012.50
 Billed to Client: \$109,012.50
 Invoiced Amount: \$109,012.50
 Purchased CPM: \$32.54
 Publication: People
 Month: 6/2003
 Insertion Date: Jun 23 2003
 Audited:
 Purchased Gross Circ. (000's): 3350.0
 Page Placement: 95
 Page Size: Full Page
 Color: 4 Color
 Tearsheet:

Competitive Review

Brand(s)	Page Placement	Headline
	116	The new
	17	European driving performance
Cover 2		Thirty years ago.
83		Thing to do this summer.
67		The 24-hour test drive.
Cover 4		The all new

Notes 128 total pages.

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$153,000.00	Publication:	Readers Digest	Purchased Gross Circ. (000's):	11000.0
	Billed to Client:	\$153,000.00	Month:	8/2003	Page Placement:	Cover 2
	Invoiced Amount:	\$153,000.00	Insertion Date:	Jun 1 2003	Page Size:	Spread
	Purchased CPM:	\$13.91	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color
					Tearsheet:	<input checked="" type="checkbox"/>

Competitive Review

<u>Brand(s)</u>	<u>Page Placement</u>	<u>Headline</u>
	18	Your boss just bought

Notes Ran creative, not as ordered. 218 total pages.

Page 21 of 28

Figure 238

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data Insertion Order: \$147,247.20 Publication: Real Simple Purchased Gross Circ. (000's): 1200.0
 Billed to Client: \$147,247.20 Month: 6/2003 Page Placement: 88
 Invoiced Amount: \$147,247.20 Insertion Date: Jun 1 2003 Page Sbz: 3 RHF Consecutive
 Purchased CPM: \$122.71 Audited: Color: 4 Color
 Tearsheet:

Competitive Review

Brand(s)	Page Placement	Headline
	145	Some are inspired by
	251	Burn rubber, not money.
	152	Yes. Breathing room
	70	Here's to muscle. Past.
	79	Is there an award
	108	"I'm no fool. There
	28	Evolution of file.
	174	When everything she'll
Cover 4		Security. Unlike any other.
4		FYI: The windshield
20		Take a ride in my car
38		Nothing like a little
127		Welcome to the state
63		"Feel safe and you can
12		Not everyone was qualified
46		You are here

Notes 268 total pages.

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$192,435.75	Publication:	Southern Living	Purchased Gross Circ. (000's):	2650.0
	Billed to Client:	\$192,435.75	Month:	6/2003	Page Placement:	45
	Involved Amount:	\$192,435.75	Insertion Date:	Jun 1 2003	Page Size:	3 RHP Consecutive
	Purchased CPN:	\$75.47	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color
					Tearsheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
	17	Commonly used phrases
	73	Best. Best. Best.
	89	Zero to "I'll take it"
Cover 2		Protection and fun
	29	Style
	31	Confidence
	33	Drive & Love
	237	Burn rubber, not money.
	117	The ease of the world's
	140	Here for the long haul.
	60	There's something about
	80	Every king needs a
	108	When you bring the
	188	Sit back, relax, and
	8	FYI: The Windshield
	91	All this and change

Notes 286 total pages.

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	\$0.00	Publication:	Southern Living Decorating	Purchased Gross Circ. (000's):	250.0
	Billed to Client:	\$0.00	Month:	6/2003	Page Placement:	3
	Invoiced Amount:	\$0.00	Insertion Date:	Jun 1 2003	Page Size:	Full Page
	Purchased CPN:	\$0.00	Audited:	<input checked="" type="checkbox"/>	Color:	4 Color
					Tearsheet:	<input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
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Notes 128 total pages.

Page 24 of 28

Figure 241

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data Insetion Order: \$70,435.78 Publication: This Old House Purchased Gross Circ. (000's): 950.0
 Billed to Client: \$70,435.78 Month: 6/2003 Page Placement: 130
 Invoiced Amount: \$70,435.78 Insetion Date: Jun 1 2003 Page Size: Spread
 Purchased CPM: \$74.14 Audieci: Color: 4 Color
 Tearsheet:

Competitive Review

Brand(s)	Page Placement	Headline
	88	If a towing contest ever
	112	City miles. Country miles.
	40	Room for every Tom.
Cover 2		"Hey, that's cheating."
8		Our surefooted 4 wheel
76		When you bring the
28		Remember when driving
69		"If you're tough enough,
187		Find your own road.

Notes 188 total pages.

Page 25 of 28

Figure 242

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data **Insertion Order:** **Publication:** **Purchased Gross Circ. (000's):** 4000.0
Billed to Client: \$192,814.00 **Month:** 6/2003 **Page Placement:** 33
Invoice Amount: \$192,814.00 **Insertion Date:** Jun 18 2003 **Page Size:** 2 RHP Consecutive
Purchased CPM: \$48.20 **Audited:** **Color:** 4 Color
Competitive Review **Tearsheet:**

Brand(s)	Page Placement	Headline
	Cover 4	Best. Best. Best.
	76	The new
	57	Things to do this
	65	The new
	70	The 24 Hour test

Notes 80 total pages.

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data	Insertion Order:	Publication:	Time	Purchased Gross Chrg. (000's):
Billed to Client:	\$66,407.00	Month:	8/2003	4000.0
Involved Amount:	\$66,407.00	Insertion Date:	Jun 23 2003	Page Placement:
Purchased CPM:	\$24.10	Audited:	<input checked="" type="checkbox"/>	Page Size: Full Page
				Color: 4 Color
				Tearsheet: <input checked="" type="checkbox"/>

Competitive Review

Brand(s)	Page Placement	Headline
	46	So much power,
	73	There's used.
	Cover 3	Grab the best values
	8	It's a bit of control
	Cover 2	Is that you?
	80	You know those toys
	22	The first vehicle

Notes 88 total pages.

Brand Publication Analysis

Client:
Brand:

Agency:

Cost Data
Insertion Order: \$26,698.50
Billed to Client: \$26,698.50
Involved Amount: \$26,698.50
Purchased CPM: \$87.09

Publication: Travel & Leisure Family
Month: 6/2003
Insertion Date: Jun 1 2003
Audited:

Purchased Gross Circ. (000's): 275.0
Page Placement: Cover 2
Page Size: Spread
Color: 4 Color
Tearheet:

Competitive Review

Brand(s)	Page Placement	Headline
	34	Serving overprotective

Notes 38 total pages. Upgrade from 1st third of book to cover 2.

Page 28 of 28

Figure 245

and Print

- Annual print buys were negotiated with publications for individual brands
- Agency utilized the efficiencies of Consolidated contracts with publishing groups
 - Time, Inc.
 - The Hearst Group
 - Meredith Corp.
- MMI will assess the fulfillment of these contracts upon close of the year's print schedule

2Q03

Figure 246

76

Print Billing Reconciliation

	<u>Total 2Q03</u>
• Insertion Orders	\$ 3,826,208.67
• Billed to Client	\$ 3,826,204.40
• Pub Invoice	\$ 3,826,204.07
• Remitted	\$ 3,826,205.19

All dollars are net

2Q03

Figure 247

77

Print Billing Reconciliation

April

• Insertion Orders	\$ 862,641.20
• Billed to Client	\$ 862,640.86
• Pub Invoice	\$ 862,639.96
• Remitted	\$ 862,640.86

2Q03 Figure 248

Monthly Cost Analysis

Client:
Brand:
Month: 4/2003

Agency	Publication	Insertion Order	Billed to Client	Invoiced Amount	Remitted Amount	Remitted vs Billed
	American Journal of Nursing	\$14,050.50	\$14,050.50	\$14,050.50	\$14,050.50	\$0.00
	Army Navy Times	\$12,082.75	\$12,082.75	\$12,082.63	\$12,082.75	\$0.00
	Autounco	\$2,975.00	\$2,975.00	\$2,975.00	\$2,975.00	\$0.00
	Car & Driver	\$76,649.80	\$76,649.80	\$76,649.80	\$76,649.80	\$0.00
	Fast Company	\$35,002.15	\$35,002.15	\$35,002.15	\$35,002.15	\$0.00
	Golf Magazine	\$54,811.40	\$54,811.40	\$54,811.40	\$54,811.40	\$0.00
	Men's Health	\$65,897.95	\$65,897.78	\$65,897.00	\$65,897.78	\$0.00
	Motor Trend	\$4,275.50	\$4,275.50	\$4,275.50	\$4,275.50	\$0.00
	New York Auto Show	\$17,945.20	\$17,945.20	\$17,945.20	\$17,945.20	\$0.00
	New York Times	\$16,005.50	\$16,005.50	\$16,005.50	\$16,005.50	\$0.00
	Nursing	\$109,012.50	\$109,012.50	\$109,012.50	\$109,012.50	\$0.00
	People	\$49,082.40	\$49,082.40	\$49,082.40	\$49,082.40	\$0.00
	Real Simple	\$82,514.00	\$82,514.00	\$82,514.00	\$82,514.00	\$0.00
	Shape Magazine	\$52,774.80	\$52,774.80	\$52,774.80	\$52,774.80	\$0.00
	Smithsonian	\$117,181.00	\$117,181.00	\$117,181.00	\$117,181.00	\$0.00
	Sports Illustrated	\$42,313.85	\$42,313.85	\$42,313.85	\$42,313.85	\$0.00
	Sunset Magazine	\$35,218.05	\$35,217.88	\$35,217.88	\$35,217.88	\$0.00
	This Old House	\$862,641.20	\$862,640.86	\$862,639.96	\$862,640.86	\$0.00
	Total					

Figure 249

Print Billing Reconciliation

May

- Insertion Orders \$ 1,291,458.22
- Billed to Client \$ 1,291,457.80
- Pub Invoice \$ 1,291,458.39
- Remitted \$ 1,291,457.80

Monthly Cost Analysis

Client:
Brand:
Month: 5/2003

Agency	Publication	Insertion Order	Billed to Client	Invoiced Amount	Remitted Amount	Remitted vs Billed
	American Journal of Nursing	\$14,050.50	\$14,050.50	\$14,050.50	\$14,050.50	\$0.00
	Army Navy Times	\$12,082.75	\$12,082.75	\$12,082.75	\$12,082.75	\$0.00
	Automotive News	\$12,561.30	\$12,561.05	\$12,561.04	\$12,561.05	\$0.00
	Car & Driver	\$76,649.60	\$76,649.60	\$76,649.60	\$76,649.60	\$0.00
	Entertainment Weekly	\$63,071.87	\$63,071.87	\$63,071.87	\$63,071.87	\$0.00
	ESPN	\$70,745.50	\$70,745.50	\$70,745.50	\$70,745.50	\$0.00
	FHM	\$21,848.40	\$21,848.40	\$21,848.40	\$21,848.40	\$0.00
	Goal Magazine	\$425.00	\$425.00	\$425.00	\$425.00	\$0.00
	Instyle	\$55,777.00	\$55,777.00	\$55,777.00	\$55,777.00	\$0.00
	Marie Claire	\$35,335.35	\$35,335.35	\$35,335.35	\$35,335.35	\$0.00
	Money	\$67,197.60	\$67,197.60	\$67,197.60	\$67,197.60	\$0.00
	Motor Trend	\$64,849.05	\$64,849.05	\$64,849.05	\$64,849.05	\$0.00
	Motor Trend Special	\$13,027.10	\$13,027.10	\$13,027.10	\$13,027.10	\$0.00
	National Geographic	\$63,246.80	\$63,246.80	\$63,246.80	\$63,246.80	\$0.00
	New York Times	\$56,815.04	\$56,815.04	\$56,815.04	\$56,815.04	\$0.00
	People	\$109,012.50	\$109,012.50	\$109,012.50	\$109,012.50	\$0.00
	RN Magazine	\$10,285.00	\$10,285.00	\$10,285.00	\$10,285.00	\$0.00
	Shape Magazine	\$46,257.00	\$46,257.00	\$46,257.00	\$46,257.00	\$0.00
	Southern Living	\$64,145.25	\$64,145.25	\$64,145.25	\$64,145.25	\$0.00
	Southern Living Vacations	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	Sports Illustrated	\$117,181.00	\$117,181.00	\$117,181.00	\$117,181.00	\$0.00
	Sunset Summer Travel	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	This Old House	\$35,217.88	\$35,217.88	\$35,217.88	\$35,217.88	\$0.00
	USA Today	\$96,430.00	\$96,430.00	\$96,430.00	\$96,430.00	\$0.00
	Wall Street Journal	\$183,246.56	\$183,246.56	\$183,246.56	\$183,246.56	\$0.00

Figure 251

Monthly Cost Analysis

Client:
 Brand:
 Month: 5/2003

Agency	Publication	Insertion Order	Billed to Client	Invoiced Amount	Remitted Amount	Remitted vs Billed
		\$1,281,456.22	\$1,281,487.80	\$1,281,458.39	\$1,281,457.80	\$0.00
	Total					

Print Billing Reconciliation

June

• Insertion Orders	\$ 1,672,109.25
• Billed to Client	\$ 1,672,105.74
• Pub Invoice	\$ 1,672,105.72
• Remitted	\$ 1,672,106.53

Monthly Cost Analysis

Client:
Brand:
Month: 6/2003

Agency	Publication	Insertion Order	Billed to Client	Invoiced Amount	Remitted Amount	Remitted vs Billed
	American Journal of Nursing	\$14,050.50	\$14,050.50	\$14,050.50	\$14,050.50	\$0.00
	Army Navy Times	\$24,165.50	\$24,165.50	\$24,165.50	\$24,165.50	\$0.00
	Automotive News	\$12,561.30	\$12,561.05	\$12,561.05	\$12,561.05	\$0.00
	Bettar Homes & Gardens	\$63,508.50	\$63,508.50	\$63,508.50	\$63,508.50	\$0.00
	Blender	\$12,750.00	\$12,750.00	\$12,750.00	\$12,750.00	\$0.00
	Car & Driver	\$76,649.60	\$76,649.60	\$76,649.60	\$76,649.60	\$0.00
	Cooking Light	\$39,525.00	\$39,525.00	\$39,525.00	\$39,525.00	\$0.00
	Entertainment Weekly	\$63,071.87	\$63,071.87	\$63,071.87	\$63,071.87	\$0.00
	ESPN	\$141,491.00	\$141,491.00	\$141,491.00	\$141,491.00	\$0.00
	Fast Company	\$35,002.15	\$35,002.15	\$35,002.15	\$35,002.15	\$0.00
	Golf Magazine	\$54,811.40	\$54,811.40	\$54,811.40	\$54,811.40	\$0.00
	Men's Health	\$65,897.95	\$65,897.00	\$65,897.00	\$65,897.78	(\$0.78)
	Money	\$67,199.30	\$67,197.60	\$67,197.60	\$67,197.60	\$0.00
	Motor Trend	\$64,849.05	\$64,849.00	\$64,849.00	\$64,849.00	\$0.00
	Nursing	\$16,005.50	\$16,005.50	\$16,005.50	\$16,005.50	\$0.00
	Parenting	\$45,343.25	\$45,343.46	\$45,343.46	\$45,343.46	\$0.00
	Real Simple	\$49,082.40	\$49,082.40	\$49,082.40	\$49,082.40	\$0.00
	Smart Money	\$26,641.00	\$26,641.00	\$26,641.00	\$26,641.01	(\$0.01)
	Smithsonian	\$52,774.80	\$52,774.80	\$52,774.80	\$52,774.80	\$0.00
	Southern Living	\$64,145.25	\$64,145.25	\$64,145.24	\$64,145.25	\$0.00
	Sports Illustrated	\$234,362.00	\$234,362.00	\$234,362.00	\$234,362.00	\$0.00
	Sunset Magazine	\$46,545.15	\$46,545.23	\$46,545.23	\$46,545.23	\$0.00
	This Old House	\$35,217.05	\$35,217.88	\$35,217.88	\$35,217.88	\$0.00
	Time	\$289,221.00	\$289,221.00	\$289,221.00	\$289,221.00	\$0.00
	Travel & Leisure	\$47,237.05	\$47,237.05	\$47,237.04	\$47,237.05	\$0.00

Monthly Cost Analysis

Client:
 Brand:
 Month:
 Agency

8/2008

Publication	Insertion Order	Billed to Client	Invoiced Amount	Remitted Amount	Remitted vs Billed
Total	\$1,872,106.26	\$1,872,106.74	\$1,872,106.72	\$1,872,106.53	(\$0.79)

Print Billing Reconciliation

- No variances other than rounding

200.

