

Competitive Advertising Tracking System

Abelson Communications, Inc.
15 Bramshott Court, Suite 204
Lynbrook, NY 11563

516-596-9610

A complete system that allows you to track advertising for unlimited companies in unlimited publications, in a variety of ways.

CATS. features quick data entry, including on the fly look up and mouse clickable selections for many repetitive tasks. Reports may be printed or exported to word processing, spreadsheets and other formats.

CATS is Flexible and Powerful

You define who the competition is. You define the level of detail you wish to track.

You may, at your option (or not):

- Track Pages
- Track Insertions
- Track B&W vs. Color
- Track Advertising Rates

And Enter Unlimited!

- Publications
- Advertisers
- Product Categories
- Advertising Issue Dates
- Advertisements
- Product Releases

The first time you use **CATS**, you will need to enter some background data. (However, should you forget to enter certain information, you may enter new data on the fly, as you enter advertising).

Background Data includes:

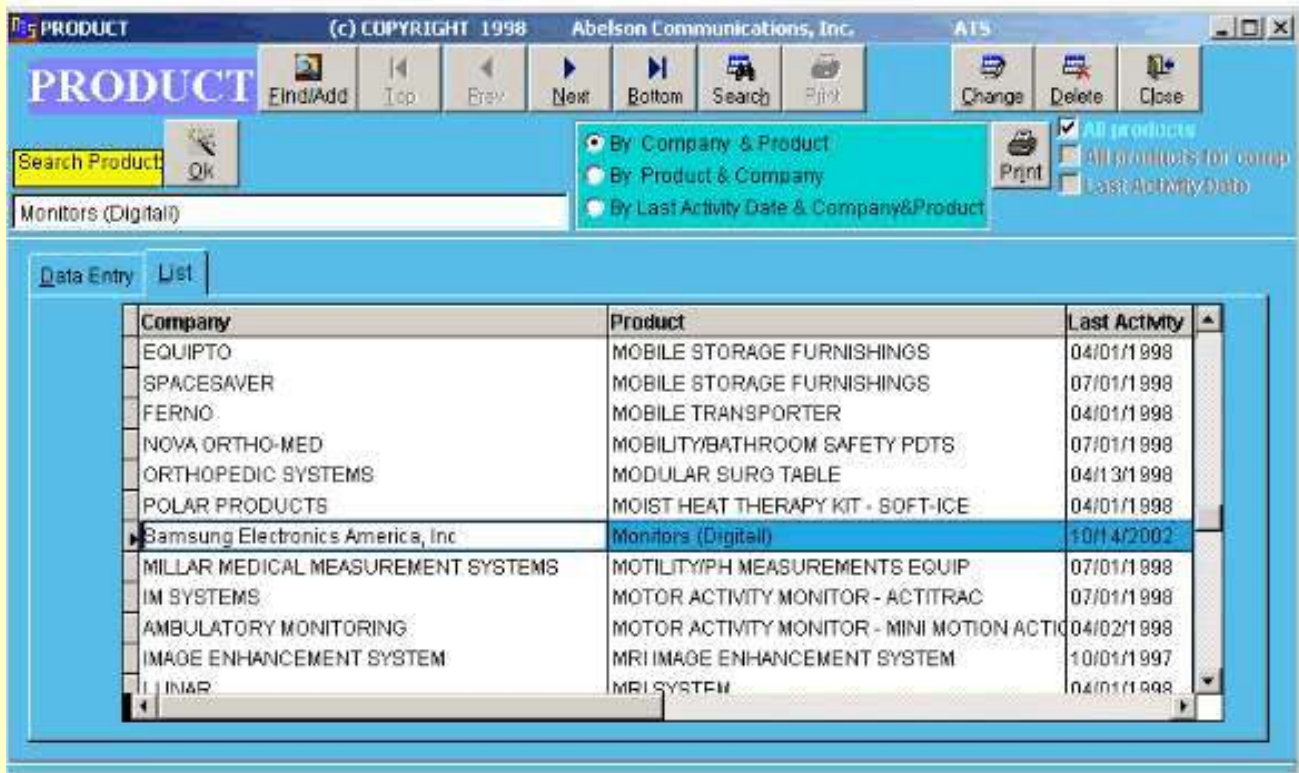
Administration	Reports	Utilities
Company File	Alt+C	
Publication File	Alt+B	
Product File	Alt+D	
Report Section File	Alt+S	
Publication Group	Alt+G	
Login Setup	Alt+L	
Company Holder	Alt+K	

- Minimal or extensive company data
- A list of all the publications you will be tracking
- Products (optional) that are advertised, by company
- Unlimited report sections (or you may just have one)
- Publication groups to define target audiences
- There is also an advertising grid to store rates for all publications.

Company Data (the only required data is the ID and the Company Name):

Company ID:	APC	Company:	APC
Client:	<input checked="" type="checkbox"/>	Last Activity:	09/01/2002
Address 1:	132 Fairgrounds Road	Mr., Ms., Dr.:	Mr.
Address 2:		First Name:	Ronald
City:	West Kingston	Initial:	L.
State:	RI	Last Name:	Sweets
Zip/Postal Code:	02882	Title:	Director of Marketing
Country:	US	Codes:	AV
Phone Number:	(800) 000-0000	Notes:	
Fax Number:	(888) 000-0000	Must Include:	<input checked="" type="checkbox"/>
E-mail:	rsweets@apc.com		
Website:	www.apc.com		

The pre entered data is to make data entry, while entering advertising from a publication, faster. Once the data is entered here or on the fly, it is available for quick look up. Below is a listing of products and the company that advertises those products. Also listed is the last date that product was advertised by that company.



