

EVERYTHING STARTS WITH A SINGLE SOURCE® OF KNOWLEDGE

The heart of the NDX platform of products is Source, a comprehensive database that drives the analysis and transparency Advertisers and Publishers need to create actionable knowledge

Source database holds the nation's largest, most comprehensive and most current newspaper and publisher product information available, maintained through NDX's proprietary systems and stringent quality controls. Advertisers can maximize return on their preprint campaigns easier and more accurately than ever before, all through one single resource.

The critical data components housed in Source include: *Corporate Entities and Companies; Distribution Projections and Counts; Products and Business Rules and Statistics and Cartography*. Detailed data reports are available on-demand, in a standardized format for ease of use and analysis.

- Reach over 100 million US households with the most current and comprehensive data available
- Drive deeper analysis with granular data that is scalable and actionable
- Access a broader audience through the nation's most comprehensive listing of general and niche publications

Source can be accessed through NDX StudioSM, Studio ESM and SnapshotSM on multiple platforms, including laptop, tablet and smartphone.

To learn more about Source, contact us at info@ndxus.com, or call us at (636) 534-4500. Find out about all of the NDX products and services at www.NDXUS.com.