Figure 256

81

Print Payment Analysis

- **April** 17-90 days
 - Motor Trend 119 days
 - Sunset Magazine 223 days (paid 10/29/03)
- **May** 24-78 days
 - Goal Magazine 129 days (invoiced in advance)
 - Money 108 days
 - Shape Magazine -66 days (pub sent revised invoice)
- **June** 18-88 days

Publication Monthly Payment Analysis

Client:
Brand:
Month: 4/2003

Agency:
Quarter: 2Q03

Publication	Affidavit Date	Remittance Date	Terms (Days)
American Journal of Nursing	Apr 11, 2003	May 28, 2003	48
Army Navy Times	May 4, 2003	Jul 1, 2003	58
Automundo	Mar 24, 2003	May 28, 2003	66
Car & Driver	Mar 16, 2003	May 28, 2003	75
Fest Company	Mar 6, 2003	May 28, 2003	84
Golf Magazine	Mar 20, 2003	May 28, 2003	70
Men's Health	Mar 18, 2003	May 28, 2003	72
Motor Trend	Mar 4, 2003	Jul 1, 2003	119
New York Auto Show	May 12, 2003	May 28, 2003	17
New York Times	Apr 30, 2003	May 28, 2003	28
Nursing	Apr 11, 2003	May 28, 2003	48
People	Apr 15, 2003	Jun 17, 2003	63
Real Simple	Mar 18, 2003	May 28, 2003	72
Shape Magazine	Feb 28, 2003	May 28, 2003	90
Smithsonian	Mar 31, 2003	May 28, 2003	59
Sports Illustrated	Apr 8, 2003	May 28, 2003	51
Sunset Magazine	Mar 20, 2003	Oct 28, 2003	223
This Old House	Mar 28, 2003	May 28, 2003	62

Publication Monthly Payment Analysis

Client: Agency: 2003
 Brand: Quarter: 2003
 Month: 6/2003

Publication	Affidavit Date	Remittance Date	Terms (Days)
American Journal of Nursing	May 14, 2003	Jun 24, 2003	41
Army Navy Times	Jul 2, 2003	Aug 4, 2003	33
Automotive News	May 12, 2003	Jun 24, 2003	43
Car & Driver	Apr 15, 2003	Jun 24, 2003	70
Entertainment Weekly	Jul 10, 2003	Aug 4, 2003	25
ESPN	May 5, 2003	Jun 24, 2003	50
FHM	Apr 14, 2003	Jun 24, 2003	71
Goel Magazine	Jan 20, 2003	May 28, 2003	129
Instyle	Apr 19, 2003	Jun 24, 2003	66
Marie Claire	Jun 19, 2003	Aug 4, 2003	46
Money	Apr 18, 2003	Aug 4, 2003	108
Motor Trend	Apr 7, 2003	Jun 24, 2003	78
Motor Trend Special	May 30, 2003	Jun 24, 2003	25
National Geographic	May 1, 2003	Jul 11, 2003	71
New York Times	May 31, 2003	Jul 11, 2003	41
People	May 20, 2003	Jun 24, 2003	35
RN Magazine	May 7, 2003	Jun 24, 2003	48
Shape Magazine	Aug 29, 2003	Jun 24, 2003	-68
Southern Living	Jun 30, 2003	Aug 4, 2003	35
Southern Living Vacations	Dec 16, 2003	Dec 16, 2003	0
Sports Illustrated	May 19, 2003	Jun 24, 2003	42
Sunset Summer Travel	Dec 17, 2003	Dec 17, 2003	0
This Old House	Apr 24, 2003	Jul 4, 2003	71
USA Today	May 18, 2003	Jun 24, 2003	37

Publication Monthly Payment Analysis		Agency:		Affidavit Date		Remittance Date		Terms (Days)	
Client:		Brand:		Quarter:	2Q03	Publication	Jun 24, 2003		24
Month:	6/2003				May 31, 2003	Wall Street Journal			

Publication Monthly Payment Analysis

Client:
Brand:
Month: 6/2003

Agency:
Quarter: 2Q03

Publication	Affidavit Date	Remittance Date	Terms (Days)
American Journal of Nursing	Jun 13, 2003	Aug 4, 2003	52
Army Navy Times	Jul 2, 2003	Aug 4, 2003	33
Army Navy Times	Jul 2, 2003	Aug 4, 2003	33
Automotive News	Jun 23, 2003	Aug 4, 2003	42
Better Homes & Gardens	May 13, 2003	Aug 4, 2003	83
Blender	Jun 17, 2003	Aug 4, 2003	48
Car & Driver	May 15, 2003	Aug 4, 2003	81
Cooking Light	Jun 20, 2003	Aug 4, 2003	45
Entertainment Weekly	Jul 10, 2003	Aug 4, 2003	25
ESPN	Jun 2, 2003	Aug 4, 2003	83
ESPN	Jun 16, 2003	Aug 4, 2003	49
Fast Company	May 6, 2003	Aug 4, 2003	88
Golf Magazine	May 22, 2003	Aug 4, 2003	74
Men's Health	May 23, 2003	Aug 4, 2003	73
Money	May 16, 2003	Aug 4, 2003	80
Motor Trend	May 30, 2003	Aug 11, 2003	73
Nursing	Jun 3, 2003	Aug 4, 2003	82
Parenting	May 21, 2003	Aug 4, 2003	75
Real Simple	May 29, 2003	Aug 4, 2003	87
Smart Money	Jul 24, 2003	Aug 11, 2003	18
Smithsonian	May 31, 2003	Aug 4, 2003	65
Southern Living	Jun 30, 2003	Aug 4, 2003	35
Sports Illustrated	Jun 24, 2003	Aug 4, 2003	41
Sunset Magazine	Jul 3, 2003	Aug 11, 2003	39

Publication Monthly Payment Analysis

Client:
 Brand:
 Month: 6/2003

Agency:
 Quarter: 2Q03

Publication	Affidavit Date	Remittance Date	Terms (Days)
This Old House	May 23, 2003	Aug 4, 2003	73
Time	Jun 6, 2003	Aug 4, 2003	59
Time	Jun 27, 2003	Aug 4, 2003	38
Travel & Leisure	Jun 2, 2003	Aug 4, 2003	63

Print Billing Reconciliation

	<u>Total 2Q03</u>
• Insertion Orders	\$ 4,681,668.15
• Billed to Client	\$ 4,681,604.81
• Pub Invoice	\$ 4,681,603.78
• Remitted	\$ 4,585,261.56

All dollars are net

2Q03 Figure 263

Print Billing Reconciliation

April

• Insertion Orders	\$ 980,397.23
• Billed to Client	\$ 980,397.65
• Pub Invoice	\$ 980,396.98
• Remitted	\$ 980,397.65

2Q03 Figure 264

Monthly Cost Analysis

Client:
Brand:
Month: 4/2003

Agency	Publication	Insertion Order	Billed to Client	Involved Amount	Remitted Amount	Remitted vs Billed
	Budget Living	\$10,000.00	\$10,000.25	\$10,000.00	\$10,000.25	\$0.00
	Cooking Light	\$39,525.00	\$39,525.00	\$39,525.00	\$39,525.00	\$0.00
	Good Housekeeping	\$65,492.50	\$65,492.50	\$65,492.50	\$65,492.50	\$0.00
	Instyle	\$55,777.00	\$55,777.00	\$55,777.00	\$55,777.00	\$0.00
	Money	\$67,197.60	\$67,197.60	\$67,197.60	\$67,197.60	\$0.00
	Motor Trend - Spanish	\$1,487.50	\$1,487.50	\$1,487.50	\$1,487.50	\$0.00
	New York Auto Show	\$3,825.00	\$3,825.00	\$3,825.00	\$3,825.00	\$0.00
	Newsweek	\$78,946.30	\$78,946.30	\$78,946.30	\$78,946.30	\$0.00
	People	\$218,025.00	\$218,025.00	\$218,025.00	\$218,025.00	\$0.00
	Real Simple	\$49,082.40	\$49,082.40	\$49,082.40	\$49,082.40	\$0.00
	SCLC Magazine	\$1,500.25	\$1,500.25	\$1,500.00	\$1,500.25	\$0.00
	Southern Living	\$64,145.25	\$64,145.25	\$64,145.25	\$64,145.25	\$0.00
	Sports Illustrated	\$234,362.00	\$234,362.00	\$234,362.00	\$234,362.00	\$0.00
	Sunset Magazine	\$42,313.85	\$42,313.85	\$42,313.85	\$42,313.85	\$0.00
	This Old House	\$35,217.88	\$35,217.88	\$35,217.88	\$35,217.88	\$0.00
	Trade Union Courier	\$13,469.70	\$13,469.70	\$13,500.00	\$13,469.70	\$0.00
	Total	\$980,397.23	\$980,387.65	\$980,386.98	\$980,387.65	\$0.00

Figure 265

Print Billing Reconciliation

May

- Insertion Orders \$ 1,383,654.31
- Billed to Client \$ 1,383,590.56
- Pub Invoice \$ 1,383,590.26
- Remitted \$ 1,383,654.31

2Q03

Figure 266

85

Monthly Cost Analysis

Client:
Brand:
Month: 5/2003

Agency	Publication	Insertion Order	Billed to Client	Invoiced Amount	Remitted Amount	Remitted vs Billed
	AF Budget Travel	\$29,282.50	\$29,282.50	\$29,282.50	\$29,282.50	\$0.00
	Army Navy Times	\$7,417.10	\$7,417.10	\$7,417.10	\$7,417.10	\$0.00
	Better Homes & Gardens	\$93,508.50	\$93,508.50	\$93,508.50	\$93,508.50	\$0.00
	Car & Driver	\$78,848.60	\$78,848.60	\$78,848.60	\$78,848.60	\$0.00
	Child	\$51,708.90	\$51,708.90	\$51,708.90	\$51,708.90	\$0.00
	Cooking Light	\$39,525.00	\$39,525.00	\$39,525.00	\$39,525.00	\$0.00
	Country Home	\$37,400.00	\$37,400.00	\$37,400.00	\$37,400.00	\$0.00
	Country Living	\$39,440.00	\$39,440.00	\$39,440.00	\$39,440.00	\$0.00
	Ebony	\$39,764.70	\$39,764.70	\$39,764.70	\$39,764.70	\$0.00
	Instyle	\$55,777.00	\$55,777.00	\$55,777.00	\$55,777.00	\$0.00
	Ladies Home Journal	\$96,534.50	\$96,534.50	\$96,534.50	\$96,534.50	\$0.00
	Latina	\$11,050.00	\$11,050.00	\$11,050.00	\$11,050.00	\$0.00
	Men's Health	\$131,795.56	\$131,795.56	\$131,795.56	\$131,795.56	\$0.00
	Midwest Living	\$41,816.00	\$41,816.00	\$41,816.00	\$41,816.00	\$0.00
	Money	\$67,187.60	\$67,187.60	\$67,187.60	\$67,187.60	\$0.00
	Motor Trend - Spanish	\$1,487.50	\$1,487.50	\$1,487.50	\$1,487.50	\$0.00
	National Geographic	\$100,980.00	\$100,980.00	\$100,980.00	\$100,980.00	\$0.00
	Newsweek	\$78,946.30	\$78,946.30	\$78,946.30	\$78,946.30	\$0.00
	People en Espanol	\$23,851.25	\$23,851.25	\$23,851.25	\$23,851.25	(\$63.75)
	Real Simple	\$49,082.40	\$49,082.40	\$49,082.40	\$49,082.40	\$0.00
	Southern Living	\$64,145.25	\$64,145.25	\$64,145.25	\$64,145.25	\$0.00
	Southern Living Vacations	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	Sunset Magazine	\$42,313.85	\$42,313.85	\$42,313.85	\$42,313.85	\$0.00
	Sunset Summer Travel	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	Time	\$98,407.00	\$98,407.00	\$98,407.00	\$98,407.00	\$0.00

Figure 267

Monthly Cost Analysis

Client:
 Brand:
 Month: 5/2003

Agency	Publication	Insertion Order	Billed to Client	Involved Amount	Remitted Amount	Remitted vs Billed
	Trade Union Courier	\$13,498.70	\$13,498.70	\$13,498.70	\$13,498.70	\$0.00
	Travel & Leisure	\$94,474.10	\$94,474.10	\$94,474.10	\$94,474.10	\$0.00
Total		\$1,383,654.31	\$1,383,690.56	\$1,383,590.26	\$1,383,654.31	(\$53.75)

Print Billing Reconciliation

June

• Insertion Orders	\$ 2,317,616.61
• Billed to Client	\$ 2,317,616.60
• Pub Invoice	\$ 2,317,616.54
• Remitted	\$ 2,221,209.60

Monthly Cost Analysis

Client:
 Brand:
 Month: 6/2003

Agency	Publication	Insertion Order	Billed to Client	Involved Amount	Remitted Amount	Remitted vs Billed
	Army/Navy Times	\$29,688.40	\$29,688.40	\$29,688.40	\$29,688.40	\$0.00
	Budget Living	\$10,000.25	\$10,000.25	\$10,000.00	\$10,000.25	\$0.00
	Cooking Light	\$79,050.00	\$79,050.00	\$79,050.00	\$79,050.00	\$0.00
	County Home	\$74,800.00	\$74,800.00	\$74,800.00	\$74,800.00	\$0.00
	Family Circle	\$117,205.37	\$117,205.36	\$117,205.36	\$117,205.36	\$0.00
	Family Fun	\$88,134.00	\$88,134.00	\$88,134.00	\$88,134.00	\$0.00
	Good Housekeeping	\$65,492.50	\$65,492.50	\$65,493.00	\$65,492.50	\$0.00
	Instyle	\$111,554.00	\$111,554.00	\$111,554.00	\$111,554.00	\$0.00
	Money	\$134,395.20	\$134,395.20	\$134,395.20	\$134,395.20	\$0.00
	Newsweek	\$236,838.90	\$236,838.90	\$236,838.60	\$236,838.90	\$0.00
	Nick JR	\$24,140.00	\$24,140.00	\$24,140.00	\$24,140.00	\$0.00
	Nick JR Noodle	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	Oprah	\$81,575.35	\$81,575.35	\$81,575.35	\$81,575.35	\$0.00
	Parenting	\$90,686.93	\$90,686.93	\$90,686.92	\$90,686.93	\$0.00
	People	\$327,037.50	\$327,037.50	\$327,037.50	\$327,037.50	\$0.00
	Readers Digest	\$153,000.00	\$153,000.00	\$153,000.00	\$153,000.00	\$0.00
	Real Simple	\$147,247.20	\$147,247.20	\$147,247.20	\$147,247.20	\$0.00
	Southern Living	\$192,435.75	\$192,435.75	\$192,435.75	\$192,435.75	\$0.00
	Southern Living Decorating	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	This Old House	\$70,435.78	\$70,435.78	\$70,435.78	\$70,435.78	\$0.00
	Time	\$289,221.00	\$289,221.00	\$289,221.00	\$192,814.00	\$96,407.00
	Travel & Leisure Family	\$28,698.50	\$28,698.50	\$28,698.50	\$28,698.50	\$0.00
	Total	\$2,317,616.61	\$2,317,616.69	\$2,317,616.54	\$2,221,209.50	\$96,407.00

Figure 270

Print Billing Reconciliation

- **Variances**
 - People en Espanol, May
 - Credit of \$63.75 is due from publication
 - Agency to credit client billing same amount
 - Time, 6/23 issue
 - Agency to provide proof of remittance to Time in the amount of \$96,407

2Q03

Figure 271

87

Print Payment Analysis

- April 17-91 days
 - SCLC Magazine 126 days
- May 18-84 days
 - Latina 111 days
- June 41-97 days
 - Family Circle 112 days
 - Time (6/23 issue) 167 days

2Q03 Figure 272

Publication Monthly Payment Analysis

Client:
Brand:
Month: 4/2003

Agency:
Quarter: 2003

Publication	Affidavit Date	Remittance Date	Terms (Days)
Budget Living	Apr 1, 2003	May 29, 2003	58
Cooking Light	Mar 29, 2003	May 29, 2003	70
Good Housekeeping	Mar 10, 2003	May 29, 2003	80
Instyle	Mar 15, 2003	May 29, 2003	75
Money	Mar 21, 2003	May 29, 2003	69
Motor Trend - Spanish	Apr 1, 2003	May 29, 2003	58
New York Auto Show	May 12, 2003	May 29, 2003	17
Newsweek	Apr 21, 2003	Jul 21, 2003	91
People	Mar 25, 2003	May 29, 2003	65
People	Apr 22, 2003	May 29, 2003	37
Real Simple	Mar 18, 2003	May 29, 2003	72
SOLC Magazine	Jan 23, 2003	May 29, 2003	128
Southern Living	Jul 11, 2003	Jul 21, 2003	10
Sports Illustrated	Apr 1, 2003	May 29, 2003	58
Sports Illustrated	Apr 15, 2003	May 29, 2003	44
Sunset Magazine	May 29, 2003	May 29, 2003	0
This Old House	Mar 28, 2003	May 29, 2003	62
Trade Union Courier	Jan 13, 2003	Feb 24, 2003	42

Publication Monthly Payment Analysis

Client: _____ Agency: _____
 Brand: _____ Quarter: 2Q03
 Month: 6/2003

Publication	Affidavit Date	Remittance Date	Terms (Days)
AF Budget Travel	May 1, 2003	Jun 24, 2003	54
Army Navy Times	May 26, 2003	Aug 11, 2003	77
Better Homes & Gardens	Apr 8, 2003	Jun 24, 2003	77
Car & Driver	Apr 15, 2003	Jun 24, 2003	70
Child	Apr 15, 2003	Jun 24, 2003	70
Cooking Light	Jun 28, 2003	Aug 11, 2003	44
Country Home	Apr 22, 2003	Jun 24, 2003	63
Country Living	Apr 8, 2003	Jun 24, 2003	77
Ebony	Apr 1, 2003	Jun 24, 2003	84
Enty/e	Apr 18, 2003	Jun 24, 2003	66
Ladies Home Journal	Apr 6, 2003	Jun 24, 2003	77
Letha	Apr 1, 2003	Jul 21, 2003	111
Men's Health	Apr 22, 2003	Jun 24, 2003	63
Midwest Living	Apr 29, 2003	Jun 24, 2003	56
Money	Apr 18, 2003	Jun 24, 2003	67
Motor Trend - Spanish	May 1, 2003	Jun 24, 2003	54
National Geographic	May 1, 2003	Jul 21, 2003	81
Newsweek	May 12, 2003	Jun 24, 2003	43
People en Espanol	Apr 6, 2003	Jun 24, 2003	77
Real Simple	Apr 23, 2003	Jun 24, 2003	62
Southern Living	Jun 30, 2003	Jul 21, 2003	21
Southern Living Vacations	Dec 10, 2003	Dec 10, 2003	0
Sunset Magazine	Jul 3, 2003	Jul 21, 2003	18
Sunset Summer Travel	Dec 10, 2003	Dec 10, 2003	0

Figure 274

Publication Monthly Payment Analysis

Client	Agency:
Brand:	Quarter: 2003
Month: 5/2003	

Publication	Affidavit Date	Remittance Date	Terms (Days)
Time	May 2, 2003	Jun 24, 2003	53
Trade Union Courier	Jan 13, 2003	Feb 24, 2003	42
Travel & Leisure	May 1, 2003	Jun 24, 2003	54

Publication Monthly Payment Analysis

Client:
Brand:
Month: 8/2003

Agency:
Quarter: 2003

Publication	Affidavit Date	Remittance Date	Terms (Days)
Army Navy Times	Jul 1, 2003	Aug 11, 2003	41
Army Navy Times	Jul 1, 2003	Aug 11, 2003	41
Army Navy Times	Jul 1, 2003	Aug 11, 2003	41
Army Navy Times	Jul 1, 2003	Aug 11, 2003	41
Budget Living	Jun 1, 2003	Aug 11, 2003	71
Cooking Light	May 28, 2003	Aug 11, 2003	75
Country Home	May 27, 2003	Aug 11, 2003	76
Family Circle	May 6, 2003	Aug 26, 2003	112
Family Fun	May 13, 2003	Aug 11, 2003	90
Good Housekeeping	May 10, 2003	Aug 11, 2003	93
Instyle	May 24, 2003	Aug 26, 2003	94
Money	May 16, 2003	Aug 11, 2003	87
Newsweek	Jun 2, 2003	Aug 26, 2003	85
Newsweek	Jun 16, 2003	Aug 11, 2003	56
Nick JR	Jun 15, 2003	Aug 11, 2003	57
Nick JR Noodle	Dec 9, 2003	Dec 9, 2003	0
Oprah	May 20, 2003	Aug 11, 2003	83
Parenting	May 21, 2003	Aug 26, 2003	97
People	Jun 3, 2003	Aug 11, 2003	69
People	Jun 17, 2003	Aug 11, 2003	55
Readers Digest	Jun 1, 2003	Aug 11, 2003	71
Real Simple	May 28, 2003	Aug 11, 2003	74
Southern Living	Jun 30, 2003	Aug 11, 2003	42
Southern Living Decorating	Dec 9, 2003	Dec 9, 2003	0

Page 1 of 2

Figure 276

Publication Monthly Payment Analysis

Client:
Brand:
Month: 6/2003

Agency:
Quarter: 2Q03

Publication	Affidavit Date	Remittance Date	Terms (Days)
This Old House	May 23, 2003	Aug 26, 2003	95
Time	Jun 13, 2003	Aug 11, 2003	59
Time	Jun 20, 2003	Dec 4, 2003	167
Travel & Leisure Family	Jun 2, 2003	Aug 11, 2003	70

Attachments

- Network Buying Guidelines

2Q03

Figure 278

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METHOD AND SYSTEM FOR AUDITING ADVERTISING AGENCY PERFORMANCE

CROSS-REFERENCE AND PRIORITY CLAIM TO RELATED APPLICATIONS

[0001] This application is a continuation of pending U.S. patent application Ser. No. 11/253,040, filed Oct. 18, 2005 and entitled "Method and System for Reconciling Advertising Invoices and for Providing Prompt Payment Therefor", now U.S. Pat. No. _____, which is a continuation-in-part of U.S. patent application 10/810,466, filed Mar. 26, 2004 and entitled "Method and Apparatus for Auditing the Performance of Advertising Agencies on Behalf of Their Clients", the entire disclosures of each of which are incorporated herein by reference.