The hierarchy of data storage and retrieval in CATS is critical for look up and reporting.

- Each Publication you track is also in a publication group.
- Each Product you track (optional) is tied to a specific company and a general product group (i.e. computer desktops).

This allows reports to be filtered on many different levels.

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ADVERTISING

Select Mode Publication name Company name

Find/Add New Advertising ...EWeek Samsung Electronics America, Inc

Publication: ...EWeek

Issue Date: 10/14/2002 October 14, 2002

Special Note For Issue:

Company: Samsung Electronics America, Inc Total Pages: 4.00

Product: Monitors (Digital) Advert Rate: 0.000

Report Section: PC-Hardware Advert Multiplier: 1.00 Calculate

Advertising Notes:

Rate Process

E WEEK

2002

Size Definition: T ABLOID

Size	Spread	Single	2/3	Island	Half	Third	Quarter	Sixth	Cover	Other
Tabloid		1								
BW										
4C		1								
2C										
Special										

Data Entry is fast and easy:

Simply pick the publication and the issue date.

- Optionally enter a note (to include or not on the report) for special circumstances.
- Enter the Advertiser name or part and the pre entered data pops up for your selection.
- Look up the Product (optional) being advertised.
- Enter any specific notes about the ad that may be required.
- Click on the Advertising Grid cells, if you are tracking rates, to post the rates and pages.
- Click on Save and the data is stored, the screen is cleared and you are ready for the next advertisement.

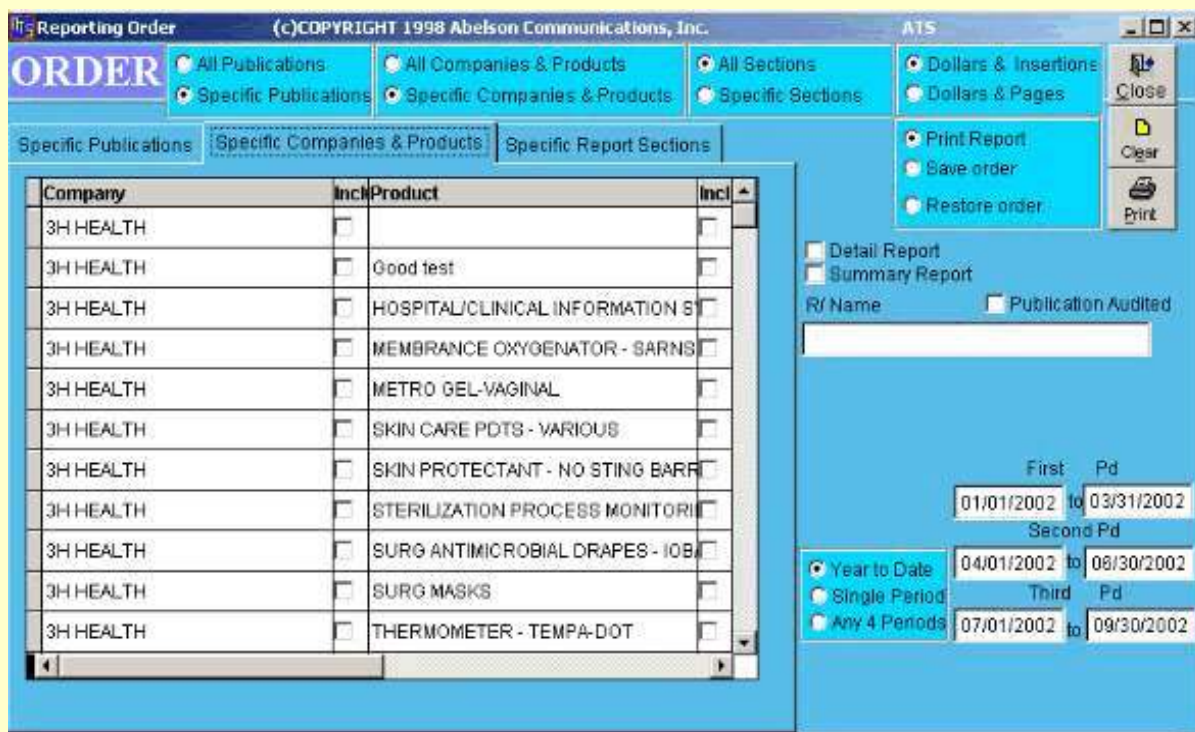
When all the data is entered you may run your reports. The reporting functionality of this system is VAST.

The **Share of Market Reports** break out three ways:

- Year To Date or Any Month Range Current Year
- Total Advertising Pages, Insertions or Dollars
- Compare to same period last year
- Share of Market percentages
- Track above for all or specific publications
- Track above for all or specific companies
- Track above for all or specific product categories*
- Break out the above by report sections*
- Track in summary or with sub total detail

The **Pages/Insertions Statistical Reports** will:

- Track Company insertions or dollars
- Show totals for each Product
- Show detail for each Publication
- Allow all or specific Companies and Products





ACI (that's us) has been writing and selling stock and custom applications for publishers since 1984. Our current list of available programs includes:

- SM4 Contact management, advertising insertions and tracking, production and billing.
- SUB4 Subscription Fulfillment.
- RD4 Route Delivery system.
- BP4 Book Publishing system.
- CATS Competitive Ad Tracking
- DP4 Directory Publisher
- Custom Custom systems whenever necessary

Feel free to browse us at <http://publishing.abelson.com>