

Introducing:

Multimedia Co-op Advertising Tracking

Monitor Co-op Activity in Television, Radio, Print and FSIs

Use Tracking Data To:

- Verify Proof-of-Performance
- Estimate Ad Expenditures
- Measure Program Compliance
- Analyze Competitor Activities
- Inform Your Sales Team

LOWE'S
Let's Build Something Together

CELEBRATING 60 YEARS

10% OFF 12 MONTHS
ASK FOR PAYMENTS & INTEREST FOR 12 MONTHS IF PAID IN FULL WITHIN 12 MONTHS*

\$50 GIFT CARD
via mail-in rebate with the purchase of \$500 of ChoiceDeck

10% OFF
• DECKING COMPONENTS
• PATIO FURNITURE SETS & REPLACEMENT CUSHIONS
• 50 LB. BAG QUIKRETE FAST-SETTING CONCRETE

10% OFF ALL GAS GRILLS
PLUS FREE ASSEMBLY AND FREE PROPANE

Perfect for Father's Day

FREE \$25-\$200 gift card + FREE YOUR CHOICE DUMP CART OR SPREADER

25% to 40% OFF
SELECT INDOOR AND OUTDOOR LIGHTING AND SELECT CEILING FANS

10% OFF ALL LANDSCAPE LIGHTING

SPECIAL VALUE! YOUR CHOICE \$39

FREE ACCESSORY KIT \$49 VALUE

shop-vac

Print Tearsheet

Competitrack

Advertiser: Lowe's
Product: Father's Day Sale
Title: For A Great Guy
Ad Code: LOWERT-1802

First Date: 06/07/06
Source: ESPN2
Length: 30
New/Recut: New

Great buys for Father's Day
(Music)
VOICE OVER: This Father's Day, Lowe's has great gifts for your great guy.

Free Propane Exchange Free Assembly
with purchase

18 Only \$39 each
includes carry bag

Right now, buy a full size gas grill and get free propane exchange and assembly.

Choose any one of these great values for only \$39.

18 Only \$39 each
includes carry bag

10 Only \$39 each

10 Only \$39 each

A Black & Decker 18 volt drill with 75-piece accessory kit...
or a 49-bit Dremel rotary tool...
or a 10-gallon four-horsepower Shop Vac.

10 Only \$39 each

Can't decide?
Then get him a Lowe's gift card...

10% OFF
10% off your first purchase on your new Lowe's Consumer Credit Card June 7th thru 11th

or receive 10% off your first in-store purchase...

10% OFF
10% off your first purchase on your new Lowe's Consumer Credit Card June 7th thru 11th

on your new Lowe's Consumer Credit Card

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TV Ad Photoboard

Program Highlights

- Single source for 4 media
- Accurate pattern recognition technology for broadcast monitoring
- 250+ newspapers monitored
- Custom program for each client

About Competitrack

- 20 Years in business
- 200 Employees
- 6,000 Customers
- 4,500,000 Ads in an all-digital archive

Independent 3rd Party Proof-of-Performance

WE CAN HELP YOU:

Estimate Advertising Expenditures

Develop accurate estimates for 4 media based on ad by ad reviews. Includes English and Spanish language ads. Use data to meet FASB reporting requirements.

Check Program Compliance

Are the right products being advertised? Is the correct image being used? Do product descriptions and logos meet program requirements? Does pricing meet your minimum guidelines? Are there any anomalies that need to be corrected?

Monitor Competitive Activity

How does the competition's pricing and terms compare to yours? How much ad space do you receive relative to your competitors? How prominently do your competitors appear in the ad?

Improve Sales Force Effectiveness

Keep your salesforce informed about competitive and customer activities by sending copies of new ads directly to each salesperson. Daily New Ad Alerts are tailored to individual sales territories. Digital copies of ads and full occurrence schedules are available for review on the Competitrack website.

Retailer Junior Apparel Ad Spending by Manufacturer and Media Type

August 2006

Retailer	Manufacturer	Expenditures (\$000s)			Total	% Share of Retailer Co-op
		TV	Radio	Print		
Target	Manufacturer 1	684	1,426	5,480	7,190	15.3
	Manufacturer 2	594	683	5,956	6,924	14.7
	Manufacturer 3	880	1,144	8,690	10,114	21.5
	Manufacturer 4	0	1	0	1	0.0
	Manufacturer 5	0	0	0	0	0.0
	Other	430	222	4,049	4,701	10.0
	Private Label	0	178	5,986	6,164	13.1
	Unbranded	0	3	224	227	0.5
	Total	2,427	1,129	8,203	11,759	25.0
	Target Total	5,014	4,787	38,589	47,080	100.0

Co-op spending in 3 media

Program Compliance Report for Kohl's

August 2006

Ad Code	Event	Media	First Run	Compliant?	Problem	# of Occur's	Retailer \$\$\$	Manufact \$\$\$	
KOHLRT-0978	Labor Day Sale	Print	8/28/06	Yes		10	211.8	53.0	
KOHLRT-0980	Labor Day Sale	Print	8/28/06	No	Missing Tagline	9	301.7	58.4	
KOHLRT-0981	Labor Day Sale	TV	8/28/06	Yes		68	101.7	22.1	
KOHLRT-0986	Labor Day Sale	Radio	8/29/06	Yes		682	208.5	52.1	
KOHLRT-0987	Labor Day Sale	Print	8/29/06	No	Wrong Picture	8	155.7	35.4	
KOHLRT-0988	Other	Radio	8/29/06	Yes		115	44.9	4.5	
KOHLRT-0993	Other	Print	8/29/06	No	No Picture	3	27.9	1.8	
KOHLRT-0995	Other	Print	8/30/06	Yes		8	75.3	9.6	
Summary									
Total							903.0	1127.6	236.9
Compliant						7	883.0	642.3	141.3
Non-compliant						4	20.0	485.3	95.6