FIELD OF THE INVENTION

[0002] The parent invention relates to a technique whereby advertising agencies are audited to analyze their performance in connection with executing advertising plans for their clients.

[0003] The present invention relates to a technique whereby advertising invoices can be promptly reconciled. The improved reconciliation also allows for prompt and accurate payment to media properties for advertising services that have been rendered.

BACKGROUND OF THE INVENTION

[0004] Companies typically utilize one or more advertising agencies to devise and implement one or more advertising plans on their behalf. In these plans, advertising agencies typically identify a number of goals and other information related to the plan. As used herein, the term advertising agency encompasses all business entities that engage in the practice of media buying.

[0005] For example, the plans will typically identify the media in which advertisements will run. Examples of media include but are not limited to television, radio, and print. The choice of the actual media properties, as well as the time and place in which the advertisements will run, is generally left to the discretion and expertise of the advertising agency. Examples of media properties include but are not limited to television networks, specific television stations, radio stations, newspapers, and magazines.

[0006] Further, the plans will typically identify the markets in which advertisements will run. Often, markets are identified in terms of designated market areas (DMAs). DMAs are well known in the field of advertising and typically encompass a core city and the surrounding area. Examples of DMAs include but are not limited to the St. Louis DMA (which would encompass the city of St. Louis, Mo. and nearby surrounding communities in Missouri and Illinois) and the Miami/Fort Lauderdale DMA (which would encompass the cities of Miami, Fla. and Fort Lauderdale, Fla. as well as their nearby surrounding communities). Depending upon the scope of the advertising plan, multiple DMAs may be targeted by an advertising agency when executing a client's advertising plan.

[0007] Further, advertising plans will typically identify a target demographic and a desired level of exposure for that target demographic. A common target demographic for companies engaged in mass market sales is the age 18-49 demographic. However, as would be understood, the target demo-

graphic can be particularized according to virtually any trait, including but not limited to different age classifications, gender, occupation, heritage, income level, political preference, etc. Exposure levels for television and radio advertising are typically expressed in terms of target rating points (TRPs). One TRP is well-known in the art to be one percentage point of the number of people estimated to be viewing a television/radio spot versus the number of people who could be viewing the television/radio spot. For example, if market A includes 100,000 people who could be watching television and an advertisement is run on a particular TV channel at a time when 50,000 people in market A are watching that channel, that advertisement will have achieved 50 TRPs. Exposure levels for print advertising are typically expressed in terms of circulation for the print item.

[0008] Advertising plans will typically identify a target number of total TRPs and/or a total amount of circulation desired for various advertisements during a specified time period (year, quarter, month, etc.). The budget for an advertising plan can then be expressed in terms of cost per TRP or cost per thousands of circulation (CPM), wherein a total cost for the advertising plan is expressed as the sum of (1) a total number of TRPs desired multiplied by the average cost of a TRP, and (2) a total amount of desired circulation (in the thousands) multiplied by an average CPM.

[0009] Once the expected cost for the advertising plan is calculated by the advertising agency and approved by the client, the advertising agency sets out to purchase the plan. Agencies execute clients' advertising plans by purchasing advertisement time/space with media properties. For TV/radio ads, advertisement times are usually requested in terms of dayparts. A daypart is a component of a day that relates to a specific time period. Dayparts are well known in the art, and common dayparts include, but are not limited to: morning, daytime, early fringe, early news, prime access, prime, late news, weekend, sports, etc. However, it should be noted that different entities may use different definitions for daypart components. For example, one media property may consider early fringe to begin at 4:30 pm CST and end at 5:00 pm CST, while a particular advertising agency may consider early fringe to extend from 4:00 pm CST to 5:00 pm CST. For print ads, advertisement placement is usually specified in terms of page placement.

[0010] The advertising agency's initial attempt to purchase advertisement time/space with media properties can be referred to as an original buy. Media properties generally have the final say on what gets aired, and media properties will often shuffle advertisement requests or fail to air advertisement requests included in the original buy for a variety of reasons (scheduling demands, better offers coming along, etc.).

[0011] After the shuffling settles following the original buy, the advertising agency places its final buy with the various media properties. Final buys correspond to final requests for advertisement spots placed with media properties by an agency. Once again, there is no guarantee that all elements of the final buy will be carried out as desired by the advertising agency because the media properties may make further alterations. The cost for a final buy is typically based on the cost per spot for the time at which the advertisement is to run.

[0012] Once the advertisements actually run, data corresponding to these actual advertisements are expressed in the actual buy. The actual buy TRP value for each actual advertisement can be determined from independent sources such as

Nielsen TV ratings and Arbitron radio ratings, and represents the number of TRPs achieved by the airing.

[0013] As for costs, media properties typically bill advertising agencies for their clients' advertisements at the end of the standard broadcast month (based on a final Sunday per month cycle). The agencies typically receive their bills from the media properties by the 20th of the month following the previous month's activity. Clients are typically pre-billed by the agencies throughout this process. Pre-billing to the client from the advertising agency typically occurs the first day of the month of the purchased activity, and the pre-bill is based on the estimated costs for the month billed. The portion of the client's payment to the agency that is to be applied to media property invoices is deposited in a financial account by the agency. As invoices are received from media properties and verified for accuracy by the agency, payments are made to media properties for their invoices from the financial account. Billed costs in media property invoices are typically based on unit costs as generated by the media property. Unit cost is typically a derivative of the estimated target rating point (TRP) multiplied by the cost per rating point.

[0014] It is believed by the inventors herein that a typical account receivable time period in the advertising industry for payment to media properties on media property invoices received by advertising agencies is around 90 days. During this lengthy account receivable period, the client's money (which was pre-billed by the agency) sits in the account maintained by the agency, where it earns interest. This interest is typically kept by the agency and represents a perk for agencies that creates a disincentive for prompt payment of media property invoices. It is believed by the inventors herein that the interest on these accounts amounts to a yearly boon to the advertising agency industry upward of \$40 billion.

[0015] This interest is believed to represent a "hidden" cost to clients of advertising agencies. That is, due to the time value of money, the delay that media properties experience in connection with payment of their invoices effectively results in a loss of potential income to the media properties, which is believed to translate into higher advertising prices being passed on to clients.

[0016] Accordingly, the inventors herein believe that a need exists in the art for a new system that can decrease the delay experienced between the time a media property advertising invoice is received and the time that the media property advertising invoice is reconciled and paid.

[0017] Also, in the past, attempts to accurately audit the performance of advertising agencies in carrying out the advertising plans of their clients throughout the process described above have been difficult.

[0018] Often, the advertising agency would provide its client with a self-audit of its own performance. However, due to the conflicts of interest inherent in such self-audits, these audits have not proven valuable to clients as an objective measure of an agency's performance because, more often than not, the self-audits would inevitably establish a wonderful performance by the agency.

[0019] With respect to independent advertising agency audits conducted by unbiased third parties, the task of assembling an audit report has proven to be a gargantuan task requiring tedious efforts by teams of auditors. To perform such an audit, these auditors are required to pore through and make sense of volumes of paper documents that relate to advertisement postings by advertising agencies. Because of the massive manpower required for these efforts and because

of the unsatisfactory lack of detail and flexibility in these conventional independent audit reports, the inventors felt there was a great need in the art for an improved method of objectively auditing advertising agencies to evaluate their performances in executing their clients' advertising plans.

SUMMARY OF THE INVENTION

[0020] To fill such needs, the inventors herein have designed a system whereby a repository of data relating to agencies' executions of clients' advertising plans is maintained. From this repository, audit reports can be automatically generated that detail the agencies' performances on behalf of their clients.

[0021] According to one aspect of the parent invention, disclosed herein is a method of auditing an advertising agency to evaluate how the agency performed in executing an advertising plan on behalf of a client, the method comprising: (1) storing data that describes the advertising plan; (2) storing data that describes a plurality of actual advertisements, each actual advertisement corresponding to at least one client advertisement placed by the agency that was run by at least one media property; and (3) processing the stored plan data and the stored actual advertisements data to generate data indicative of whether the actual advertisements satisfied the advertising plan. The processing step of the method preferably comprises obtaining exposure data for the actual advertisements data from an independent source such as Nielsen ratings or Arbitron ratings and then matching the actual advertisements data with the exposure data obtained therefor. Further still, the method preferably further comprises generating a report from the generated data for delivery to the client. Such reports include not only paper reports printed from the generated data but also visual displays of the generated data such as those displayed on a computer monitor. The level of detail and the flexibility in the level of detail available in the generated reports is set forth in greater detail below.

[0022] According to another aspect of the parent invention, disclosed herein is a method of creating a database of data for evaluating how a plurality of advertising agencies perform on behalf of their clients, each client having at least one advertising plan that at least one of the advertising agencies has attempted to implement, the method comprising: (1) receiving data describing a plurality of actual advertisements, actual advertisements being advertisements placed by agencies with a plurality of media properties on behalf of the clients that were actually run by the media properties, the actual advertisements data having a plurality of formats; (2) converting the received actual advertisements data to a common format; and (3) storing the converted actual advertisements data in a database for subsequent use in an audit of at least one advertising agency for at least one client.

[0023] The inventors herein further disclose a system for determining an amount of money to be transferred to a media property in satisfaction of an invoice from that media property, the system comprising: an invoice reconciliation system configured to automatically reconcile a plurality of invoice items with a plurality of final buy items to determine an amount of money to be transferred, preferably electronically, to the media property in satisfaction of the invoice items, each invoice item corresponding to an actual advertisement spot that was run and invoiced by the media property, each final buy item corresponding to an advertisement spot request that was placed by the advertising agency with the media property.

[0024] This invoice reconciliation system can be further configured to (1) identify a plurality of invoice items for which an exception handling condition applies, and (2) provide at least one graphical user interface (GUI) for display to a user, the at least one GUI being configured to interact with the user about at least one invoice item for which an exception handling condition has been identified, the interaction including receiving input from the user corresponding to an action to be taken on the at least one invoice item.

[0025] A significant challenge in developing an invoice reconciliation system for media property invoices in the advertising industry relates to the ability of such a reconciliation system to be cross-platform in terms of the different software packages that many advertising agencies and media properties use in connection with the final buy and invoice activities. Accordingly, the inventive system preferably also includes a conversion system and a database in communication with the conversion system and the invoice reconciliation system, wherein the conversion system is further configured to (1) receive the invoice items in a first format, (2) receive the final buy items in a second format, (3) convert at least the received final buy items to a format in common with the invoice items, and (4) store the invoice items and the converted final buy items in the database, and wherein the invoice reconciliation system is further configured to retrieve a plurality of the stored invoice items and a plurality of the stored final buy items prior to performing reconciliation.

[0026] Moreover, the invoice reconciliation system is preferably further configured to communicate money transfer authorization instructions to a computer system that controls the disbursement of funds to pay media property invoices, the money transfer authorization instructions identifying at least (1) the determined amount of money to be transferred to the media property and (2) the media property to which the determined money amount from the account is to be transferred.

[0027] According to another aspect of the present invention, the inventors herein disclose a computer-implemented method of reconciling media property invoice data for advertising services with advertising agency final buy data, the media property invoice data comprising a plurality of invoice items, each invoice item corresponding to an actual advertisement spot that was run by the media property, the final buy data comprising a plurality of final buy items, each final buy item corresponding to an advertisement spot request that was placed by the advertising agency with the media property, the method comprising: (a) comparing the invoice items with the final buy items, and (b) responsive to the comparing step, identifying the invoice items for which a payment to the media property is authorized. Corresponding software for performing this method is also disclosed herein.

[0028] According to yet another aspect of the present invention, the inventors herein disclose a computer-implemented method of creating commonly formatted media property invoice data for advertising services and advertising agency final buy data, to thereby allow reconciliation of the media property invoice data with the advertising agency final buy data, the media property invoice data comprising a plurality of invoice items, each invoice item corresponding to an actual advertisement spot that was run by the media property, the final buy data comprising a plurality of final buy items, each final buy item corresponding to an advertisement spot request that was placed by the advertising agency with the media property, the method comprising: (a) receiving the invoice items in a first format, (b) receiving the final buy items

in a second format, and (c) performing at least one of the steps selected from the group consisting of (1) converting the received final buy data to a common format, (2) converting the received invoice data and the received final buy data to a common format, (3) converting the received invoice data to the second format, and (4) converting the received final buy data to the first format. Corresponding software for performing this method is also disclosed herein.

[0029] These and other features and advantages of the parent and present inventions will be in part apparent and in part pointed out in the following description, referenced figures, and appendices.

BRIEF DESCRIPTION OF THE DRAWINGS

[0030] FIG. 1 depicts an overview of the preferred embodiment of the present invention;

[0031] FIG. 2 depicts a preferred invoice reconciliation system;

[0032] FIG. 3 is a flowchart overview for creating a database of commonly formatted invoice data and final buy data;

[0033] FIG. 4 depicts an exemplary data format for raw final buy data;

[0034] FIG. 5 depicts an exemplary data format for invoice data;

[0035] FIG. 6 is a flowchart illustrating a preferred process for reconciling the invoice data with the converted final buy data;

[0036] FIG. 7 is a flowchart detailing step 604 of FIG. 6;

[0037] FIGS. 8(a)-(f) illustrate various preferred exception handling GUIs;

[0038] FIG. 9 depicts a preferred GUI for viewing a list of messages received by a media property user;

[0039] FIGS. 10(a) and (b) depict various preferred GUIs for a media property user to respond to a request submitted via the GUIs of FIGS. 8(a)-(f);

[0040] FIG. 11 depicts an overview of the preferred embodiment of the present invention;

[0041] FIG. 12 depicts a preferred user interface for entering plan data and original buy data into the database;

[0042] FIG. 13 depicts a preferred user interface for entering data relating to an analysis of costs per media property;

[0043] FIG. 14 is a flowchart overview for the auditing process for the preferred embodiment of the parent invention;

[0044] FIG. 15 depicts an exemplary data format for raw final buy data;

[0045] FIG. 16 depicts an exemplary data format for raw posted buy data;

[0046] FIG. 17 is a flowchart illustrating the processing for recoding raw daypart data;

[0047] FIGS. 18(a)-(c) depict an example of a mapping table for recoding raw daypart data;

[0048] FIG. 19 depicts a preferred user interface for overriding the independent exposure data for an advertisement posting;

[0049] FIG. 20(a)-(e) illustrate various preferred user interfaces for generating audit reports;

[0050] FIGS. 21(a)-(d) illustrate various preferred market analysis audit reports;

[0051] FIG. 22 illustrates a preferred average ratings audit report;

[0052] FIGS. 23(a)-(c) illustrate various preferred CPP audit reports;

[0053] FIGS. 24(a)-(d) illustrate various preferred under delivery tracking audit reports;

[0054] FIGS. 25(a)-(b) illustrate various other preferred audit reports;

[0055] FIGS. 26-68 illustrate a sample audit report for TV/radio; and

[0056] FIGS. 69-278 illustrate a sample audit report for print media.

DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENTS

Parent U.S. patent application Ser. No. 10/810,466

[0057] FIG. 11 depicts an overview of the preferred embodiment of the parent invention. The auditing system 1100 comprises a computer 1102 that receives raw data relating to advertisement buys for clients by advertising agencies 1108. This raw data is preferably received from the agencies electronically over a network such as the Internet. However, any known form of communication can be used to communicate the raw data to the auditor, including leased data lines and mailings from agencies to the auditor. However, transmission of the data to the auditor in the form of paper copies is not preferred as it requires intervention by the auditor to perform manual entry of the raw data into a database. It is believed that through various negotiations between agencies, agency clients, and the auditor, advertising agencies can be persuaded to utilize electronic transmission of the raw data to the auditor. Preferred transmission techniques include e-mail and file uploads over a network, such as http uploading over the Internet.

[0058] The auditor preferably maintains a computer 1102 and database 1104 to perform the auditing functions of the preferred embodiment of the parent invention. The computer is preferably a commercially-available Dell Poweredge 2650, and the database is preferably a commercially-available Microsoft MS SQL 2000. It should be understood that the computer 1102 and database 1104 can be implemented with other hardware, including an implementation as a personal computer, workstation, or server that can be accessed over a network such as the Internet. As will be explained in greater detail below, the database 1104 serves as a repository for the data used in the auditing process. The computer 1102 preferably provides the programming logic, or code segments executable by a processor, for performing the audit. This programming logic can reside on memory of computer 1102 or on a device such as a compact disc (CD) or the like to be accessed by computer 1102 from a disk drive or the like. Also, this programming logic preferably includes a code segment for displaying and controlling a graphical user interface 1106 that is configured to interact with a user to manage the auditing process and, if necessary, provide data entry functionality. Preferred tasks for the user interface 1106 are to provide the user with the ability to add data to the database 1104 as appropriate and to provide the user with control for generating the audit reports of the preferred embodiment.

[0059] The auditor for the preferred embodiment of the parent invention is preferably a party or entity independent from the advertising agencies being audited. By virtue of this independence, clients can be reassured as to the unbiased nature of the audit results. However, as should be understood by those of ordinary skill in the art, an advertising agency and/or an advertising agency client can also practice the invention by serving as the auditor themselves.

[0060] In one embodiment, access to the user interface 1106 is restricted to the independent auditor. However, in

another embodiment, some or all tasks of the user interface can be implemented on a client's computer such that the client has remote access over a network such as the Internet to the computer 1102 and database 1104. This embodiment provides clients with the power to generate audit reports without going through a third party auditor. In such an embodiment, it is preferred that the computer 1102 or a server that controls access to computer 1102 implement conventional security measures to maintain the integrity of clients' data in the database 1104 by restricting a client's access to the database to its own data. Further still, in another embodiment, the user interface can also be implemented on an agency's computer such that the agency has remote access over a network such as the Internet to the computer 1102 and database 1104, thereby providing agencies with the power to generate audit reports of themselves. This embodiment also preferably involves the computer 1102, or a server that controls access to computer 1102, implementing conventional security measures that prevents an agency from gaining access to data unrelated to that agency.

