



®

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ADVERTISING DATABASE®'s top-brand system identifies 125,000+ decision-makers (50,000+ 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):

- * 871,000+ annual logins; 16,750+/week, by 20,000+ 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 LNA classifications, region/state/city/zip code clusters, and/or zip code strings. Brand/agency personnel titles, *many direct dials*, faxes, emails. Ad spending figures by brand or company; media type/editorial environment preferred, demographic targets, geographic emphases, plan timing, promotional activities, etc., for 6,425+ 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 updates.
- * Brand/agency news (**PRIMER®/EXPRESS®** only), searchable by date, company, category, state (**EXPRESS®** only)

CONTENT SUMMARY:

125,000+ decision-makers (50,000+ individuals); 12+ executive names per record (average)
45,000+ unique names; 26,000+ on brand screen, 24,000+ on agency screens
10,000+ brand websites, 106,000+ brand/agency decision-maker email links
about 50%+ of brands updated within six months of any given usage date, 99.9%+ of finished brands updated within 1 year
about 1,000+ brands updated monthly with personnel, planning data, and/or news items
7,625+ brands' 1Q-2Q '09 and/or 1Q-4Q '08 spends; 8,790+ brands' '05-'09 spends; 9,795+ brands' SCE's '04-'08 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, addataprimier.com, and addatareference.com
68,500+ total (26,000+ individual) brand decision-maker names, *many with direct dial phone numbers and emails*
57,000+ decision-maker emails (*in toto*) in 9,740+ brands (97% of all brands), 83% of all brand personnel listed
130+ brands with recent headlines (within 8 weeks of AdData's published date); 755+ with news (within one year of date)

MAIN MEDIA PLANNING AGENCY / ADDITIONAL AGENCY SCREENS:

9,225+ brands with agency URLs linked to addataexpress.com, addataprimier.com, and addatareference.com
45,600+ total (12,500+ individual) agency decision-maker names, *many with direct dial phone numbers and emails*
43,350+ agency decision-maker emails (*in toto*) in 9,770+ brands (97% of all brands), 95% of all agency personnel listed
200+ records with recent agency headlines (within 8 weeks of AdData published date) and/or news (within one year)
6,440+ brands with additional agency data, including Digital, Media Buying, Creative, Ethnic, or Sales Promotion shops

TARGETS/MEDIA PLANNING SCREEN:

6,535+ brands with target demographics, geographic emphases, media preferences, plan timing, and/or promotion sought

BRAND SPENDING SCREEN (LNA Class and Code-Oriented)

Spending for 8,790+ brands buying media in '05, '06, '07, '08, and/or '09, with special focus on those spending \$1MM+ (for breakouts, please contact TNS/MI). Searchable and sortable by LNA Class, LNA Code, Company/Agency Personnel, Senior Corporate Entity, State, etc. '04, '05, '06, '07 and/or '08 Senior Corp Entity spending for 9,795+ brands.