Check ads from the report

Monitor your share of retailer outlays

Print Proof-of-Performance Report for Kohl's

August 2006

Ad Code	Date	Market	Publication	Size	Retailer \$\$\$	Manufact \$\$\$
KOHLRT-0993	8/28/06	Tampa/St. Pete	Tampa Tribune	5 X 15.75	24,216	1,128
KOHLRT-0993	8/29/06	Tampa/St. Pete	Tampa Tribune	5 X 15.75	24,216	1,128
KOHLRT-0993	8/30/06	Tampa/St. Pete	Tampa Tribune	5 X 15.75	24,216	1,128
KOHLRT-0995	8/28/06	Lexington	Lexington Herald-Leader	6 X 10.5	5,881	1,604
KOHLRT-0995	8/30/06	Columbus, OH	Columbus Dispatch	6 X 10.5	10,719	2,923
KOHLRT-0995	8/28/06	Dayton	Dayton Daily News	6 X 10.5	8,411	2,294
KOHLRT-0995	8/29/06	Pittsburgh	Pittsburgh Post-Gazette	6 X 10.5	12,890	3,515
KOHLRT-0995	8/28/06	Indianapolis	Indianapolis Star	6 X 10.5	13,986	3,814
KOHLRT-0995	8/29/06	Cincinnati	Cincinnati Enquirer	6 X 10.5	15,927	4,343
KOHLRT-0995	8/28/06	Louisville	Louisville Courier-Journal	6 X 10.5	13,634	3,718
KOHLRT-0995	8/29/06	Cincinnati	Cincinnati Enquirer	5 X 18	22,753	6,205

Summary value of non-compliant ads

Proof-of-Performance Reports show which ads ran and serve as an audit trail for financial reporting.

Expenditure Reports provide competitive information and input for financial reporting.

Compliance Reports quantify problems by customer, helping you to manage compliance issues.

Extensive Customization

Every client has unique information needs. To meet those needs, Competitrack will customize every aspect of the advertising tracking process:

- media universe
- amounts and types of information recorded for each ad
- ad classifications and product definitions
- methods for calculating estimated media costs
- reporting and delivery alternatives.

Sales & Marketing Support

Provide each sales person in your organization with a customized stream of ads running in their territory. Match account performance with retailer advertising and competitor spending levels.

Give the marketing team more precise information for ROI analysis. Enable marketing and advertising managers to easily see the positioning and the deals offered by competitors.

Know how often your affiliates are using your trademarks and brands? Our reports help your team enforce standards and maintain brand equity.

Accuracy and Consistency

Competitrack's operation is organized to facilitate consistent data gathering within and across media. We achieve this by centralizing all judgment-based coding—how to classify an ad, how to measure different components of co-op ads, etc.—with a small group of "specialists" who are trained to handle the specific information needs of each client.

Our operation runs 24 hours a day, 7 days a week in three shifts. Most of the ads that we find are creative executions we've seen already.

We discover new ads continuously, coding and categorizing a new one every 60 seconds.

After we've put an ad into our database, we count each and every time we see it again. That makes for accurate accounting—and data you can trust.

We provide monitoring services to a wide range of industries, including consumer electronics, packaged goods, home furnishings, automotive, textiles, and every major services category.

Putting it all Together

Competitrack watches advertising in major media in over 140 markets.

In addition to co-op advertising, we monitor manufacturer-based image and product ads, providing advertisers with a complete picture of channel as well as competitor advertising activities.



Deliverables: What You Get

Custom File Output

You decide what data points you need and how you want us to design your reports. We can present your data in any spreadsheet or database format you require, and we can make changes whenever you need them. So you won't have to spend your time matching Competitrack data with your internal legacy systems.

Web Delivery

Convenient digital downloads and centralized online management mean you'll never have to wait for tearsheets again—and you won't need to clog up your file cabinets either! Find exactly what you need instantly.

Data for Decision Making:

Report Type	Typical Users	Purpose
Expenditure Summaries	Finance Personnel	Input for financial reporting, support for FASB and SOX requirements, and internal compliance needs
Proof of Performance Reports	Program Managers & Finance Personnel	Validate that ads ran as promised (when, where, size, content, etc.)
Program Compliance Exception Reports	Program Managers	Quantify compliance problems by customer; minimize compliance exceptions
Competitive Analysis Reports	Brand Managers, Ad Managers	Analyze customer ad allocations for you versus competitors; monitor competitor messaging, pricing and promotions
Comprehensive Competitive Advertising Reports	Brand Managers, Ad Managers	Combine co-op with manufacturer, brand, and product advertising outlays to see full competitive advertising picture; monitor competitor messaging in manufacturer, brand, and product ads
Sales Territory Reports	Sales Managers, Sales and Marketing Team	Analyze customer ad allocations by sales territory
Media Reports	Brand Managers, Ad Managers, Media Managers	Analyze media strategy for your competitors' brand and product advertising

Note: All reports may include data for newspapers, magazines, trade publications, circulars, FSIs, television and radio.

Ad Alerts

Pick your competitors. We'll tell you when they have a new ad in print or on TV or radio, and we'll email it you in a digital thumbnail. And we can custom tailor an Alert for each of your salespeople. These can arrive at anyone's desktop daily, weekly, or any frequency that you specify.

Outstanding Customer Service

Our client managers consistently receive "A" ratings when we request customer feedback. It's the main reason that we've kept growing for 20 years.