[0061] Creating the Database of Audit Data:

[0062] One aspect of the preferred embodiment relates to storing data that describes the agency advertising plans in the database. The advertising plan, which is typically communicated by the agency to the client in writing, generally specifies on a quarterly basis: the markets in which ads are to run, a target demographic for the plan, a desired number of TRPs for each daypart in the market that are to be achieved by the plan, and a total cost for the plan. Once the auditor receives such plan data, the auditor preferably uses the interface 1350 of FIG. 12 to store the plan data in the database. However, as should be understood, the plan data can also be communicated to the computer 1102 electronically from either the client or the agency.

[0063] With reference to FIG. 12, the auditor preferably enters a client identifier such as a client's name in field 1222. Further, the auditor preferably enters an agency identifier such as an agency's name in field 1224. The DMA for the plan is preferably entered in field 1226, the duration for the plan (typically measured in terms of quarters, although other durations, such as monthly, can also be used) in field 1228, and the target demographic in field 1230. Further still, the auditor preferably enters an identifier for the advertising plan in field 1232 and a total cost for the plan in field 1234.

[0064] Row 1236 is set aside for entering TRP data for the plan by daypart, with each daypart corresponding to a different column 1240a through 1240o. If the agency (or client) does not provide TRP data for the plan that is broken down by daypart, the interface 1350 preferably includes an override control feature 1242. By checking box 1242a and entering an aggregate sum of TRPs for all dayparts identified for the plan in field 1242b, the auditor can directly enter the aggregate TRP sum in the database.

[0065] Once the auditor has completed entry of the plan data, the database includes an important point of reference for performing an audit on the advertising agency.

[0066] Another aspect of the preferred embodiment relates to storing original buy data in the database. Advertising agencies typically provide clients with original buy data on a quarterly basis. This original buy data is often communicated in paper form, thus requiring further data entry by the auditor to get the data into the database. However, as should be understood, the agency or the client can communicate the original buy data to the auditor electronically as explained

below in connection with the final buy data and the actual buy data. The interface **1220** of FIG. **12** can also be used by the auditor to enter original buy data into the database. Row **1238** is set aside for entering TRP data for the original buy by daypart, with each daypart corresponding to a different column **1240a** through **1240o**. If the agency (or client) does not provide TRP data for the original buy that is broken down by daypart, the interface **1350** preferably includes the override control feature **1242** as described above. Once the auditor has completed entry of the original buy data, the database includes another point of reference for performing an audit on the advertising agency.

[**0067**] FIG. **13** corresponds to a user interface for entering data relating to an analysis of costs per media property. The auditor preferably enters data for the client, the agency, the [**0068**] DMA, the target demographic, the time duration, and the plan in fields **1352**, **1354**, **1356**, **1358**, **1360**, and **1362** respectively. Further, each row **1374** corresponds to data for a different media property identified by an identifier, such as station call letters, in column **1364**. For each media property, the interface **1350** provides a field in column **1366** for a time duration (preferably by month, although other time periods can be used), a field in column **1368** for the total cost of the original buy for the plan, a field in column **1370** for the amount of money billed to the agency by the media property for the plan (affidavit data), and a field in column **1372** for the amount of money remitted by the agency to the media property for the plan (remittance data).

[**0069**] FIG. **14** is a flowchart overview for the auditing process for the preferred embodiment of the parent invention. At step **1400**, the raw data relating agencies' final buys and actual buys are received from the agencies (preferably electronically). Each agency may store the final buy data and/or the actual buy data in different formats depending upon the software packages used by the agencies. Examples of industry-used formats for the final buy data and the actual buy data are the DDS format (**1400a**) for media buy software from Donovan Data Systems, Inc., the Strata format (**1400b**) for media buy software from Strata Marketing, Inc., the Adware (**1400c**) format for software from AdWare Systems, Inc., and the SmartPlus format (**1400d**) for software from the company Marketing Resources Plus. It should be noted that other data formats may also be used in the practice of the invention.

[**0070**] FIG. **15** illustrates a sample format for a final buy data file that would be received electronically from an advertising agency in the preferred embodiment of the parent invention. The final buy data can be provided as a flat file, as a relational database structure, or other known forms for maintaining data. In the example of FIG. **15**, the final buy data is presented as a flat file through table **1500**, with each table row corresponding to a different advertisement spot that was requested by the agency and each column including pertinent data for that advertisement spot.

[**0071**] With reference to FIG. **15**, data in column **1502** identifies the media in which the advertisement spot is to run. The data in column **1504** identifies the client. The data in column **1506** provides an identifier for the product/service that corresponds to the advertisement. The data in column **1508** provides an identifier code for the plan corresponding to the advertisement spot, and the data in column **1510** provides the name of the plan corresponding to the advertisement spot.

[**0072**] Further, the data in column **1512** identifies the beginning and end dates for the final buy request (expressed by week). The data in column **1514** identifies the DMA in

which the final buy was requested, the data in column **1516** identifies the media property with which the final buy request was placed, and the data in column **1518** identifies a line code for the media property. The line code serves as a reference to the advertising agency buy line, as is known in the art.

[**0073**] Further still, the data in column **1518** identifies the program during which the advertisement spot is to run, the data in column **1520** identifies the daypart code for the time during which the advertisement spot is to air, the data in column **1522** specifies the length (in seconds) for the advertisement spot, the data in column **1524** specifies the scheduling rotation by day for the program, and the data in column **1526** identifies the air time for the program. Moreover, the data in column **1528** identifies the cost for the advertisement spot, and the data in column **1530** identifies an estimation by the agency of the amount of exposure for the advertisement spot (in terms of a total number of TRPs that the agency thinks the advertisement spot will achieve if it runs during a commercial break for the program). Columns **1532**, **1534**, and **1536** each correspond to a particular week during the time period identified in column **1512**. The data in each of these columns identifies the number of advertisement spots requested for that program during the specified week. Lastly, the data in column **1538** includes any comments that an agency may wish to include for the advertisement spot. For example, the agency may want to note as a comment that the spot was aired to make good on an earlier missed spot, that a spot's tardy airing was due to a sports program running long, or that a spot's airing was pre-empted by news war coverage.

[**0074**] It should be noted that the final buy data format of FIG. **15** is exemplary only. Different advertising agencies will often use different formats. As a result of this diversity, the final buy data received by a practitioner of the parent invention is expected to have a wide variety of formatting differences. For example, two agencies may use the same fields for their data, but provide those fields in a different sequential order. Also, some of the fields used by one agency may not be used by another agency (e.g., one agency provides a field for "line" data (column **1518** in FIG. **15**, while another agency does not). Also, two or more agencies may use different formats for the data that populates the fields (e.g., Agency A codes dates numerically as mm/dd/yy (12/31/03) while Agency B codes dates alphanumerically as month name, month date, year (Dec. 31, 2003); Agency A codes dayparts with a two letter code, Agency B codes dayparts with a three letter code, and Agency C codes dayparts with a four letter code). Further still, when the final buy data is provided as electronic files, some agencies may provide the final buy data in a relational database format, while others may supply the data in a flat file format, while yet others may supply the data in other known electronic data structures.

[**0075**] FIG. **16** illustrates a sample format for an actual buy data file that would be received electronically from an advertising agency in the preferred embodiment of the parent invention. This actual buy data preferably arrives as invoices from the agencies, although this need not be the case. For example, some agencies could conceivably provide the actual buy information as a report separate from their invoices. As with the final buy data, the actual buy data can be provided as a flat file, as a relational database structure, or other known forms for maintaining data. In the example of FIG. **16**, the actual buy data is presented as a flat file through table **1600**, with each table row corresponding to a different advertise-

ment spot that was run by a media property (an actual advertisement) and each column including pertinent data for that actual advertisement.

[0076] The data in columns **1602**, **1604**, **1606**, **1608**, **1610**, **1612**, and **1614** correspond, respectively, to the data in columns **1502**, **1504**, **1506**, **1508**, **1510**, **1514**, and **1516** in the final buy data of FIG. 15. The data in column **1616** identifies the date on which the actual advertisement ran, and the data in column **1618** identifies the day on which the actual advertisement ran. The data in column **1620** identifies the time at which the actual advertisement ran, and the data in column **1622** identifies the length (in seconds) for the actual advertisement. The invoiced cost for the actual advertisement is identified in column **1624** and the invoice number is identified in column **1626**. Lastly, the data in column **1628** identifies the film code for the actual advertisement. The film code is preferably defined by industry standards as known in the art.

[0077] It should be noted that, as with the final buy data, the actual buy data format of FIG. 16 is exemplary only. Different advertising agencies will often use different formats, as explained above in connection with FIG. 15.

[0078] Because of the diversity in the final buy data and the actual buy data received from the agencies (this received data can be referred to as raw final buy data and raw actual buy data), the parent invention preferably converts the received raw data to a common format to greatly simplify the processing logic used to audit the data stored in the database. Accordingly, the programming logic for performing the audit need not account for each individual raw data file format, thereby enhancing the modularity of the auditing logic to provide for increased flexibility in the event the auditing logic is to be altered, or in the event that a new format for raw data is received.

[0079] A practitioner of the parent invention can select the common format for the conversion step **1402** of FIG. 14 as a design choice based on a personal evaluation of the facts and circumstances relating to the system. For example, the common format can be one created by the auditor. The common format can also be one of the existing “raw” formats (such as Strata or DDS), which would reduce the translational burden and allow other processing steps to utilize off-the-shelf software (such as steps **1410** and **1412** discussed below). However, as facts and circumstances may dictate, some practitioners of the parent invention who do not want to be limited to the use of such off-the-shelf software may find it more agreeable to develop their own common format. Further, the data structures for the common format may be selected to be structures for a relational database to facilitate storage using well-known database language techniques, or it can be a flat file format for practitioners of the parent invention who are less comfortable with relational databases.

[0080] Once the practitioner of the parent invention identifies the raw data formats and common data format involved in the conversion process, a mapping table for mapping raw data values for each of the fields in the raw data file records in the various exemplary file formats **1400a** through **1400d** into the common format can be generated using ordinary skill in the art. This mapping table can then be used in performing the conversion step **1402**.

[0081] One preferred aspect of the raw data conversion is the enforcement of standardized coding for the data fields (step **1402** of FIG. 14). One of the data fields that is preferably

standardized is the daypart code field for the raw data. Each file format often uses different daypart codes to express the same daypart.

[0082] FIG. 17 illustrates the process for daypart recoding. At step **1700**, the format for the daypart code data for a buy record in a file is identified. Then, at step **1702**, the process performs a look-up in a daypart mapping table for an entry that matches the daypart code of the identified format. FIG. 18 illustrates an exemplary daypart coding matching table **1800**. The data in column **1802** identifies the format for the mapping table entry **1810**, the data in column **1804** identifies a known daypart code for the format of column **1802**, the data in column **1806** identifies the standardized daypart code for that entry, and the data in column **1808** identifies the media type for the entry.

[0083] If step **1704** finds a matching entry in column **1804** of the table **1800** for the format of column **1802**, then at step **1706**, the daypart code is replaced by the standardized code in column **1806** of the matching entry. Thereafter, at step **1708**, the process moves on to the next daypart code in the raw data file and the process begins anew.

[0084] If step **1704** does not find a matching entry in the daypart mapping table, the process proceeds to step **1710**. At step **1710**, an auditor is preferably prompted with a user interface that requests manual entry of a replacement daypart code. To facilitate the auditor’s task, the user interface preferably identifies the file format for the daypart code data, the actual daypart code, the program corresponding to the daypart code from the same buy record of raw data, the day(s) of the week and date(s) for the entry in the same row of raw data, and the time for the program. From this data, the auditor will be able to determine the appropriate replacement daypart code and enter that code through the interface. At step **1712**, the replacement daypart code received from the auditor replaces the raw daypart code, and at step **1714**, the mapping table **1800** is updated with the new replacement daypart code data. Accordingly, the mapping table **1800** is a “learning” table that is updated as new daypart code translations are needed. Over time, it would be expected that the route through the flow of FIG. 17 will follow more and more the automated path of steps **1700-1708**, bypassing the auditor intervention steps of **1710-1714**.

[0085] Further, it is preferable that other aspects of the raw data be standardized, such as the DMAs, media property identifiers, and demographic classifications. Likewise, the technique of FIG. 17 can be used for mapping data value of these data fields as well.

[0086] With reference to FIG. 14, the output of the conversion step **1402** will be an import/export file **1404** for the converted final buy data and the converted actual buy data. This file will be in the common format. Thereafter, at step **1406**, this common format file **1404** is imported into a database to create a database **1408** of converted final buy and converted actual buy data.

[0087] Thereafter, at step **1410**, the content of the database **1408** is processed to determine whether the advertisement spots in the final buy data match with the actual advertisements in the actual buy data. This step is performed by attempting to match entries in the final buy data with entries in the posted buy data and vice versa. Matching and non-matching entries are flagged accordingly.

[0088] Further, at step **1411**, the data values of data fields in the database **1408** are recoded as necessary to provide uniform standards for data from different agencies. It is within

the judgment of a practitioner of the invention as to which fields will have their data values standardized. However, it is preferred that the daypart codes assigned to the records in the final buy data and actual buy data be standardized at step **1411**. As previously noted, different agencies often use different definitions for dayparts such that the time period covered by Agency A's "early fringe" daypart may be different than the time period covered by Agency B's "early fringe" daypart. Thus, at step **1411**, it is preferred that the final buy and actual buy daypart records be substantively re-evaluated using a standard set of daypart definitions based at least in part on time of day, day, and date. This standard set of daypart definitions is preferably client-specified, although this need not be the case. In a current implementation, the auditor manually evaluates and recodes (if necessary) the dayparts assigned to the final buy and actual buy records. However, it should be noted that this step can also be automated.

[0089] Next, at step **1412**, the process obtains exposure data for the actual advertisements from an independent source. This exposure data is preferably expressed in terms a number of TRPs achieved for an actual advertisement. There are a number of well-known commercial sources for independent exposure data, such as A.C. Nielsen for TV ratings data and Arbitron for radio ratings data. The entries for each actual advertisement are thereafter updated with the exposure data, thus creating database **1414** of advertisement postings data (or posted buy data).

[0090] Additionally, it is preferred that step **1412** also include obtaining Spot Quotation and Data (SQAD) data that pertains to TRP costs. SQAD data is well-known and commercially-available in the art. This SQAD data can be entered in the database manually, although as should be understood, this need not be the case. It is also preferred that step **1412** include obtaining NSI average ratings data, which is also commercially-available in the art. This NSI data can also be entered in the database manually, although this need not be the case. Further still, the obtaining of the SQAD data and the NSI data need not be limited to step **1412**, as the SQAD and NSI data can also be entered into the database at other times, unrelated to the flow of FIG. **14**.

[0091] The creation of software code for steps **1410** and **1412** is within the skill of ordinary programmers. However, it should be noted that software is commercially available for performing these tasks. Suitable commercially-available software platforms for performing steps **1410** and **1412** are available from Strata Marketing, Inc., CORE, TvScan (formerly known as TAPSCAN, Inc., and now a part of Marketron International), Marketing Resources Plus, Donovan Data Systems, Inc., and AdWare Systems, Inc., as is known in the art.

[0092] In some cases, an advertising agency, a client, or a media property disagrees with the independent TRP value assigned to a particular actual advertisement. Typically, the TRP provided by the independent source represents a measure based at least in part on a $\frac{1}{4}$ TRP achieved by a program for a certain time period. Such $\frac{1}{4}$ hour TRPs may not take into account the special circumstances of a particular airing of the program. For example, if the program during which an actual advertisement ran was a baseball game for a team based in the applicable DMA, the $\frac{1}{4}$ hour TRP measure for that team's games may be much lower than a TRP achieved when a game with the team's archrival is aired. In such circumstances, the agency/client/media property may request that the independent TRP amount for the program be overridden with a dif-

ferent measure. To achieve this functionality, the preferred embodiment of the parent invention includes the interface **1900** of FIG. **19**.

[0093] Through interface **1900**, the auditor preferably can specify the applicable client, agency, DMA, target demographic, time duration, and media property in fields **1902**, **1904**, **1906**, **1908**, **1910**, and **1912** respectively. In field **1914**, the auditor can pull up the name of the program applicable to the inquiry (i.e., the name of the program during which the actual advertisement ran). Once the applicable program is identified, its estimated TRP value from the final buy data is preferably displayed in field **1918** and its "actual" TRP value from the independent source is preferably displayed in field **1920**. Through field **1922**, the auditor can provide an adjustment of the "actual" TRP value. Further, the auditor can provide the reason(s) for the adjustment in the "comments" field **1924**. Further still, if the auditor would like to remove an adjustment made to the "actual" TRP value for an advertisement posting, he/she can do so using the "delete adjustment" button **1916**.

[0094] Database **1414**, together with the database(s) into which the plan data and the original buy data were stored, form the audit database **1104**. Database **1104** can be implemented as a single database or can be implemented as several distributed databases according to the preference of a practitioner of the invention.

[0095] The database **1104** serves as a valuable repository for analyzing the performance of advertising agencies when executing the advertising plans of their clients. From the content of database **1104**, audit reports detailing the agency performances from a variety of analytical perspectives can be generated. For example, the reports can identify the performance of multiple agencies for a single client (for those clients having multiple advertising agencies working on their behalf). Further, the reports can audit agency performance by DMA for advertising plans that stretch into more than one DMA. The audit reports can be particularized down to virtually any field in the content of database **1104**.

[0096] Creating Audit Reports:

[0097] Step **1416** relates to the processing logic configured to generate such audit reports. The creation of the logic for generating audit reports from the database contents will be apparent to a programmer with ordinary skill in the art who follows the teachings herein with respect to the database and audit reports. The generation of audit reports is preferably initiated by the auditor through user interfaces as shown in FIGS. **20(a)-(e)**. However, it should be noted that the system can also be designed to generate each of the reports automatically, with the automatically generated reports being stored for subsequent retrieval. Also, the report generating logic can be implemented on either the computer **1102**, a client computer that has access to the computer **1102**, or some other computing device in communication with computer **1102**.

[0098] FIG. **20(a)** illustrates a preferred user interface **2000** for generating market analysis audit reports. Through selection of the "market analysis" tab **2002**, the auditor is presented with fields **2012**, **2014**, and **2016** in which he/she is to specify the client, time period (preferably quarter, although other time durations may be used), and advertising agency for the audit. Further, the interface **2000** may preferably include field(s) (not shown) for specifying the applicable DMA and/or demographic group for the report. Preferably, each field can be populated through drop down menus that are pre-loaded with the clients, time durations, and agencies already

present in the database. Further, as any fields are filled, it is preferred that the range of choices in the drop down menus be further limited based on the previous selection(s). For example, if Client A is selected in field **2012**, then it is preferred that the drop down menu for the agency field **2016** be limited to agencies already associated with Client A in the database. Further still, it is preferred that if the auditor selects a report for which certain conditional qualifiers are not needed (e.g. with the Multi AOR DMA Delivery reports corresponding to options **2008** and **2010**, the auditor need not specify an agency in field **2016**), then the conditional fields of interface **2000** be restricted accordingly.

