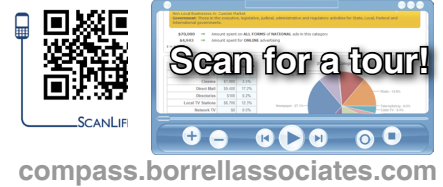


# compass

points to the money



## Ad Spending Any Local Market Any Local Business

The Compass Online reveals your market's ad-spending data for the Top 100 business categories. It helps your sales team:

- Identify the largest local online ad spending business categories
- Detail how much a local business category spends across 11 types of media and six online ad formats (static display, targeted display, search, audio, video and email) including promotions
- Track trends with a 5-year ad-spending forecast for each business category
- Generate handouts and PowerPoint slides for the prospect in seconds
- Model a businesses' ad-spend based on its number of employees

*"The Compass is street-ready and enhances our account executive's focused effort to be more of a local online ad consultant with our advertisers." - Media General*

*"We use it at the corporate office for strategic planning, while our local markets benefit from the tactical use in the field to increase online ad sales." - Nexstar Broadcasting*



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