

# Advertising Database®

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**ADVERTISING DATABASE®**'s top-brand system identifies 130,000+ decision-makers (57,000+ individuals) for 10,000+ brands, and specializes in brand managers, media planners, and *brand-specific* decision-making data for brands spending \$1MM+ annually. 99.9%+ of AdData's brands are *verified, dated, and updated* within 12 months; about 50% are updated every six months. An exceptional database for information about decision-making at nationally-advertised brands.

## **SPECIAL FEATURES (PRIMER® / EXPRESS® / REFERENCE™ WEB FEATURES VARY):**

- \* 850,000+ annual logins; 16,350+/week, by 15,000+ advertising, marketing, new business executives
- \* Users can annotate certain screen fields (**PRIMER® / EXPRESS®** only) and search for their notes (**EXPRESS®** only)
- \* Fast, productive searches for companies, brands, which media planning agencies handle specific brands, brands grouped by PIB classifications, region/state/city/zip code clusters, and/or zip code strings. Brand/agency personnel titles, *many direct dials*, faxes, and emails. Ad spending figures by brand or company; media type/editorial environment preferred, demographic targets, geographic emphases, plan timing, promotional activities, etc., for 7,600+ brands
- \* Basic contact data, most exportable for mapping to Excel, ACT!, etc., for broadcast faxes, mail merges, labels, list work
- \* Built-in sales administration functions (**EXPRESS®**): assign and track brands/agencies/categories/regions
- \* Live links to brand websites and decision-maker email addresses
- \* Updates posted bi-weekly (**EXPRESS®**), monthly (**PRIMER®**), or quarterly (**REFERENCE™**). Easily find updated brands
- \* Brand/agency news (**PRIMER®/EXPRESS®** only), searchable by date, company, category, state (**EXPRESS®** only)

## **CONTENT SUMMARY:**

130,000+ decision-makers (57,000+ individuals); 13+ executive names per record (average)  
55,000+ unique names; 35,000+ on brand screen, 20,000+ on agency screens  
10,000+ brand website links, 123,000+ brand/main media planning agency decision-maker email links  
50%+ of brands updated within six months of any given usage date, 99.9%+ updated within 1 year  
1,000+ brands updated monthly with personnel, planning data, and/or news items  
8,000+ brands' '09, '10, and/or '11 spends; 9,600+ Senior Corporate Entity '08, '09, and/or '10 spends

## **BRAND AND COMPANY SCREEN:**

10,000+ brands, verified and scheduled for regular updating within one year  
Virtually *all* brands' URLs, linked to [addataexpress.com](http://addataexpress.com), [addataprimier.com](http://addataprimier.com), and [addatareference.com](http://addatareference.com)  
74,825+ total (35,000+ individual) brand decision-maker names, *many with direct dial phone numbers and emails*  
63,650+ decision-maker emails (*in toto*) in 9,750+ brands (97% of all brands), 85% of all brand personnel listed  
100+ brands with recent headlines (within 8 weeks of AdData's publishing date); 700+ with news (within one year of date)

## **MAIN MEDIA PLANNING AGENCY / ADDITIONAL AGENCY SCREENS:**

9,400+ brands with agency URLs linked to [addataexpress.com](http://addataexpress.com)™, [addataprimier.com](http://addataprimier.com)™, and [addatareference.com](http://addatareference.com)™  
48,285+ total (15,000+ individual) agency decision-maker names, *many with direct dial phone numbers and emails*  
45,900+ agency decision-maker emails (*in toto*) in 9,785+ brands (97% of all brands), 95% of all agency personnel listed  
200+ records with recent agency headlines (within 8 weeks of AdData's publishing date) and/or news (within one year)  
6,640+ brands with additional agency data, including Digital, Media Buying, Creative, Ethnic, or Sales Promotion shops

## **TARGETS/MEDIA PLANNING SCREEN:**

7,620+ brands with target demographics, geographic emphases, media preferences, plan timing, and/or promotion sought

## **BRAND SPENDING SCREEN (PIB Code-Oriented)**

Spending for 8,000+ brands buying media in '09, '10, and/or '11, with special focus on those spending \$1MM+ (for breakouts, please contact KANTAR MEDIA). Searchable and sortable by PIB Class, PIB Code, Company/Agency Personnel, Senior Corporate Entity, State, etc. '08, '09 and/or '10 Senior Corporate Entity spending for 9,600+ brands.