[0099] Further, the auditor can specify the type of market analysis audit report that is to be generated, with checkbox **2004** corresponding to a “Market Analysis (Intl)” report, checkbox **2006** corresponding to a “Market Analysis (DMA Delivery Recap) (Intl)” report, checkbox **2008** corresponding to a “Market Analysis (Multi AOR DMA Delivery—pcent) (Intl)” report, and checkbox **2010** corresponding to a “Market Analysis (Multi AOR DMA Delivery—TRP (Intl)” report. Selection of the “generate report” button **2018** by the auditor causes the selected market analysis report for the selected client/quarter/agency to be generated.

[0100] FIG. **21(a)** illustrates an exemplary market analysis report **2100** that corresponds to box **2004** of FIG. **20(a)**. The report identifies the client, advertising agency, DMA, target demographic, and time duration in fields **2102**, **2104**, **2106**, **2108**, and **2110** respectively to which the report is pertinent. This data corresponds to the selections made by the auditor through the user interface **2000**.

[0101] The report preferably includes a daypart analysis for the advertising plan and plan execution that indicates whether the advertising agency satisfied the exposure goals for the plan. Each row **2112a** through **2112o** corresponds to a different daypart. Column **2114** includes the TRP values for each daypart from the plan data stored in the database, as described above in connection with FIG. **12**. Column **2116** includes the TRP values for each daypart from the original buy data stored in the database, as also described above in connection with FIG. **12**. Further, column **2118** includes the TRP values for each daypart from the final buy data. These TRP values are taken from entries in the received final buy files for the specified conditions **2102-2110**, as converted and recoded by step **1402** of FIG. **14**. As previously noted, the TRP values of column **2118** correspond to the agency’s estimations of the amount of exposure expected for an advertisement. Further still, column **2120** includes the posted TRP values for each daypart obtained from an independent source including TRP value overrides (if any) provided by the auditor. The TRP values of column **2120** correspond to the actual TRP values assigned to the actual advertisements by an independent source.

[0102] With this base of TRP data, the report preferably also displays a plurality of indicators that identify how the agency’s performance in executing the plan compares with the plan. Further, the report preferably displays an indicator of how closely the posted buy data matches with the final buy data.

[0103] Column **2122** preferably displays, for each daypart, an index comparing the amount of TRPs in the original buy with the amount of TRPs in the plan. This index is preferably displayed as a percentage and can be computed as 100 times the number of TRPs for that daypart in the original buy divided by the number of TRPs for that daypart in the plan.

[0104] Column **2124** preferably displays, for each daypart, an index comparing the amount of TRPs in the final buy with the amount of TRPs in the plan. This index is preferably displayed as a percentage and can be computed as 100 times the number of TRPs for that daypart in the final buy divided by the number of TRPs for that daypart in the plan.

[0105] Column **2126** preferably displays, for each daypart, an index comparing the amount of TRPs in the posted buy (the actual buy plus the third party exposure data, as possibly adjusted through an override) with the amount of TRPs in the plan. This index is preferably displayed as a percentage and can be computed as 100 times the number of TRPs for that daypart in the posted buy divided by the number of TRPs for that daypart in the plan.

[0106] Lastly, column **2128** preferably displays, for each daypart, an index comparing the amount of TRPs in the posted buy with the amount of TRPs in the final buy. This index is preferably displayed as a percentage and can be computed as 100 times the number of TRPs for that daypart in the posted buy divided by the number of TRPs for that daypart in the final buy.

[0107] **2130** preferably includes the sum for each daypart TRP value of columns **2114**, **2116**, **2118**, and **2120**. Further, the total index values for columns **2122**, **2124**, **2126**, and **2128** are preferably calculated from these summed values.

[0108] The audit report **2100** further preferably includes a stewardship analysis section **2132** that breaks down the financial data for the various buys by media property in the applicable DMA. Each row **2134a** through **2134f** corresponds to a different media property (identified by columns **2136** (call letters) and **2138** (network affiliation)) in the applicable DMA. The media property-specific original buy data in column **2142**, affidavit data in column **2146**, and remittance data in column **2150** is readily available in the database as described above in connection with FIG. **13**. The media property-specific final buy data and posted data is readily available in the database as described above in connection with FIG. **14**.

[0109] Further, it is preferred that the stewardship analysis section be displayed in terms of dollars. The dollar value for the total plan cost is available in the database as taught in connection with FIG. **12** (see field **1234** of FIG. **12**). The dollar values for the original buys in column **2142**, for the affidavit amounts in column **2146**, and for the remitted amounts in column **2150** are available in the database as taught in connection with FIG. **13**. The dollar values for the final buy column **2144** and posted buy column **2146** are preferably computed using the cumulative cost values in the final buy data and the posted buy data under the applicable client/agency/media property/DMA/time duration/demographic conditions.

[0110] Further, row **2154** preferably displays a percentage relating the total values for the original buy cost, the final buy cost, the affidavit cost, and the posted buy cost to the plan cost. Thereafter, row **2156** preferably displays the cost per TRP for each of the plan cost, the original buy cost, the final buy cost, and the posted buy cost. This value is preferably computed as 100 times the total cost in row **2154** divided by the total TRPs in row **2132** for the applicable category. Further still, it is preferred that row **2158** display a percentage that relates the cost per TRP for the original buy, the final buy, the posted buy to the cost per TRP for the plan. This value is computed as 100 times the appropriate cost per TRP in columns **2142**, **2144**, and **2148** divided by the planned cost per TRP.

[0111] FIG. 21(b) illustrates an exemplary market analysis report **2160** that corresponds to box **2006** of FIG. 20(a). The report identifies the client, advertising agency, target demographic, and time duration in fields **2164**, **2166**, **2168**, and **2170** respectively to which the report is pertinent. This data corresponds to the selections made by the auditor through the user interface **2000**. Report **2160** details the agency's performance per DMA. Each row **2162** corresponds to a DMA associated with the plan data for the specified conditions. Columns **2172**, **2174**, **2176**, and **2178** identify the total number of TRPs for that row's DMA, respectively, in the plan, the original buy, the final buy, and the posted buy. These total values can be obtained as described above in connection with row **2130** of FIG. 21(a).

[0112] Column **2180** preferably displays, for each DMA, an index comparing the amount of TRPs in the original buy with the amount of TRPs in the plan. This index is preferably displayed as a percentage and can be computed as 100 times the number of TRPs for that DMA in the original buy divided by the number of TRPs for that DMA in the plan.

[0113] Column **2182** preferably displays, for each DMA, an index comparing the amount of TRPs in the final buy with the amount of TRPs in the plan. This index is preferably displayed as a percentage and can be computed as 100 times the number of TRPs for that DMA in the final buy divided by the number of TRPs for that DMA in the plan.

[0114] Column **2184** preferably displays, for each DMA, an index comparing the amount of TRPs in the posted buy with the amount of TRPs in the plan. This index is preferably displayed as a percentage and can be computed as 100 times the number of TRPs for that DMA in the posted buy divided by the number of TRPs for that DMA in the plan.

[0115] Lastly, column **2186** preferably displays, for each DMA, an index comparing the amount of TRPs in the posted buy with the amount of TRPs in the final buy. This index is preferably displayed as a percentage and can be computed as 100 times the number of TRPs for that DMA in the posted buy divided by the number of TRPs for that DMA in the final buy.

[0116] FIG. 21(c) illustrates an exemplary market analysis report **2190** that corresponds to box **2008** of FIG. 20(a). This report identifies various performance indices in percentage terms for multiple advertising agencies on behalf of a single client in multiple DMAs. The client for which the report **2190** was specified via field **2012** in FIG. 20(a) is identified in field **2191**. The demographic group to which the report is applicable is preferably identified in field **2192**.

[0117] The time period for which the report was specified via field **2014** of FIG. 20(a) is identified in field **2193**. Each row of the report identifies index data for a different DMA/agency pair. The DMA is identified in column **2194** and the advertising agency is identified in column **2195**. Columns **2196**, **2197**, and **2198** identify, for the DMA/agency pairs of columns **2194** and **2195**, the percentage measure, relative to the planned number of TRPs, of the original buy TRPs, final buy TRPs, and posted buy TRPs, respectively. Column **2199** identifies the percentage measure of the TRPs in the posted buy versus the TRPs in the final buy for the DMA/agency pairs of columns **2194** and **2195**. The data in these columns can be calculated as discussed in connection with the like columns in the report of FIG. 21(a).

[0118] FIG. 21(d) illustrates an exemplary market analysis report **2101** that corresponds to box **2010** of FIG. 20(a). This report identifies various performance indices in total TRP terms for multiple advertising agencies on behalf of a single

client in multiple DMAs. The client for which the report **2101** was specified via field **2012** in FIG. 20(a) is identified in field **2103**. The demographic group to which the report is applicable is preferably identified in field **2105**. The time period for which the report was specified via field **2014** of FIG. 20(a) is identified in field **2107**. Each row of the report identifies total TRP data for a different DMA/agency pair. The DMA is identified in column **2109** and the advertising agency is identified in column **2111**. Columns **2113**, **2115**, **2117**, and **2119** identify the total TRPs in the plan, original buy, final buy, and posted buy, respectively, for the DMA/agency pairs of columns **2109** and **2111**.

[0119] FIG. 20(b) illustrates a preferred user interface **2020** for generating average ratings audit reports. Through selection of folder tab **2022**, the auditor can control the creation of average ratings audit reports. Control conditions for the audit report are set through fields **2026** (for client), and **2028** (for time duration). Preferably, field **2030** (for advertising agency) is left unused because the report produced from interface **2020** is preferably agency independent. As with interface **2000** of FIG. 20(a), interface **2020** may also include field(s) (not shown) for specifying a DMA and/or a demographic group to which the report will be applicable. Checkbox **2024** corresponds to a selection of a "Daypart Average Ratings Analysis" audit report. The user can create such an audit report by selecting the "generate report" button **2032**.

[0120] FIG. 22 illustrates an exemplary "Daypart Average Ratings Analysis" audit report **2200**. The report preferably identifies the parameters for client, DMA, demographic, and time duration in fields **2202**, **2204**, **2206**, and **2208**, respectively. Table **2210** includes TRP data broken down by daypart (column **2218a** through column **2218h**) for the final buy TRP estimates, the posted TRP values received from a first independent source, and TRP values received from a second independent source. The second independent source TRP data is preferably NSI average rating data, which is well-known in the art. Each entry in row **2212** corresponds to an average estimated TRP value for the final buy entries per daypart. Each entry in row **2214** corresponds to the average posted ratings from the independent source for the actual advertisements in the posted buy data per daypart. Each entry in row **2216** corresponds to the NSI average rating value per daypart. From this data, the indexes of rows **2220** and **2222** are computed. Row **2220** displays, per daypart, a percentage relating the final ratings estimates of row **2212** to the NSI average ratings of column **2216** (for each daypart, 100 times the final ratings estimate divided by the NSI average rating). Row **2222** displays, per daypart, a percentage relating the posted ratings of row **2214** to the NSI average ratings of column **2216** (for each daypart, 100 times the posted ratings estimate divided by the NSI average rating). This audit report provides an accuracy measure for the agency's exposure estimates and further provides an accuracy measure for the independent exposure data used to analyze the posted buy data.

[0121] FIG. 20(c) illustrates a preferred user interface **2040** for generating audit reports detailing the cost per TRP. Through selection of folder tab **2042**, the auditor can control the creation of these audit reports. Control conditions for the audit report are set through fields **2044** (for client), **2046** (for time duration), field **2048** (for advertising agency), and field **2050** (for average/low/high (ALH) cost per TRP levels within the SQUAD data). Also, it should be noted that the interface **2040** may also include field(s) (not shown) for specifying a DMA and/or demographic group to which the report will be

applicable. Checkbox **2052** corresponds to a selection of a “Daypart CPP Analysis” audit report, wherein CPP stands for cost per point (or cost per TRP). Checkbox **2054** corresponds to a selection of a “Daypart CPP Analysis (DMA Recap)” audit report. Checkbox **2056** corresponds to a selection of a “Daypart CPP Analysis (Multi AOR DMA Recap)” audit report. Lastly, checkbox **2058** corresponds to a selection of a “Daypart CPP Analysis International” audit report. The user can create the selected ones of these audit reports by selecting the “generate report” button **2059**.

[**0122**] FIG. **23(a)** illustrates an exemplary “Daypart CPP Analysis” audit report **2300**. The control conditions for the report are displayed in field **2302** (which identifies the client), in field **2304** (which identifies the applicable DMA), in field **2306** (which identifies the applicable demographic), in field **2308** (which identifies the applicable time duration), and in field **2310** (which identifies the agency being audited). Further, field **2312** identifies the length of the actual advertisements that are the subject of the report, and field **2314** identifies the factor for the length, wherein the factor is a weighting scalar for the length that relates the length of an advertisement to its cost. Typically, a 15 second advertisement will have a factor of 0.7 for a 30 second length advertisement, and a 10 second advertisement will have a factor of 0.5 for a 30 second length advertisement. If the report **2300** is to include this length and factor data, it is preferred that interface **2040** of FIG. **20(c)** include fields (not shown) through which the auditor can specify the length and factor.

[**0123**] Table **2315** includes rows corresponding to a cost for a TRP per daypart. Rows **2316** and **2318** correspond to the cost for a TRP in the final buy data per daypart and the cost for a TRP in the posted buy data per daypart, respectively, under the applicable client/agency/DMA conditions. The costs for a TRP in the final buy per daypart are computed by dividing the cumulative final buy costs for all of the final buy spots in a particular daypart by the cumulative TRPs for all of the final buy spots in that particular daypart. The costs for a TRP in the posted buy per daypart are computed by dividing the cumulative posted buy costs for all of the actual advertisements in a particular daypart by the cumulative TRPs for all of the actual advertisements in that particular daypart.

[**0124**] Row **2320** identifies the SQAD cost for a TRP per daypart. This SQAD data is known in the art and represents a commercially accepted average industry cost for a TRP point under the stated conditions of daypart, DMA, demographic, length, factor, and time duration. The entries in row **2324** provide an index relating the final buy cost per TRP for each daypart to the corresponding SQAD value. Lastly, the entries in row **2326** provide an index relating the posted buy cost per TRP for each daypart to the corresponding SQAD value. Thus, FIG. **23(a)** provides an indication of whether the advertising agency has purchased media in an efficient manner relative to a relevant industry benchmark (such as SQAD).

[**0125**] The “Daypart CPP Analysis International” audit report (not shown) that corresponds to box **2058** of FIG. **20(c)** is an international version of audit report **2300** of FIG. **23(a)**, albeit with some country-specific language changes. For example, if the Daypart CPP Analysis International report is for Canadian markets, the term TRP would be expressed as TVR, the term DMA would be expressed as EMA, and the term CPP would be expressed as CPR. Other than these nomenclature changes, the content of the report and its mode of generation remains the same.

[**0126**] FIG. **23(b)** illustrates an exemplary “Daypart CPP Analysis (DMA Recap)” audit report **2330**. Fields **2332** through **2342** correspond to the like fields in FIG. **23(a)**. Each row **2344a** and **2344b** corresponds to a different DMA that is the subject of the report. Column **2346** provides an index to the average/low/high SQAD value for each DMA, as specified in the ALH field **2050** of FIG. **20(c)**. Columns **2348a** through **2348h** provide percentages for each DMA by daypart that are indicative of the cost for one posted buy TRP versus the SQAD value for such a TRP. The values in rows **2344a** and **2344b** are computed in the same manner as those values in row **2326** of FIG. **23(a)** for the applicable DMAs. The values in row **2350** are computed as the average of the percentages for each DMA in columns **2348a** through **2348h**, wherein inactive dayparts (dayparts for which no spots were purchased or ran) are not factored into the average.

[**0127**] FIG. **23(c)** illustrates an exemplary “Multi AOR DMA Recap” audit report **2360** corresponding to box **2056** of FIG. **20(c)**. This audit report **2360** preferably displays the same content as that of audit report **2330** of FIG. **23(b)**, albeit for a plurality of different agencies **2362a**, **2362b**, . . . employed by the client.

[**0128**] FIG. **20(d)** illustrates a preferred user interface **2060** for generating audit reports detailing under delivery (UD). Through selection of folder tab **2061**, the auditor can control the creation of these audit reports. Control conditions for the audit report are set through fields **2062** (for client), **2063** (for start time), field **2064** (for end time), and field **2065** (for advertising agency). It should be noted that interface **2060** may also include field(s) (not shown) for specifying a demographic group and/or DMA applicable to the report. Because UD reports are most useful when they track multiple quarters (so the restitution owed for UD from a prior quarter can be tracked), it is preferred that multiple quarters be specified in the start and end time fields. However, if a single quarter’s UD report is desired, a user can generate such a report by specifying the same time as the start time and the end time. Checkbox **2066** corresponds to a selection of a “Detailed UD Report (Intl)” audit report. Checkbox **2067** corresponds to a selection of a “Multi DMA UD Report” audit report. Checkbox **2068** corresponds to a selection of a “Multi AOR UD Report” audit report. Lastly, checkbox **2069** corresponds to a selection of a “Multi DMA AOR UD Report” audit report. The user can create the selected ones of these audit reports by selecting the “generate report” button **2070**.

[**0129**] FIG. **24(a)** illustrates an exemplary “Detailed UD Report” audit report **2400** corresponding to box **2066** of FIG. **20(d)**. An under delivery (UD) situation occurs when a media property fails to deliver in a given time period (preferably a quarter), through TRPs in the posted buy, at least a minimum threshold of the TRPs requested in the final buy. This minimum threshold is preferably 90%. The applicable control conditions for report **2400** are specified in fields **2402**, **2404**, **2406**, and **2408**, which identify client, demographic group, time duration, and advertising agency, respectively. Field **2410** identifies the date on which report **2400** was generated. Field **2412** identifies the DMA for which the report is pertinent. Row **2430** identifies the summed UD data for the media properties in DMA **2412**. Each row **2414a**, **2414b**, . . . corresponds to a different media property within DMA **2412**. Column **2416** identifies the total number of estimated TRPs for a media property in the final buy data. Column **2418** identifies the total number of posted TRPs for a media property in the posted buy data. Column **2420** is an index measure that iden-

tifies the posted-to-final percentage (100 times the column **2418** value divided by the column **2416** value). Column **2422** identifies the number of TRPs owed by a station, as determined per quarter, for under delivery. This value may be calculated on a media property specific basis for each quarter as: TRPs owed (by a media property) equals 0.9 multiplied by the number of TRPs in the final buy with that media property minus the number of TRPs in the posted buy with that media property. Thus, for a multi-quarter report such as report **2400**, the TRPs owed by each media property would be the sum of TRPs owed for each quarter (quarters **1Q04** through **4Q04** in the example of FIG. **24(a)**).

