

## Creative Monitoring: Online

Competitrack's new Online Advertising Tracking Program offers the fastest growing online creative archive in the country.

Each day, our online tracking spiders visit over 100,000 web pages from more than 3,000 top URLs to yield hundreds of new ads – all available on your desktop by early the next morning.

### Immediate Availability

Online advertising is available for instant downloading 24/7 at [competitrack.com](http://competitrack.com). No pre-ordering or annual commitments required. Download ads as you need them, and only if you need them.

If you prefer, ads can be shipped on a standing order basis. Deliverables can be uploaded directly to your internal intranet.

### Receive Ads Via

- e-mail
- DVD
- CD-ROM
- FTP transfer

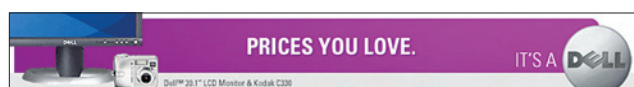
### New Ad Alerts

Stay on top of breaking ads every day with Competitrack's New Ad Alerts.

- Alerts customized for each user
- Preview ads via thumbnails
- Includes link for easy downloading

### Cross-Media Integration

At Competitrack, ad coding is standardized across media. Wherever possible, ads are identified down to the product level—often to the name of a model or brand extension. So whether you are looking for ads for Tylenol® Rapid Release Gel Tabs or Michelob® ULTRA™ Light Beer or any other specific product or campaign, creative running on all major media – one easy search will get it all.



Download ads from thousands of advertisers and see them on your desktop instantly 24 hours a day.

### Media Detail

Messaging is only half of the competitive equation. The other half is media information. What websites is the ad running on? What is the duration of the campaign? Is it running on local or national sites?

Our downloadable "URL Clearance Reports" provide a concise summary of when and where each ad is running. "Online Advertising Summary Reports," showing media activity aggregated at the URL, advertiser, product or category level, are available on request.

### Get The Multicultural Edge

Competitrack's commitment to multicultural advertising is as strong for online as it is for other media. Our tracking universe includes sites targeting the African-American, Hispanic and Asian communities.

### Effortless Customization

Whether you're interested in a custom tracking universe, classifications to match your in-house databases, identifying ads with special features, or custom reports, we can develop a custom competitive program to meet your needs.

### All Major Formats

We capture all popular ad sizes and formats for static and animated creative. Monitored formats include:

- Banner Ads
- Pop-Ups
- Flash
- Other Rich Media Types

### How to Get Started

It is easy to try Competitrack's Online Advertising Tracking Service – and it doesn't cost a penny.

We would be happy to discuss your needs and provide some sample data. To get started, call your account manager or Rob Redding at 718-482-4254.

Tylenol® Rapid Release Gel Tabs is a trademark owned by McNeil PPC, Inc. Michelob® ULTRA™ Light Beer is a trademark owned by Anheuser-Busch, Inc.