

Creative Monitoring: Print

Access ads in more than 1,100 domestic print publications and international publications from more than 60 countries.

Our experienced print staff customizes reporting to your exact specifications. This means that you can get breaking print advertising and up to date spending information in all of the publications that matter to you.

For creative tracking, some advertisers are monitored within Competitrack's Primary Publication universe of more than 150 leading publications; others are monitored in our full universe of more than 1,100 publications. Clients may choose whether to monitor across our full print universe or within our Primary Publications. Our coverage includes print ads in newspapers, magazines, trade publications and FSIs.

Newspapers

More than 350 publications are gathered locally and nationally in 219 cities across the U.S., including more than 100 multicultural editions targeting Hispanic, Asian, and African-American communities.

Magazines

We gather ads from more than 300 different U.S. magazines. Magazine titles include more than 50 multicultural offerings: African-American; Asian; and Hispanic.

Trade Publications

Our U.S. coverage of trade publications is the largest in the ad monitoring industry. New listings are added frequently and the current list exceeds 425 titles.

Print ads are available in a variety of formats. All print images are from photographic quality digital scans. Our exclusive ad coding methodology captures offer details, fine print, and direct response information that gives you the competitive edge.

FSIs

We track retailer circulars and free standing inserts in more than 25 markets throughout the United States. At Competitrack our commitment to our clients goes beyond just the Sunday papers. We collect FSIs every day of the year, typically capturing more than 500 FSIs each week. Each FSI client receives a customized tracking contract that can cater to the most complex tracking demands. Contracts can include access to the full range more than 1,100 print publications as needed.

Media Detail

Ads are only half of the competitive equation. The other half is media information. What publications are running the ad? What is the duration of the campaign? Is it running in local or national print? Our downloadable reports provide a concise summary of when and where each ad is running. Advertising Summary Reports showing media activity aggregated at the publication, advertiser, product or category level, are available on request.

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.

Receive Ads Via:

- Email
- CD-ROM
- Web
- DVD
- Hard Copy Tearsheets

Immediate Availability

No pre-ordering or annual commitments are 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. In addition, deliverables can be uploaded directly to your company's intranet.



Media Tracking Universe

- **More Than 1,100 Domestic Publications**
- **International Publications From More Than 60 Countries**
- **Customizable Same Day Print Services**
 - You choose the publications you want
 - See ads 24-48 hours after publication
 - Find out where the competition is first

Get New Ad Alerts Right in Your InBox

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

For a complete listing of all newspapers, magazines and trade publications tracked, visit www.competitrack.com