[**0130**] Column **2424** identifies the number of restitution TRPs that were posted for the applicable media property during the specified time period **2406** to make good on previously-owed UD TRPs. It is preferred that actual advertisements that ran as UD restitution be flagged accordingly in the actual buy data, thereby rendering their detection in the database much easier. Column **2426** identifies a revised index that takes into consideration the restitution TRPs of column **2424** (revised index = $100 * (\text{column } 2424 \text{ value} + \text{column } 2418 \text{ value}) / \text{column } 2416 \text{ value}$). Column **2428** identifies the balance of UD TRPs, which is preferably calculated, per quarter, as the difference between TRPs owed and restitution TRPs. Thus, for a multi-quarter report such as report **2400**, the balances reflected in column **2428** reflects the sum of these quarterly differences between the TRPs owed and restitution TRPs.

[**0131**] Lastly, table **2432** identifies the UD data in monetary terms for all media properties in the DMA **2412**. The monetary amount for value owed **2434** can be computed as the sum of TRPs owed (column **2422**, row **2430**) multiplied by the agency-purchased cost per TRP ascertained from the posted buy data. Value received **2436** can be computed as the sum of restitution TRPs (column **2424**, row **2430**) multiplied by the agency-purchased cost per TRP. Balance **2438** can be computed as the sum of balances in column **2428** multiplied by the agency-purchased cost per TRP ascertained from the posted buy data.

[**0132**] FIG. **24(b)** illustrates an exemplary “Multi DMA UD Report” audit report **2440** corresponding to box **2067** of FIG. **20(d)**. This report provides UD data for multiple DMAs **2442a**, **2442b**, . . . under control conditions **2444**. Column **2446** identifies the gross dollar amount spent in the posted buy data for the DMA. Columns **2448**, **2450**, **2452**, **2454**, **2456**, and **2458** correspond to columns **2416**, **2418**, **2420**, **2422**, **2424**, and **2426** respectively of FIG. **24(a)**, but for an entire DMA (row **2430** of FIG. **24(a)**).

[**0133**] FIG. **24(c)** illustrates an exemplary “Multi AOR UD Report” audit report **2460** corresponding to box **2068** of FIG. **20(d)**. This report provides UD data for multiple agencies. The control conditions for the report are identified in field **2462** (client-specific and time duration-specific). Each row **2464a**, **2464b**, . . . corresponds to a different agency employed by the client. The data in the columns corresponds to the number of DMAs in which the agency placed buys, the posted delivery index, TRPs owed, restitution TRPs owed, value owed, value received, and balance for each agency. These values may be computed as would be understood by a person of ordinary skill in the art in view of FIGS. **24(a)** and **(b)** and the descriptions thereof.

[**0134**] FIG. **24(d)** illustrates an exemplary “Multi DMA/AOR UD Report” audit report **2480** corresponding to box

2069 of FIG. **20(d)**. This report displays the content of UD report **2440** of FIG. **24(b)**, but for multiple agencies **2482**, **2482b**, . . .

[**0135**] FIG. **20(e)** illustrates a preferred user interface **2075** for generating various miscellaneous audit reports. Through selection of folder tab **2076**, the auditor can control the creation of these audit reports. Through fields **2077**, **2078**, and **2079**, the auditor can specify, respectively, the client, quarter, and advertising agency on which the audit report will be based.

[**0136**] Checkbox **2080** corresponds to an audit report that identifies whether any of the advertisement postings in the posted buy data aired during a program for which the client has requested no advertising. In some circumstances, a client will communicate to an agency that it does not want its advertisements to run during certain programs. If the posted buy data indicates that an actual advertisement did in fact run during such a prohibited program, then the preferred embodiment of the parent invention preferably detects such an occurrence. Preferably, a user interface is provided to the auditor so that such program restrictions can be entered in the database with the other plan data. FIG. **25(a)** depicts a preferred Restricted Programming Report **2500**. Report **2500** details the restricted program(s) in column **2502** and the DMA therefor in column **2504**, and further provides data about the unauthorized advertisement, this data preferably including its invoiced cost and TRPs achieved.

[**0137**] Checkbox **2081** corresponds to an audit report that identifies unspecified dollars spent with each media property in the final buy data and or the posted buy data. As shown in FIG. **25(b)**, this audit report **2510** provides advertisement spot level detail per media property of those spots invoiced by the media property that do not match any spots that were placed by the agency with that media property, as reflected in the final buy data.

[**0138**] Checkbox **2082** corresponds to an audit report that identifies bonus advertisements by daypart, that is actual advertisements for which no charge was made by the media property. As shown in FIG. **25(c)**, such a report **2520** preferably identifies, per DMA, the dayparts in which the bonus spots ran, the posted ratings for the bonus spots in the dayparts, and the number of bonus spots that ran in each daypart.

[**0139**] Checkbox **2083** corresponds to an audit report that identifies daypart audience delivery/TRPs, which helps clients understand when and where they are receiving billboards. As shown in FIG. **25(d)**, this audit report **2530** preferably identifies, per DMA, the dayparts in which the billboards ran, the posted ratings therefor, and the number of billboard spots per daypart. It is preferred that the daypart codes assigned to the actual advertisements include a code for billboards (such as “BB” code).

[**0140**] Checkbox **2084** corresponds to an audit report that identifies market analysis data for a user-specified ISCI code. As shown in FIG. **25(e)**, report **2540** preferably identifies, per DMA, how many spots ran for each ISCI code, and the percentage total that each ISCI code took up among all the spots that ran in that DMA.

[**0141**] Checkbox **2085** corresponds to an audit report that identifies DMA data for a user-specified ISCI code. As shown in FIG. **25(f)**, this report **2550** preferably provides the details of report **2540** of FIG. **25(e)** on a DMA level rather than on a per media property level.

[**0142**] Checkbox **2087** corresponds to an audit report that identifies whether any of the TRP estimates for the advertise-

ment requests in the final buy data fall below a minimum threshold value. Some clients will request that no advertisements be requested for a time slot expected to generate a TRP below a minimum threshold level. Preferably, if such a situation exists, the user interface for entering plan data includes a field for entering the minimum threshold value for the final buy data. As shown in FIG. 25(g), this report 2560 preferably identifies, per DMA, pertinent data about these spots. The violation cost preferably identifies the cost for the actual advertisement that should not have been purchased pursuant to the minimum ratings threshold. The daypart cost column identifies the total costs for the actual advertisements placed by the agency in a DMA for each daypart. The index corresponding thereto is a percentage measure of the violation cost to the daypart cost, which thereby indicates how much of a daypart's cost was taken up with advertising that should not have been purchased. The remaining columns of this audit report 2360 preferably display this data in TRP terms.

[0143] Checkbox 2088 corresponds to an audit report that identifies whether any of the TRPs posted for the actual advertisements in the posted buy data fall below a minimum threshold value. This audit report (not shown) is similar in type to that of FIG. 25(g), but uses the posted buy data for analysis. As mentioned above in connection with the final buy, some clients will request that no advertisements be aired during a time slot that will generate a TRP below a minimum threshold level. Preferably, if such a situation exists, the user interface for entering plan data includes a field for entering the minimum threshold value for the posted buy data.

[0144] Checkbox 2089 corresponds to an audit report that identifies whether an appropriate degree of spacing (separation) between advertisements for the plan was achieved. Some clients desire that there be some minimum level of spacing between the client's advertisements. The posted buy data includes air time data that allows a separation determination to be made. Preferably, if such a minimum separation rule exists, the user interface for entering plan data includes a field for entering the parameters of the separation rule. As shown in FIG. 25(h), this report 2570 preferably identifies a separation rule 2572, such as a rule that the time separation between successive actual advertisements in a DMA be 20 minutes. The remainder of the report 2570 preferably identifies, per DMA, the successive actual advertisements 2574 and 2576, pertinent details therefor (such as the run time), and the actual separation 2578 between the spots. The detail of report 2570 is preferably limited to successive spots that violate the rule.

[0145] It is also worth noting that the audit reports generated by the preferred embodiment may also include summary paragraphs that describe salient aspects of the audit. For example, the report may include descriptive paragraphs that communicate to the client the amount of UD restitution owed to them, or the report may include descriptive paragraphs that communicate to the client the posted buy-to-plan index of total TRP values, or the report may include descriptive paragraphs that communicate to the client how the agency's cost per TRP measured against industry averages. A sample preferred audit report for TV/radio is included herein as FIGS. 26-68 (see also Appendix A of the incorporated parent '466 patent application).

[0146] While the parent invention has been described above in relation to its preferred embodiment, various modifications may be made thereto that still fall within the invention's scope, as would be recognized by those of ordinary

skill in the art. For example, the techniques of the preferred embodiment can also be applied to advertising in print media. Corollaries to the original buy and the final buy for TV/radio ads are the original insertion orders and the revised insertion orders for print ads. Print advertising plans typically specify cost, circulation, and positioning. Exposure data for print media is typically measured in terms of circulation, and a suitable third party source for such circulation data is the Audit Bureau of Circulation (ABC), as is known in the art. A sample preferred audit report for print media is included herein as FIGS. 69-278 (see also Appendix B of the incorporated parent '466 patent application). Such modifications to the invention will be recognizable upon review of the teachings herein. Accordingly, the full scope of the parent invention is to be defined solely by the appended claims and their legal equivalents.

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[0147] FIG. 1 depicts an overview of the preferred embodiment of the present invention. The system 100 comprises at least one media property 102, at least one advertising agency 104, an accounts payable (NP) computer system 108, and an invoice reconciliation system 110.

[0148] A computer system operated by the media property 102 preferably sends invoice data to the invoice reconciliation system 110. This invoice data corresponds to an invoice for advertisement spots that were run by that media property 102 for an advertising agency 104 on behalf of its client. These invoices are typically sent 15-20 days after the end of the standard broadcast month. However, with the present invention, this need not be the case, as invoices can just as easily be sent on a weekly, daily, bimonthly or other basis. This invoice data is preferably communicated by the media property 102 to the invoice reconciliation system 110 electronically over a network such as the Internet. Preferred transmission techniques include e-mail, publication on an electronic bulletin board, and file uploads over a network, such as http uploading over the Internet. However, any known form of communication can be used to communicate the invoice data to the invoice reconciliation system 110, including leased data lines and paper copy mailings from the media property 102 to an operator of the invoice reconciliation system 110. However, the transmission of invoice data to the operator of the invoice reconciliation system 110 in the form of paper copies is not preferred (at least in connection with the practice of the preferred embodiment of the present invention) as it requires intervention by data entry personnel to get the invoice data into a database.

[0149] A computer system operated by the advertising agency 104 preferably sends raw final buy data to the invoice reconciliation system 110. This raw final buy data corresponds to final requests placed by the agency 104 on behalf of its client for advertisement spots to be run by a media property 102. This raw final buy data is preferably communicated by the media property 102 to the invoice reconciliation system 110 electronically over a network such as the Internet. However, any known form of communication can be used to communicate the raw final buy data to the invoice reconciliation system 110, including leased data lines and paper copy mailings from the advertising agency 102 to an operator of the invoice reconciliation system 110. However, the transmission of raw final buy data to the operator of the invoice reconciliation system 110 in the form of paper copies is not preferred as it requires intervention by data entry personnel to get the

invoice data into a database. It is believed that through various negotiations between agencies, agency clients, and operator (s) of the invoice reconciliation system, advertising agencies can be persuaded to utilize electronic transmission of the raw final buy data to the invoice reconciliation system. Preferred transmission techniques include e-mail, publication on an electronic bulletin board, and file uploads over a network, such as http uploading over the Internet.

[0150] The agency 104 typically prebills the client for the original buy, with billing adjustments being issued to the client as changes occur with the original buy. As such, the resultant pre-billing to the client typically approximates final buy billing. Thus, before the agency has been invoiced for the ad spots requested in the final buy, the client has paid the agency 104 some amount of funds that are to be applied toward invoices from media properties. The agency 104 typically deposits this payment amount in an account, wherein appropriate amounts of the deposited funds are later transferred from the account to the appropriate media property after reconciling an invoice from that media property. This account is typically an interest bearing account with the advertising agency 104 as the account holder, and the agency 104 typically collects the interest that accrues to the funds placed in the account. As such, the longer time that it takes the agency to reconcile media property invoices, the more interest money that the agency takes in.

[0151] The inventors herein believe that media properties and advertisers (clients) are desirous of significantly reducing the account receivable time period because prompt payment on invoices will allow the media properties to take advantage of the "time value of money". Accordingly, the inventors herein further believe that strong market potential exists in the advertising industry for a system by which media property invoices can be more promptly reconciled. In turn, media properties can be expected to provide discounts to advertisers in exchange for prompt payment on invoices (e.g., a 2% discount for paying an invoice within 10 days). Toward this end, the invoice reconciliation system 110 is provided.

[0152] The primary task of the invoice reconciliation system is to reconcile invoices from media properties with final buys from advertising agencies to ensure that agencies (and their clients) are being properly billed for what they purchased. This reconciliation can be done in an automated fashion by computer software wherein matches between invoices and final buys (preferably on a per ad spot basis) are identified automatically. Invoice items that cannot be matched to a corresponding final buy item are preferably referred to an exception handling process within the invoice reconciliation system 110, wherein GUIs are preferably provided to seek human intervention to resolve invoice-to-final buy inconsistencies.

[0153] After reconciling the invoice data with the final buy data, the invoice reconciliation system 110 can preferably provide payment authorization instructions regarding reconciled invoices to the NP system 108 that enable the transfer of an amount of funds to the media property 102 that is consistent with invoiced items that were satisfactorily reconciled (via either the automatic matching process or the exception handling process) with the final buy items. These instructions are preferably provided directly to an automated financial system 108 that controls the account such that funds can be transferred electronically from the account to the media property 102.

[0154] FIG. 2 provides a block diagram overview of a preferred invoice reconciliation system 110, which preferably comprises a computer 200 and a database 202 in communication with the computer 200.

[0155] The computer 200 is preferably a commercially-available Dell Poweredge 2650 or a device of similar processing capabilities, and the database 202 is preferably a commercially-available Microsoft MS SQL 2000 or a newer version thereof. It should be understood that the computer 200 and database 202 can be implemented with other hardware, including an implementation as a personal computer, workstation, or server that can be accessed over a network such as the Internet. As will be explained in greater detail below, the database 202 serves as a repository for the data used in the invoice reconciliation process. The computer 200 preferably provides the programming logic, or code segments executable by a processor, for (1) converting the received raw final buy data into a common format for storage in the database 202 (conversion and storage software 204), (2) performing the invoice reconciliation, including the communication of payment instructions (reconciliation software 206), and (3) displaying and controlling a plurality of GUIs that are configured to interact with a user to manage the invoice reconciliation and payment process and, if necessary, provide data entry functionality (user interface software 208). This programming logic can reside on memory that is accessible to computer 200 or on a device such as a compact disc (CD) or the like to be accessed by computer 200 from a disk drive or the like.

[0156] Preferred tasks for the GUIs are to provide the user with the ability to perform exception handling tasks that arise during the invoice reconciliation process and to control the payment process. To operate the invoice reconciliation system, these GUIs can preferably be accessed by a user from a remote computer in communication with computer 200 over a network such as the Internet. However, this need not be the case. The users for system 110 can include employees of the client, advertising agency, or media property, or hired outside parties, as explained below in connection with FIGS. 8(a)-10(b). Conventional security techniques are preferably implemented on computer 200 to prevent users from gaining access to unauthorized data. For example, client users will preferably only be able to access their own final buy and invoice data, advertising agency users will preferably only be able to access final buy data and invoice data relating to advertising spots they have placed, and media property users will preferably only be able to access their own invoice data and the final buy data related to their invoices. Outside party users' access to data will be limited in accordance with the authority of the party (client, advertising agency or media property) that hired them.

[0157] Creating the Database of Converted Invoice and Final Buy Data:

[0158] One aspect of the preferred embodiment relates to storing invoice data and final buy data in the database 202. Preferably, the final buy data is stored in a common format to facilitate the reconciliation process of matching final buy items with invoice items. It is expected that the raw final buy data received from different advertising agencies will possess varying formats. In such cases, it is preferred that, prior to being stored in database 202, this raw final buy data be converted to a common format. However, as a less preferred alternative, the raw final buy data can be stored in the database 202 in its raw format, and the conversion can occur at the time

of the matching process upon retrieval from the database. Another less preferred alternative is for the reconciliation logic to take on the burden of accounting for the different expected raw final buy data formats, with no final buy data conversion taking place. Further still, it is worth noting that the conversion step may be rendered unnecessary if the data formats for the media property's invoice data and advertising agency's raw final buy data are both the same or if the raw final buy formats for the different agencies are all the same. Such situations can conceivably exist if the media properties and advertising agencies use software on their respective computer systems that is configured to output the invoice data and final buy data in formats that allow for an apples to apples comparison without the need of a conversion step. However, at the current time, the inventors believe that it is highly likely that a conversion step will be needed to ensure a wide scope of potential use for the preferred embodiment of the present invention. The invoice data will preferably arrive in an XML format, from which the pertinent data can be readily extracted and stored in database 202 (step 308 of FIG. 3).

[0159] As mentioned above, the raw final buy data can be expected to arrive in a variety of different formats depending upon the platform used by each advertising agency. The conversion of raw final buy data to a common format preferably utilizes the techniques disclosed in pending U.S. patent application Ser. No. 10/810,466, filed Mar. 26, 2004 described above and entitled "Method and Apparatus for Auditing the Performance of Advertising Agencies on Behalf of Their Clients", the entire disclosure of which has been incorporated herein by reference. That pending application discloses, among other things, a technique whereby final buy data and actual buy data are converted to a common format to enable an auditing process.

[0160] FIG. 3 is a flowchart overview for a preferred final buy data conversion process performed by computer 200. At step 300, the raw data relating agencies' final buys are received (preferably electronically). Each agency may store the final buy data in a different format depending upon the software packages used by the agencies. Examples of industry-used formats for the final buy data are the DDS format (300a) for media buy software from Donovan Data Systems, Inc., the Strata format (300b) for media buy software from Strata Marketing, Inc., the Adware (300c) format for software from AdWare Systems, Inc., and the SmartPlus format (300d) for software from the company Marketing Resources Plus. It should be noted that other data formats may also be used in the practice of the invention.

[0161] FIG. 4 illustrates a sample format for a raw final buy data file that would be received electronically from an advertising agency in the preferred embodiment of the present invention. The final buy data can be provided as a flat file, as a relational database structure, or other known forms for maintaining data. In the example of FIG. 4, the final buy data is presented as a flat file through table 400, with each table row corresponding to a different final buy item for an advertisement spot that was requested by the agency and each column including pertinent data for that advertisement spot.

[0162] With reference to FIG. 4, data in column 402 identifies the media in which the advertisement spot is to run. The data in column 404 identifies the client. The data in column 406 provides an identifier for the product/service that corresponds to the advertisement. The data in column 408 provides an identifier code for the estimate corresponding to the adver-

tisement spot, and the data in column 410 provides the name of the estimate corresponding to the advertisement spot.

