

Standardized Output Metrics for the PR Industry

VMS is proud to supply its customers with gold-standard output measurement metrics for editorial coverage. VMS aggregates Audience Impressions and Media Values for more than 100,000 sources from the official standard-bearers in the media industry: Arbitron, Nielsen Media Research, SQAD, SRDS, comScore MediaMetrix, American Newspaper Representatives and BurrellesLuce. Media sources include:

- Daily and Community Newspapers
- National Consumer, Trade and Regional Magazines
- Local Radio stations in all 210 U.S. Designated Market Areas (DMAs)
- Local TV stations in all 210 U.S. DMAs
- National Network, Cable and Syndicated TV
- The Top 30,000 Internet Sites

PRINT DATA

Magazine and Newspaper media data comes directly from the top sources in the print industry: SRDS, American Newspaper Representatives, Inc. (ANR) and BurrellesLuce.

Data includes (to the extent available from sources):

- Black & White and Color 'open' column-inch media values;
- Circulation figures;
- Magazine full-page rates converted into column-inch values for greater accuracy.





Sample NEWSPAPER Data Table

	Cost	Color Add-On	Circulation
Monday	\$503.88	\$6,038.00	553,387
Tuesday	\$503.88	\$6,038.00	553,387
Wednesday	\$503.88	\$6,038.00	600,557
Thursday	\$503.88	\$6,038.00	600,557
Friday	\$503.88	\$6,038.00	600,557
Saturday	\$503.88	\$6,038.00	600,557
Sunday	\$588.00	\$7,418.00	750,486

Sample MAGAZINE Data Table

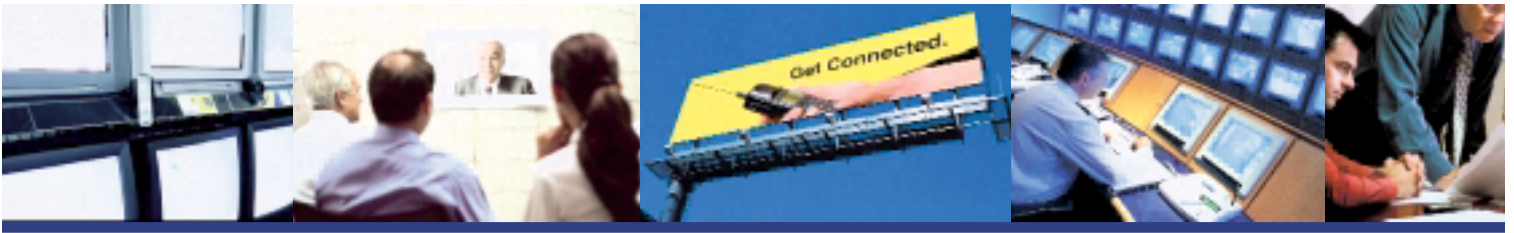
Per Issue	
B&W	\$511.38
2 Color	\$702.62
3 Color	\$750.00
4 Color	\$800.62
Circulation	300,000

BROADCAST DATA

Television media values and audience impressions are derived from data provided by Nielsen Media Research and SQAD; Radio data comes from Arbitron and SQAD. All three sources are considered the official standard-setters for all media buying. Data includes: (to the extent available from sources):

- Audience Demographic – Adults 18+ years of age;
- Local TV data - by the Hour;
- National TV data – by Program Title in Half-Hour increments;
- Radio data - by official "Day Part;"