[0163] Further, the data in column 412 identifies the beginning and end dates for the final buy request (expressed by week). The data in column 414 identifies the DMA in which the final buy was requested, the data in column 416 identifies the media property with which the final buy request was placed, and the data in column 418 identifies a buy line code for the media property. The buy line code serves as a reference to the advertising agency buy line, as is known in the art.

[0164] Further still, the data in column 420 identifies the program during which the advertisement spot is to run, the data in column 422 identifies the daypart code for the time during which the advertisement spot is to air, the data in column 424 specifies the length (in seconds) for the advertisement spot, the data in column 426 specifies the scheduling rotation by day for the program, and the data in column 428 identifies the air time for the program. Moreover, the data in column 430 identifies the cost for the advertisement spot, and the data in column 432 identifies an estimation by the agency of the amount of exposure for the advertisement spot (in terms of a total number of TRPs that the agency thinks the advertisement spot will achieve if it runs during a commercial break for the program). Columns 434, 436, and 438 each correspond to a particular week during the time period identified in column 412. The data in each of these columns identifies the number of advertisement spots requested for that program during the specified week. Lastly, the data in column 440 includes any comments that an agency may wish to include for the advertisement spot. For example, the agency may want to note as a comment that the spot was aired to make good on an earlier missed spot, that a spot's tardy airing was due to a sports program running long, or that a spot's airing was pre-empted by news war coverage.

[0165] It should be noted that the final buy data format of FIG. 4 is exemplary only. Different advertising agencies will often use different formats. As a result of this diversity, the final buy data received by a practitioner of the present invention is expected to have a wide variety of formatting differences. For example, two agencies may use the same fields for their data, but provide those fields in a different sequential order. Also, some of the fields used by one agency may not be used by another agency (e.g., one agency provides a field for "line" data (column 418 in FIG. 4, while another agency does not). Also, two or more agencies may use different formats for the data that populates the fields (e.g., Agency A codes dates numerically as mm/dd/yy (12/31/03) while Agency B codes dates alphanumerically as month name, month date, year (Dec. 31, 2003); Agency A codes dayparts with a two letter code, Agency B codes dayparts with a three letter code, and Agency C codes dayparts with a four letter code). Further still, when the final buy data is provided as electronic files, some agencies may provide the final buy data in a relational database format, while others may supply the data in a flat file format, while yet others may supply the data in other known electronic data structures.

[0166] Moreover, any fields that are not needed to perform invoice reconciliation, may optionally be omitted from the final buy data transmitted from the agency 104, from the raw final buy data that is converted to the common format, or from the converted final buy data that is stored in database 202.

[0167] FIG. 5 illustrates a sample format for an invoice data file that would be received electronically from a media property in the preferred embodiment of the present invention. As

with the final buy data, the invoice data can be provided as a flat file, as a relational database structure, or other known forms for maintaining data. In the example of FIG. 5, the invoice data is presented as a flat file through table 500, with each table row corresponding to a different invoice item for an advertisement spot that was run by a media property (an actual advertisement) and each column including pertinent data for that actual advertisement.

[0168] The data in column 502 identifies the client for whom the actual advertisement ran, and the data in column 504 identifies the advertising agency who placed that advertisement on the client's behalf. Columns 506 and 508 identify, respectively, the name of the estimate corresponding to the advertisement spot, and a code for the estimate corresponding to the advertisement spot. These fields effectively correspond to columns 410 and 408 of FIG. 4. Column 510 identifies an invoice number that is applicable to an actual advertisement. Columns 514, 516, and 518 identify, respectively, the date on which the actual advertisement ran, the time at which the actual advertisement ran (typically identified by the hour and minute that the actual advertisement began), and length for the actual advertisement. Column 520 identifies the gross cost for the actual advertisement and column 522 identifies the ad-ID or ISCI creative code for the actual advertisement, which is preferably defined by industry standards as known in the art.

[0169] It should be noted that, as with the final buy data, the invoice data format of FIG. 5 is exemplary only. It can be expected that most media properties electronic invoices will be in an XML format, in which the invoice data is tagged to facilitate the extraction of pertinent data therefrom (step 308). Also, in the event of disparities in the field formatting within invoice files from different media properties, the invoice data can also go through the conversion process of steps 300-306 of FIG. 3. Such conversion can be implemented in response to user interaction with a GUI-based export tool through which media properties submit their invoice data to the invoice reconciliation system 110. Using ordinary skill in the art, software to perform this extraction and/or format conversion can be readily created.

[0170] Because of the diversity in the received raw final buy data, the present invention preferably converts this received final buy data to a common format to greatly simplify the processing logic used to reconcile invoiced advertisements with advertisements requested in the final buy. Accordingly, the programming logic for performing the invoice reconciliation need not account for each individual raw final buy data file format, thereby enhancing the modularity of the reconciliation logic to provide for increased flexibility in the event the reconciliation logic is to be altered, or in the event that a new format for raw data is received.

[0171] A practitioner of the present invention can select the common format for the conversion step 302 of FIG. 3 as a design choice based on a personal evaluation of the facts and circumstances relating to the system. Preferably, the common format that is chosen is the XML format used by the media properties for the invoice data described in connection with FIG. 5. However, other common formats can be used. For example, the common format can also be one of the existing "raw" final buy data formats (such as Strata or DDS). However, as facts and circumstances may dictate, some practitioners of the present invention may find it more agreeable to develop their own common format. Further, the data structures for the common format may also be selected to be

structures for a relational database to facilitate storage using well-known database language techniques, or it can be a flat file format for practitioners of the present invention who are less comfortable with relational databases. In the event that the common format is a format that is different than the invoice data format, then it is preferred that the conversion process described for the final buy data also be performed on the invoice data.

[0172] Once the practitioner of the present invention identifies the raw final buy data formats and common data format involved in the conversion process, a mapping table for mapping raw data values for each of the fields in the raw final buy data file records in the various exemplary file formats 300a through 300d into the common format can be generated using ordinary skill in the art. This mapping table can then be used in performing the conversion step 302.

[0173] The output of the conversion step 302 will be an import/export file 304 for the converted final buy data. The data in this file 304 will be in the common format. Thereafter, at step 306, this common format file 304 is imported into a database to create a database 202 of invoice data and converted final buy data. Preferably, the final buy data items are stored in the database 202 such that they are associated with appropriate identifiers for the advertising agencies that placed the final buys. Further still, the invoice items are preferably stored in the database 202 such that they are associated with appropriate identifiers for the media properties that ran the advertising spots. Database 202 can be implemented as a single database or can be implemented as several distributed databases according to the preference of a practitioner of the invention.

[0174] Reconciling Converted Invoice Data with Converted Final Buy Data:

[0175] From the data stored in database 202, media property invoices can be accurately and efficiently reconciled to determine appropriate payment amounts and identify invoice items that are in dispute. FIG. 6 illustrates a flowchart for a preferred reconciliation process that is executed by computer 200. It is worth noting that the computer 200 that performs the reconciliation process need not be the same computer that performed the conversion process of FIG. 3.

[0176] At step 600, the user selects the media property, client, and advertising agency that will be applicable to the reconciliation process. The user may also enter an invoice number or other criteria to identify the invoice against which the reconciliation process will run. These selections are preferably made by the user via one or more GUIs. If the user is the client, the client portion of this selection is preferably pre-set to only that client (to thereby avoid a client gaining access to the advertising data of another company). If the user is the advertising agency, (1) the advertising agency portion of this selection is preferably pre-set to only that advertising agency (to thereby avoid an advertising agency gaining access to the advertising data of another advertising agency), and (2) the client portion of this selection is configured to allow the advertising agency to select only clients that it represents (to thereby avoid an advertising agency gaining access to the advertising data of non-clients). Preferably, step 600 is initiated after receipt of a media property invoice, which are typically issued in accordance with the industry standard broadcast month.

[0177] Once the media property/client/advertising agency constraints have been selected, the process preferably retrieves from database 202 the pending extracted invoice

items and pending converted final buy items that to which the media property/client/advertising agency constraints are applicable (step 602). An invoice item and final buy item can be said to be “pending” if not yet reconciled. Because the final buy data will be available well before the invoice data corresponding thereto is available, it can generally be expected that the appropriate final buy data will be available for retrieval from the database when a media property invoice is received.

[0178] Next, at step 604, the process attempts to pair retrieved invoice items with retrieved final buy items to thereby identify (1) full matches between invoice items and final buy items, (2) partial matches between invoice items and final buy items, and (3) invoice items and/or final buy items that cannot be paired with a counterpart. FIG. 7 illustrates step 604 in greater detail. At step 700, the retrieved final buy items are summed. At step 702, the retrieved invoice items are summed. At step 704, these sums are compared. If the invoice items sum and final buy items sum do not match, then this indicates that either one or more extra invoice items are present or one or more extra final buy items are present (step 708). Too many invoice items indicates that one or more of the invoiced advertising spots were not purchased (a “run but not purchased” exception handling condition). Too many final buy items indicates that one or of the requested advertising spots was not run (a “purchased but not run” exception handling condition). The value of the difference between the sums represents the number of such exception handling conditions that exist (step 710). If the sums are equal, the system will determine that no “run but not purchased” or “purchased but not run” exception handling conditions exist (step 706). This does not necessarily indicate that what was purchased was run and what was run was purchased (as it may mean that an equal number of “run but not purchased” and “purchased but not run” inconsistencies exist), but the system will detect these anomalies as a mismatched pair rather than an unmatched item. It is worth noting that techniques other than steps 700-708 may be used in connection with step 604. For example, a variety of matching metrics can be used to assess the degree of a match between an invoice item and a final buy item, wherein extremely low levels of matching (or complete mismatching) can result in “run but not purchased” and/or “purchased but not run” exception handling conditions being found.

[0179] At step 712, the retrieved final buy items and the retrieved invoice items are processed to find invoice item-to-final buy item pairs that match in the following fields (1) estimate name fields 410 and 506, (2) estimate number/code fields 408 and 508, (3) times field 428 and spot time field 516, (4) length field 424 and spot length field 518, (5) cost per spot field 430 and gross spot cost field 520, and (6) buy dates field 412 and spot date 514. Invoice items that fully match final buy items in each of these fields are preferably identified as full matches, and the process flags those items accordingly (step 714). Fully matching items represent items that have been satisfactorily reconciled such that payment is approved therefor. A running total that represents the amount of money approved for payment on an invoice is preferably maintained as full matches are identified.

[0180] For invoice items and final buy items that do not fully match, step 716 operates to identify the appropriate exception handling conditions for the mismatches. To pair partially matching invoice items with final buy items, a variety of techniques can be used. Preferably, each invoice item is paired with the final buy item that it most closely matches. If

one or more “purchased but not run” exception handling conditions are found to exist at step 710, the final buy item(s) with the least similarity to any of the invoice items can be designated with the “purchased but not run” exception handling condition. If one or more “run but not purchased” exception handling conditions are found to exist at step 710, the invoice item(s) with the least similarity to any of the final buy items can be designated with the “run but not purchased” exception handling condition. Additional examples of preferred exception handling conditions include (1) a spot cost inconsistency exception for pairs whose cost fields do not match, (2) a spot length inconsistency exception for pairs whose length fields do not match, (3) a spot time inconsistency exception for pairs whose time fields cannot be correlated, and (4) a spot date inconsistency exception for pairs whose date fields cannot be correlated. For pairs that mismatch in more than one field (e.g., a pair for which a spot cost inconsistency exception and a spot length inconsistency exception exists), more than one exception handling condition may apply. Furthermore, it should be understood that more or fewer exception handling conditions can be defined if desired by a practitioner of the present invention. For example, the Ad-ID/ISCI-related fields in the final buy and invoice data can also be reconciled to determine whether the appropriate advertisement was run, presuming appropriate final buy data is available to perform such reconciliation.

[0181] Preferably, steps 712-716 incorporate a tolerance (e.g., +/-2 minutes) into the time range for the final buy item when assessing whether the spot time for the invoice data matches what was requested. This tolerance may be defined by the user via a GUI. Through this tolerance, a time match can be found even if the media property ran the advertisement in question outside of the final buy’s time range, so long as the advertisement still ran sufficiently close to the time range to fall within the tolerance. It is worth noting that this tolerance need not be user-specified; it can alternately be a predetermined built-in feature of the reconciliation system.

[0182] Returning to FIG. 6, at step 606, a determination is made as to whether all of the invoice items on the subject invoice have been found to be fully matching. If the answer is yes, then that invoice is approved for payment, and at step 608, the process operates to upload payment instructions to the accounts payable (NP) computer system 108 that enable the reconciled invoice to be paid. The amount of payment that is authorized via these instructions can include any discounts that have been negotiated with the media property for prompt payment of its invoices. For example, a media property may agree to provide some form of discount (e.g., 2%) on an invoice if payment is made on that invoice within a predetermined amount of time (e.g., 48 hours). These payments instructions will preferably interface with the NP software on computer system 108 to provide the NP software with an identifier for the applicable media property, an identifier for the applicable invoice, and the net amount of payment due on the invoice. These instructions may also include an identifier or other related data for an applicable campaign corresponding to the advertisements that are the subject of the invoice. The exact details of these instructions are expected to vary as a function of what NP software package is run by computer system 108. Examples of common NP software include the various NP software packages provided by companies such as Oracle/PeopleSoft, Microsoft, and SAP.

[0183] If step 606 results in a determination that less than all of the invoice items included in the subject invoice have

been successfully reconciled, then the process preferably proceeds to step 610, where exception handling for the mismatched and unmatched items identified by step 716 occurs. FIGS. 8(a)-(f) depict exemplary GUIs through which users can handle the exceptions.

[0184] FIG. 8(a) depicts a preferred GUI 1000 for handling a “spot run but not purchased” exception which occurs when an invoice item cannot be paired with a final buy item. GUI 1000 preferably includes a display section 1002 that identifies the invoice item data for such a spot. This data preferably includes an identification of the media property, client, and advertising agency to which the invoice item is applicable. Further, this data preferably includes an identification of the estimate name, estimate number, invoice number, invoice date, spot date, spot time, spot length, spot cost, and ad-Id/ISCI/creative code. From this data and from any other guidelines that may be in place for processing such exceptions (e.g., instructions from a client such as agency buying guidelines as to how to handle such an exception), the user can choose to undertake any of a plurality of options. A first option is to pay the invoice item in full and update the buy line accordingly via button 1004. Upon selection of button 1004, that final buy item-invoice item pair is marked as reconciled and the running total that represents the amount to be paid to the media property is preferably increased by the spot cost amount that is displayed in section 1002. Also, updating the buy line following selection of button 1004 preferably results in the invoiced spot being added to the agency’s buy line and a billing update being sent to the client. Another option is to reject payment on the invoice and update the buy line accordingly via button 1006. In this instance, updating the buy line preferably results in the spot being subtracted from the invoice and a billing update message being sent to the media property to inform the media property of the discrepancy. This message can be communicated to the media property in a variety of ways. For example, an email could be sent to the media property. Preferably, in an embodiment wherein the users access computer 200 of system 110 via a network such as the Internet, a message for a media property is placed in a mailbox associated with that media property, the messages in this mailbox being accessible via one or more GUIs as described in connection with FIGS. 10(a) and (b). Until the media property approves the rejection, payment on all or a portion of the subject invoice (identified by the invoice number field displayed in FIG. 8(a)) will preferably be put on hold. A final option is to add a comment that is to be associated with the invoice item via button 1008.

[0185] FIG. 8(b) depicts a preferred GUI 1020 for handling a “spot purchased but not run” exception which occurs when a final buy item cannot be paired with an invoice item. GUI 1020 preferably includes a display section 1022 that identifies the final buy item data for such a spot. The final buy data fields that are displayed are preferably the same as those shown in FIG. 4. This data preferably also includes an identification of the media property, client, and advertising agency to which the invoice item is applicable. From this data and from any other guidelines that may be in place for processing such exceptions (e.g., instructions from a client as to how to handle such an exception), the user can choose to undertake any of a plurality of options. A first option is to pay the invoice amount in full, request a credit for the spot cost, and update the buy line accordingly, via button 1010. Upon selection of button 1010, (1) the running total that represents the amount to be paid to the media property is preferably increased by the

invoice item’s spot cost amount that is displayed in section 1032, and (2) a credit from the media property in the amount of that spot cost is requested. To communicate this credit request, a corresponding message is preferably electronically sent to the media property. Preferably, until the media property approves the credit request, payment on all or a portion of the subject invoice is put on hold.

[0186] If desired by a practitioner of the present invention, separate commands can be entered by the user to approve invoice payment and thereafter request a credit, for example by the inclusion of a separate “request credit” button on the GUI or by the inclusion of a second GUI through which the user can request a credit. Also, updating the buy line following selection of button 1010 preferably results in the invoiced spot being added to the agency’s buy line and a billing update being sent to the client. Additional options that the user can choose are preferably those set forth in connection with buttons 1006 and 1008 described above.

[0187] FIG. 8(c) depicts a preferred GUI 1030 for handling a “spot cost inconsistency” exception which occurs when a final buy item’s “cost per spot” data does not match the “spot cost” data in its counterpart invoice item. GUI 1030 preferably includes a display section 1032 that identifies the media property, client, and advertising agency to which the spot cost inconsistency is applicable. Section 1032 preferably also lists the pertinent data fields for the applicable final buy item and applicable invoice item (preferably the fields shown in FIGS. 4 and 5). Display section 1034 preferably identifies the difference in cost between the final buy item’s “cost per spot” field and the invoice item’s “spot cost” field. If the invoice item’s cost is greater than the final buy item’s cost, then this difference in section 1034 is preferably a positive number. If the final buy item’s cost is greater than the invoice item’s cost, then this difference in section 1034 is preferably a negative number. In situations where the invoice item cost is greater than the final buy item cost (or vice versa), from the data in sections 1032 and 1034 and from any other guidelines that may be in place for processing such exceptions (e.g., instructions from a client as to how to handle such an exception), the user can choose to undertake any of a plurality of options. A first option is to pay the invoice amount in full, request a credit for the difference in section 1034, and update the buy line accordingly, via button 1010. A second option is to pay the final buy amount and update the buy line accordingly, via button 1038. With this option, a message is preferably electronically sent to the media property requesting that the invoiced amount for the item be adjusted to the final buy amount. Until the media property consents to the requested change, payment on all or a portion of the subject invoice is preferably put on hold. Yet other options include rejecting payment via button 1006 and adding a comment via button 1008, as set forth in connection with FIGS. 8(a) and (b).