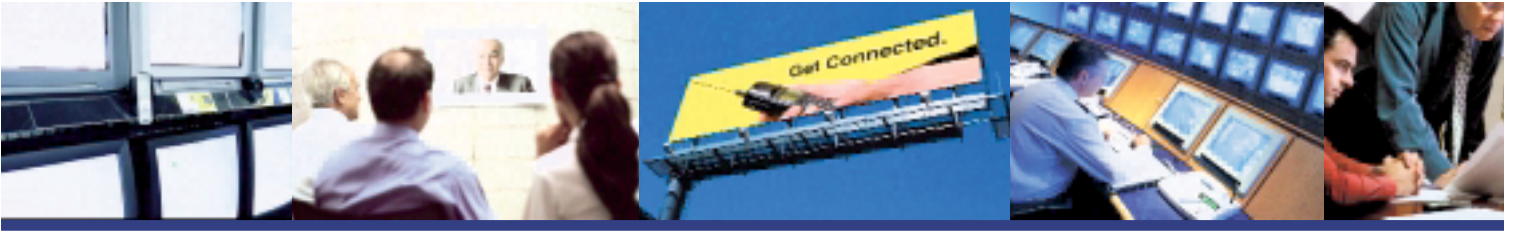




- Impressions – Gross Impressions for Average Quarter Hour (AQH) periods;
- Media Values - a PRtrak proprietary formula using data from SQUAD, Arbitron and Nielsen Media Research. TV Values are in 30-second increments; Radio Values are in 60-seconds. SQUAD is the definitive media-cost forecaster in the advertising and media industries. Rates are based on actual invoices paid by the major advertising agencies in every one of 210 U.S. DMAs®, updated quarterly and projected forward. Thus, all PRtrak broadcast rates are "negotiated" as opposed to rate-card. When used properly, and refined by Slant and Prominence, this data correlates competitive media coverage with outcomes more closely than any other metric, beating Impressions by 12.4% and Story Counts by 25%.

Sample LOCAL TELEVISION Data Table

	Monday - Friday		Saturday		Sunday	
	COST	IMPR	COST	IMPR	COST	IMPR
5AM - 6AM	\$164.45	33,200	\$91.50	14,200	\$65.23	10,300
6AM - 7AM	\$178.44	36,100	\$106.40	16,900	\$75.28	11,900
7AM - 8AM	\$213.37	43,200	\$286.37	5,400	\$50.61	8,000
8AM - 9AM	\$187.08	37,900	\$323.11	51,300	\$97.16	15,400
9AM - 10AM	\$290.09	52,900	\$221.78	35,200	\$198.91	31,600
10AM - 11AM	\$465.44	84,900	\$57.34	9,100	\$207.45	32,900
11AM - 12PM	\$618.86	112,900	\$127.62	20,200	\$206.35	32,700
12PM - 1PM	\$462.57	84,400	\$279.30	44,300	\$175.52	27,800
1PM - 2PM	\$279.51	51,000	\$299.34	47,500	\$307.72	48,800
2PM - 3PM	\$354.90	64,700	\$234.73	47,400	\$303.63	48,200
3PM - 4PM	\$559.15	88,700	\$356.22	56,500	\$278.44	44,200
4PM - 5PM	\$849.61	134,800	\$421.49	66,900	\$358.50	56,900
5PM - 6PM	\$1,290.24	149,700	\$1,188.31	83,000	\$709.29	82,300
6PM - 7PM	\$1,518.81	186,400	\$2,392.05	145,800	\$3,323.93	215,500
7PM - 8PM	\$2,822.46	183,000	\$2,707.82	155,100	\$3,636.26	235,700
8PM - 9PM	\$3,092.57	200,500	\$3,592.97	175,500	\$3,870.89	250,900
9PM - 10PM	\$3,239.27	210,000	\$2,065.92	232,900	\$3,475.44	225,300
10PM - 11PM	\$2,176.38	162,200	\$408.61	154,000	\$2,286.68	170,500
11PM - 12AM	\$493.63	68,600	\$146.40	56,800	\$419.87	58,300
12AM - 1AM	\$230.41	32,000	\$106.40	20,300	\$219.06	30,400
1AM - 2AM	\$55.39	7,700	\$63.56	8,800	\$105.21	14,600
2AM - 5AM	\$34.75	4,300	\$39.44	4,100	\$64.55	7,400



Sample LOCAL RADIO STATION Data Table

	Monday - Friday		Saturday		Sunday	
	COST	IMPR	COST	IMPR	COST	IMPR
5AM - 6AM	\$61.85	9,900	\$11.38	2,900	\$9.22	1,400
6AM - 10AM	\$172.98	31,900	\$69.19	13,300	\$51.89	8,600
10AM - 3PM	\$143.94	32,900	\$104.68	24,800	\$78.51	19,700
3PM - 7PM	\$173.12	30,000	\$103.87	18,900	\$86.56	14,500
7PM - 12AM	\$35.06	7,500	\$52.60	10,600	\$35.06	6,800
12AM - 5AM	\$18.75	1,300	\$39.44	1,700	\$21.55	1,100

*Please note that in some cases, a station's rating for a given time period may fall below a reporting threshold determined by Arbitron or Nielsen, and therefore may not be available. To be included in an Arbitron or Nielsen survey, at least 10 Diary Mentions must be counted for that station in a given time period. This threshold is typically 1 percent of the viewing audience.

INTERNET DATA

Internet media values and audience impressions are derived from data provided by comScore Media Metrix and SQAD. Costs are projected "by industry type" based upon SQAD's industry-leading media buying algorithms.