[0188] FIG. 8(d) depicts a preferred GUI 1040 for handling a “spot length inconsistency” exception which occurs when a final buy item’s “length” data does not match the “spot length” data in its counterpart invoice item. GUI 1040 preferably includes a display section 1032 that identifies the media property, client, and advertising agency to which the spot length inconsistency is applicable. Section 1032 preferably also lists the pertinent data fields for the applicable final buy item and applicable invoice item (preferably the fields shown in FIGS. 4 and 5). Display section 1042 preferably identifies the difference in cost between the final buy item’s “length” field and the invoice item’s “spot length” field. If the

invoice item's length is less than the final buy item's length, then this difference in section **1042** is preferably a negative number. If the final buy item's length is less than the invoice item's length, then this difference in section **1042** is preferably a positive number. In situations where the final buy item length is greater than the invoice item length (or vice versa), from the data in sections **1032** and **1042** and from any other guidelines that may be in place for processing such exceptions (e.g., instructions from a client as to how to handle such an exception), the user can choose to undertake any of a plurality of options, which preferably include the options set forth above in connection with buttons **1010**, **1006**, and **1008**.

[0189] FIG. **8(e)** depicts a preferred GUI **1050** for handling a "spot time inconsistency" exception which occurs when the invoice item's "spot time" data does not fall within the range of its counterpart final buy item's "times" data range (including any tolerance that may be built into this range as previously explained). GUI **1050** preferably includes a display section **1032** that identifies the media property, client, and advertising agency to which the spot time inconsistency is applicable. Section **1032** preferably also lists the pertinent data fields for the applicable final buy item and applicable invoice item (preferably the fields shown in FIGS. **4** and **5**). Display section **1052** preferably identifies the tolerance (if any) that is built into the final buy item's time range, and section **1054** preferably identifies the time differential between the invoice item and the final buy item (taking into consideration the tolerance **1052**). From this data and from any other guidelines that may be in place for processing such exceptions (e.g., instructions from a client as to how to handle such an exception), the user can choose to undertake any of a plurality of options, which preferably include the options set forth above in connection with buttons **1010**, **1006**, and **1008**.

[0190] FIG. **8(f)** depicts a preferred GUI **1060** for handling a "spot date inconsistency" exception which occurs when the invoice item's "spot date" data does not fall within the range of its counterpart final buy item's "buy dates" data range. GUI **1060** preferably includes a display section **1032** that identifies the media property, client, and advertising agency to which the spot time inconsistency is applicable. Section **1032** preferably also lists the pertinent data fields for the applicable final buy item and applicable invoice item (preferably the fields shown in FIGS. **4** and **5**). Display section **1062** preferably identifies the date differential between the invoice item and the final buy item. From this data and from any other guidelines that may be in place for processing such exceptions (e.g., instructions from a client as to how to handle such an exception), the user can choose to undertake any of a plurality of options, which preferably include the options set forth above in connection with buttons **1010**, **1006**, and **1008**.

[0191] It is worth noting that the GUIs of FIGS. **8(a)-(f)** need not list only a single exception. A practitioner of the present invention can also design one or more of these GUIs such that a plurality of the applicable exception items for the selected media property/client/advertising agency conditions are listed. It is also worth noting that the GUIs of FIGS. **8(a)-(f)** may also include a user action button that is effective to allow the user to pay a user-specified amount for a spot that triggered an exception handling condition, thereby allowing for partial payments of disputed invoice items. In such a case, a field on the GUI or an additional GUI could be used through which the user could enter this partial payment amount. Upon entry of such a partial payment amount, the running total that

represents the amount to be paid to the media property can preferably be increased by the partial payment amount that was entered by the user.

[0192] Returning to FIG. **6**, at step **612**, any items that were approved for full payment during the exception handling process and that do not require further action from the media property (such as to approve a credit request) are flagged as approved for full payment. At step **614**, a determination is made as to whether all of the items listed in the subject invoice have been appropriately reconciled with final buy items (either exactly matched or approved for payment as a result of the exception handling process). If the answer to that question is yes, the process preferably proceeds to step **608**. If the answer to that question is no, then at step **616**, one or more messages are preferably electronically communicated to the media property to request action from the media property on the disputed invoice items, and payment on the subject invoice is placed on hold (step **618**).

[0193] As a result of step **616**, the media property can expect to receive one or more messages requesting action on a disputed invoice item. FIG. **9** depicts an exemplary GUI **900** that could be presented on the computer screen of a media property employee that lists received messages about disputed invoice items. Section **902** of GUI **900** serves as an inbox for such received messages. By way of example, each received message can be identified in a row **904** of section **902** by the date/time of receipt, the name of the applicable advertising agency for the disputed advertisement spot, the name of the applicable advertiser for the disputed advertisement spot, the invoice number for the disputed advertisement spot, the invoice date for the disputed advertisement spot, and a message code or short text section that briefly summarizes the nature of the dispute. To review a message that is listed in section **902**, the user can select the review button **906** corresponding to that message.

[0194] Upon selection of a review button **906**, a GUI such as the ones shown in FIGS. **10(a)** and **10(b)** will be displayed. FIG. **10(a)** depicts a GUI **1000** that would be displayed after the user has selected a message relating to a credit request arising from an invoice item that is disputed due to a spot cost inconsistency. GUI **1000** preferably includes a section **1002** that identifies the applicable advertising agency and advertiser as well as the pertinent final buy and invoice data in dispute. Section **1004** preferably displays the cost differential between the final buy and the invoice and section **1006** preferably displays the requested credit amount. The user can then approve the requested credit via selection of button **1010** or reject the requested credit via selection of button **1012**. If the user approves of the requested credit, then that final buy item-invoice item pair will be deemed reconciled. If not, alternative means will preferably be employed to resolve the dispute (such as telephone calls, etc.) as payment the subject invoice will remain on hold.

[0195] FIG. **10(b)** depicts a GUI **1020** that would be displayed after the user has selected a message relating to an invoice item for which payment has been rejected due to a spot time inconsistency. GUI **1020** preferably includes a section **1002** that identifies the applicable advertising agency and advertiser as well as the pertinent final buy and invoice data in dispute. Section **1022** preferably displays the allowed tolerance between the final buy's time range and the spot time identified on the invoice. Section **1024** preferably displays the how far outside this tolerance the actual spot time on the invoice fell. The user can then approve the requested invoice

item rejection via selection of button **1026** or refuse the invoice rejection via selection of button **1028**. If the user approves of the rejection, then that final buy item-invoice item pair will be deemed reconciled. If not, alternative means will preferably be employed to resolve the dispute (such as telephone calls, etc.) as payment on the subject invoice will remain on hold. Returning to FIG. 6, at step **620**, the process will check to see if the media property has agreed to all of the user actions requested as a result of the exception handling process for the subject invoice. Essentially, this step operates to determine whether all of the invoice items for the subject invoice have been appropriately reconciled. If the answer is no, then payment on the subject invoice will remain on hold (step **618**). If the answer is yes, then at step **622**, instructions for payment of the subject invoice for the approved amount are communicated to the NP system **108**, less any applicable discounts for prompt payment. As with step **608**, these payments instructions will preferably interface with the NP software on computer system **108** to effectuate payment from the account on the approved adjusted invoice.

[**0196**] Therefore, using the preferred embodiment, invoices from media properties for advertising services can be quickly and accurately reconciled. Furthermore, the account receivable time for such invoices can be drastically reduced because payment on such invoices can be delivered to media properties in near real-time after successful reconciliation, thereby benefiting media properties by providing media properties with money owed to them sooner rather than later.

[**0197**] While the present invention has been described above in relation to its preferred embodiment, various modifications may be made thereto that still fall within the invention's scope, as would be recognized by those of ordinary skill in the art. For example, while the preferred embodiment described in connection with FIG. 6 operates where payment is made on a monthly invoice-by-invoice basis, it should be noted that the system can also be configured to pay media properties on an invoice item by invoice item basis (wherein payment of a invoice that lists 100 spots would not be held up due to a dispute over 2 or 3 spots). With such an invoice item, as each invoice item is reconciled with a final buy item, payment can be authorized and remitted for the cost of that invoice item (less any applicable discounts). Further still, it is worth noting that the invoices need not be monthly; other invoicing intervals could be used such as weekly, daily, bimonthly, etc. Such modifications to the invention will be recognizable upon review of the teachings herein. As such, the full scope of the present invention is to be defined solely by the appended claims and their legal equivalents.

What is claimed is:

1. A system for auditing an advertising agency to evaluate how the agency performed in executing an advertising plan on behalf of a company, the system comprising:

a processor; and
a memory; and

wherein the processor and memory are configured to:

receive advertising plan data, the advertising plan data describing an advertising plan for a company;

receive buy data in a plurality of different formats, the received buy data comprising a plurality of buy items from a plurality of advertising agencies, each buy item corresponding to an advertisement spot request that was placed by an advertising agency with a media property on behalf of a company, wherein the received buy data comprises a member of the group consisting

of (1) original buy data comprising a plurality of original buy items, (2) final buy data comprising a plurality of final buy items, and (3) actual buy data comprising a plurality of actual buy items;

generate commonly formatted data by converting the received buy data to a common format, the commonly formatted data comprising a plurality of data fields representative of the plurality of buy items;

compare the advertising plan data with the commonly formatted data representative of the buy items; and

generate report data indicative of an extent to which the buy items satisfy the advertising plan data based on the comparison operation.

2. The system of claim 1 wherein the received buy data comprises actual buy data, wherein the advertising plan data comprises data representative of a target amount of exposure for an advertising campaign by the company, and wherein the processor and memory are further configured to:

obtain exposure data for the actual buy items in the actual buy data;

perform the comparison operation by comparing the obtained exposure data with the target amount of exposure from the advertising plan data; and

perform the report data generation operation by generating the report data such that the report data is indicative of an extent to which the obtained exposure data for the actual buy items satisfied the target amount of exposure from the advertising plan data.

3. The system of claim 2 wherein the exposure data comprises a member of the group consisting of Nielsen television ratings and Arbitron radio ratings.

4. The system of 2 wherein the processor and memory are further configured to:

associate the actual buy items with the obtained exposure data corresponding thereto; and

store the commonly formatted data representative of the actual buy items associated with the obtained exposure data in a database as posted buy data.

5. The system of claim 4 wherein the received buy data further comprises final buy data, and wherein the processor and memory are further configured to:

compare the commonly formatted final buy data with the posted buy data;

generate data indicative of an extent to which a plurality of the fields of the posted buy data match up with a plurality of the fields of the commonly formatted final buy data based on the comparison operation between the final buy data and the posted buy data; and

generate posted buy-to-final buy report data based on the generated data resulting from the comparison operation between the final buy data and the posted buy data, the generated posted buy-to-final buy report data being indicative of an extent to which the advertisement spots of the posted buy data correspond to the advertisement spots of the final buy data.

6. The system of claim 5 wherein each of at least a plurality of the buy items present in the received buy data comprises a data field pertaining to an aspect of the buy item and populated with coded data, the buy data for at least two of the advertising agencies having coded data for the data field that are coded in different formats, and wherein the processor and memory are further configured to:

convert the coded data for each of the received buy items to coded data of a standardized coding format.

7. The system of claim 1 wherein each of at least a plurality of the buy items present in the received buy data comprises a data field pertaining to an aspect of the buy item and populated with coded data, the buy data for at least two of the advertising agencies having coded data for the data field that are coded in different formats, and wherein the processor and memory are further configured to:

convert the coded data for each of the received buy items to coded data of a standardized coding format.

8. The system of claim 7 wherein the processor and memory are further configured to:

store a data table in the memory, the data table defining a mapping between coded data present in the data field of the received buy items and the coded data of the standardized coding format; and

perform the conversion operation by converting the coded data for each of the received buy items to the coded data of the standardized coding format based on the data table.

9. The system of claim 8 wherein the data table comprises a plurality of mapping records, each mapping record comprising a plurality of data table fields, the data table fields comprising:

a first field for data representative of an identifier for a software package used by an advertising agency to generate buy data;

a second field for data representative of a data value for the coded data in the data field of the received buy items; and

a third field for data representative of a data value for the coded data of the standardized coding format corresponding to the data value for the coded data in the data field of the received buy items for that mapping record; and

wherein the processor and memory are further configured to perform the conversion operation by, for each of a plurality of buy items in the received buy data:

determining a software package used by the advertising agency to generate the data for that buy item;

searching the data table;

determining whether a mapping record corresponding to the determined software package and the coded data in the data field for that buy item is present in the data table based on the search operation; and

based at least in part on a determination that such a mapping record is present in the data table, replacing the coded data in the data field for that buy item with the data value from the third field of that mapping record.

10. The system of claim 9 wherein the processor and memory are further configured to perform the conversion operation by, based at least in part on a determination that a mapping record corresponding to the determined software package and the coded data in the data field for that buy item is not present in the data table:

providing a user interface for display to a user;

receiving user input through the user interface corresponding to the data value to be used as the coded data of the standardized format for that buy item;

replacing the coded data in the data field for that buy item with the data value of the received user input; and

updating the data table with a new mapping record that associates the determined software package for that buy item with the coded data in the data field for that buy item and the data value of the received user input.

11. The system of claim 7 wherein the data field comprises a daypart code field.

12. The system of claim 1 wherein the received buy data comprises original buy data.

13. The system of claim 1 wherein the received buy data comprises final buy data.

14. The system of claim 1 wherein the received buy data comprises actual buy data.

15. A computer-implemented method of auditing an advertising agency to evaluate how the agency performed in executing an advertising plan on behalf of a company, the method comprising:

receiving advertising plan data, the advertising plan data describing an advertising plan for a company;

receiving buy data in a plurality of different formats, the received buy data comprising a plurality of buy items from a plurality of advertising agencies, each buy item corresponding to an advertisement spot request that was placed by an advertising agency with a media property on behalf of a company, wherein the received buy data comprises a member of the group consisting of (1) original buy data comprising a plurality of original buy items, (2) final buy data comprising a plurality of final buy items, and (3) actual buy data comprising a plurality of actual buy items;

generating commonly formatted data by converting the received buy data to a common format, the commonly formatted data comprising a plurality of data fields representative of the plurality of buy items;

comparing the advertising plan data with the commonly formatted data representative of the buy items; and

generating report data indicative of an extent to which the buy items satisfy the advertising plan data based on the comparing step; and

wherein the method steps are performed by a processor.

16. The method of claim 15 wherein the received buy data comprises actual buy data, wherein the advertising plan data comprises data representative of a target amount of exposure for an advertising campaign by the company, the method further comprising:

the processor obtaining exposure data for the actual buy items in the actual buy data; and

wherein the comparing step comprises the processor comparing the obtained exposure data with the target amount of exposure from the advertising plan data; and

wherein the report data generating step comprises the processor generating the report data such that the report data is indicative of an extent to which the obtained exposure data for the actual buy items satisfied the target amount of exposure from the advertising plan data.

17. The method of claim 16 wherein the exposure data comprises a member of the group consisting of Nielsen television ratings and Arbitron radio ratings.

18. The method of 16 further comprising:

the processor associating the actual buy items with the obtained exposure data corresponding thereto; and

the processor storing the commonly formatted data representative of the actual buy items associated with the obtained exposure data in a database as posted buy data.

19. The method of claim 18 wherein the received buy data further comprises final buy data, the method further comprising:

the processor comparing the commonly formatted final buy data with the posted buy data;

generating data indicative of an extent to which a plurality of the fields of the posted buy data match up with a plurality of the fields of the commonly formatted final buy data based on the step of comparing the commonly formatted final buy data with the posted buy data; and generating report data based on the generated data resulting from the step of comparing the commonly formatted final buy data with the posted buy data, the generated report data being indicative of an extent to which the advertisement spots of the posted buy data correspond to the advertisement spots of the final buy data.

20. The method of claim 19 wherein each of at least a plurality of the buy items present in the received buy data comprises a data field pertaining to an aspect of the buy item and populated with coded data, the buy data for at least two of the advertising agencies having coded data for the data field that are coded in different formats, the method further comprising:

the processor performing the converting step by converting the coded data for each of the received buy items to coded data of a standardized coding format.

21. The method of claim 15 wherein each of at least a plurality of the buy items present in the received buy data comprises a data field pertaining to an aspect of the buy item and populated with coded data, the buy data for at least two of the advertising agencies having coded data for the data field that are coded in different formats, the method further comprising:

the processor performing the converting step by converting the coded data for each of the received buy items to coded data of a standardized coding format.

22. The method of claim 21 further comprising:

the processor storing a data table in a memory, the data table defining a mapping between coded data present in the data field of the received buy items and the coded data of the standardized coding format; and

wherein the converting step comprises the processor converting the coded data for each of the received buy items to the coded data of the standardized coding format based on the data table.

23. The method of claim 22 wherein the data table comprises a plurality of mapping records, each mapping record comprising a plurality of data table fields, the data table fields comprising:

a first field for data representative of an identifier for a software package used by an advertising agency to generate buy data;

a second field for data representative of a data value for the coded data in the data field of the received buy items; and

a third field for data representative of a data value for the coded data of the standardized coding format corresponding to the data value for the coded data in the data field of the received buy items for that mapping record; and

wherein the converting step further comprises the processor, for each of a plurality of buy items in the received buy data:

determining a software package used by the advertising agency to generate the data for that buy item;

searching the data table;

determining whether a mapping record corresponding to the determined software package and the coded data

in the data field for that buy item is present in the data table based on the searching step; and

based at least in part on a determination that such a mapping record is present in the data table, replacing the coded data in the data field for that buy item with the data value from the third field of that mapping record.

24. The method of claim 23 wherein the converting step further comprises:

the processor, based at least in part on a determination that a mapping record corresponding to the determined software package and the coded data in the data field for that buy item is not present in the data table:

providing a user interface for display to a user;

receiving user input through the user interface corresponding to the data value to be used as the coded data of the standardized format for that buy item;

replacing the coded data in the data field for that buy item with the data value of the received user input; and updating the data table with a new mapping record that associates the determined software package for that buy item with the coded data in the data field for that buy item and the data value of the received user input.

25. The method of claim 21 wherein the data field comprises a daypart code field.

26. The method of claim 15 wherein the received buy data comprises original buy data.

27. The method of claim 15 wherein the received buy data comprises final buy data.

28. The method of claim 15 wherein the received buy data comprises actual buy data.

29. A computer program product for auditing an advertising agency to evaluate how the agency performed in executing an advertising plan on behalf of a company, the computer program product comprising:

executable program code resident on a non-transitory computer-readable storage medium, the executable program code comprising a plurality of code segments executable by a processor, the code segments configured to:

receive advertising plan data, the advertising plan data describing an advertising plan for a company;

receive buy data in a plurality of different formats, the received buy data comprising a plurality of buy items from a plurality of advertising agencies, each buy item corresponding to an advertisement spot request that was placed by an advertising agency with a media property on behalf of a company, wherein the received buy data comprises a member of the group consisting of (1) original buy data comprising a plurality of original buy items, (2) final buy data comprising a plurality of final buy items, and (3) actual buy data comprising a plurality of actual buy items;

generate commonly formatted data by converting the received buy data to a common format, the commonly formatted data comprising a plurality of data fields representative of the plurality of buy items;

compare the advertising plan data with the commonly formatted data representative of the buy items; and

generate report data indicative of an extent to which the buy items satisfy the advertising plan data based on the comparison operation.

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