Data includes:

- Top 30,000 Internet Sites
- Audience Demographic – U. S. Home, Work and College (Combined)
- 26 Site Categories (Automotive, Finance, News, Womens etc.)
- Home Page & Subdomain Page Data (based on estimates by type of site)
- Daily Average Visits – the number of times the Home Page or a Subdomain Page has been accessed by people that day.
- Media Values - a PRtrak proprietary formula using 468 x 60 CPM Banner ad rates as defined by SQAD, and allowing for a 50-word story equivalent = one Banner CPM.





FURTHER DISCUSSION ON MEASURING PR OUTPUTS & OUTCOMES

Recent large-scale studies by PRtrak/Surveillance Data have proven that public discussion drives organizational outcomes. In dozens of studies analyzing hundreds of thousands of articles, "Share of Discussion," (like Share of Voice, but adjusted for the tonality of the story), has shown high correlation with outcomes such as sales, store traffic, physician visits, college preference, or other business metrics. Correlations have been as high as $R=.98$ when quality data metrics are being utilized. Equally important, these studies have shown that discussion leads sales, i.e. discussion takes place and sales follow

Faced with new insights into the impact editorial coverage has on outcomes, companies have begun to think more about how their marketing and communications programs influence discussion. In almost every case, these new findings have led to marketers increasing their PR and grassroots marketing budgets, and to elevating PR to a core marketing component rather than as a tactical tool.

For more information, see: "IT WORKS: CORRELATING OUTPUTS TO OUTCOMES" at http://www.vmsinfo.com/1_1_3_prtrak.html.

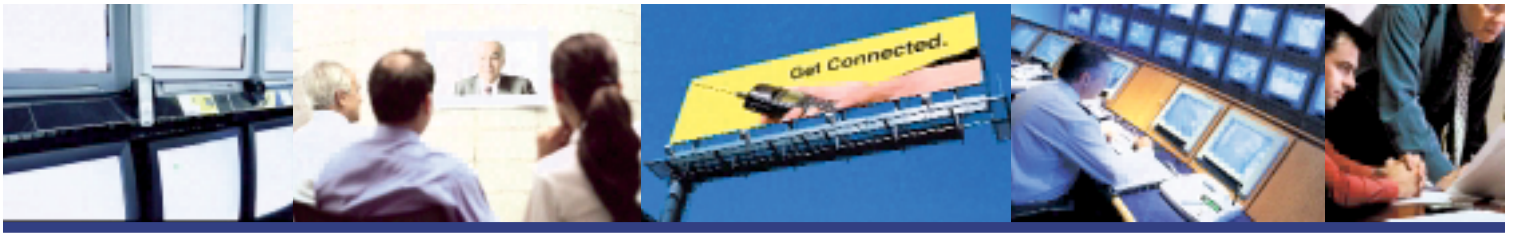
THE MOST RELEVANT PR OUTPUT METRICS

The large-scale studies mentioned earlier have shown that the variables that matter and correlate to business outcomes are:

- Audience reach
- Source credibility
- Extent of coverage
- Positive associations (slant/tonality)
- Prominence of organization within story

VMS has historically used Ad Value Equivalency (Media Value) as a market-driven estimate of the first three variables and has demonstrated that net positive Media Value actually correlates closer with outcome measures than either Impressions (by 12.4%) or Article Counts (by 25%). The reason?





Media Value captures not only story size or length and audience size, but also the "market value" of mass media space and time and perceived media effectiveness. Bruce Jeffries-Fox of the IPR Commission on PR Measurement and Evaluation suggests that this metric can be used essentially as a measure of story "prominence."

At VMS we've taken this a step further, and combined the most relevant PR output metrics into what is now the most accurate metric in the industry: **The Media Prominence Index**. This new metric, which has been tested on hundreds of thousands of clips and against client outcomes, refines Media Value by story slant and prominence of client within the article. It is used with or without dollar signs as desired.

Whether you choose to use the more sophisticated Media Prominence Index, Media Value or develop an Index of your own, here are some tips for using the data properly:

- Avoid the use of the term Ad Value Equivalency, and instead call it MEDIA VALUE. This helps avoid the direct comparison of advertising and editorial;
- Do not equate the effectiveness of an article with an ad;
- Deduct negative coverage from positive;
- Use the data as a metric to compare results against competitors' coverage, over time and against goals;
- Do not equate the production of high Media Values as a successful result in itself. Success should be primarily measured by improving client outcomes;
- Measure conservatively, taking credit for only the portions of articles you truly "own."

For more information, see:

"A PRIMER: MEASURING MEDIA COVERAGE EFFECTIVELY" at http://www.vmsinfo.com/1_1_3_prtrak.html.

