



AdExpress

The industry's only same-day print advertising retrieval service

Your fast, reliable resource to track competitors, counter threats and discover opportunities effortlessly — every day.

AdExpress is the industry's only same-day print advertising retrieval service. It enables you to automatically receive print advertising content via fax or email *the same day* as it's published.

Eliminate delays for time-sensitive competitive intelligence. Track rapidly changing markets and product categories. Monitor competitive pricing and promotions, as well as rate compliance for your own company, in virtually any market. With AdExpress, you can do it all effortlessly and faster than ever before, giving you the competitive edge you need to win.

Real-Time Competitive Intelligence

When it comes to financial, telecommunications, travel and other fast-moving industries, tomorrow is simply too late to know about competitive activity. Only VMS' AdExpress service gives you competitive print advertising intelligence in real time. So you can act based on competitors' activities, before it's too late.

Same-Day Delivery

Based on your own specified criteria — categories, brands, products, markets and more — VMS can track, report on, capture and deliver print advertisements to you automatically from any of 36 major publications. VMS can deliver these ads *the same day they're published* via fax or email. What's more, with partner BurrellesLuce, VMS gives you access to a database of 18,000 print venues, from which it can monitor and deliver advertisements upon your request — delivering you unparalleled scope and speed of service.

Expert, Accurate Editorial Coverage

VMS's unique monitoring methodology utilizes human editorial monitoring *and* state-of-the-art automated monitoring to ensure greater accuracy and relevance. Employing unparalleled market and analytical expertise, VMS' editorial staff monitors ads from within the markets in which they are actually published. When editors discover an ad that meets your criteria, they report it to VMS, and VMS delivers it to you in your choice of format — immediately and automatically.

Acquire creative automatically

Track occurrence daily

AdExpress Daily Recap				VMS 3/21/2005	
Advertiser Name	Publication Name	Date	Headline	Size	Ad. Id.
All I TFI Wireless	Cleveland Plain Dealer	03/20/2005	cleveland talk to com#810 \$8.99 Inven...	8.0 X 21.5	10012137
ALLTEL Wireless	Toledo Blade	03/20/2005	toledo talk to com#910 \$9.99 \$19.99 996...	6.0 X 21.5	919230W
ALLTEL Wireless	Youngstown Vindicator	03/20/2005	youngstown talk to com#910 \$9.99 \$19.99...	6.0 X 21.5	9162211
Cellular One	Five Times-News	03/20/2005	www if you insist on counting, you can \$9.99	4.0 X 10.0	7798549
Cellular One	Youngstown Vindicator	03/20/2005	youngstown if you insist \$190 \$10 \$9.99	4.0 X 10.0	7798549
Cincinnati Bell Wireless	Cincinnati Enquirer	03/20/2005	cincinnati it's a freefly \$99.99 small enough...	5.0 X 12.0	10012148
Comcast Bell Wireless	Dayton Daily News	03/20/2005	dayton how's it a v180 \$39.99 750 plus, handle...	5.0 X 12.0	10011925
Cingular Wireless	Cincinnati Enquirer	03/20/2005	cincinnati more people are here's why: razz v3...	4.0 X 10.0	10010205
Cingular Wireless	Cincinnati Enquirer	03/20/2005	cincinnati now that's a v180 \$49.99 final tour...	4.0 X 10.0	10011422
Cingular Wireless	Cleveland Plain Dealer	03/20/2005	cleveland more people are choosing v3...	4.0 X 10.0	7798607
Cingular Wireless	Cleveland Plain Dealer	03/20/2005	cleveland now that's a v180 \$49.99 final tour...	6.0 X 21.5	10011305
Cingular Wireless	Columbus Commercial Dispatch	03/20/2005	columbus now that's a v180 \$39.99 \$49.99 now...	4.0 X 10.0	9191208
Cingular Wireless	Columbus Commercial Dispatch	03/20/2005	columbus now that's a v180 \$39.99 \$49.99 now...	4.0 X 10.0	7798607
Cingular Wireless	Dayton Daily News	03/20/2005	dayton more people are now choosing v3...	4.0 X 10.0	7799087
Cingular Wireless	Dayton Daily News	03/20/2005	dayton now that's a v180 \$39.99 \$49.99 now march...	4.0 X 10.0	10011480
Cingular Wireless	Harrisburg Patriot News	03/20/2005	harrisburg now march v180 free \$349.99 add 3...	3.0 X 10.0	7819025
Cingular Wireless	Pittsburgh Post-Courier	03/20/2005	pittsburgh more people are now choosing haw's...	5.0 X 12.0	10010337
Cingular Wireless	Pittsburgh Post-Gazette	03/20/2005	pittsburgh now that's a v180 \$49.99 now march...	6.0 X 21.5	10011473
Cingular Wireless	Pittsburgh Tribune-Review	03/20/2005	pittsburgh more people are now choosing haw's...	5.0 X 12.0	10010337
Cingular Wireless	Pittsburgh Tribune-Review	03/20/2005	pittsburgh now that's a v180 \$39.99 now march...	6.0 X 21.5	10011473
Cingular Wireless	Toledo Blade	03/20/2005	toledo more people are now choosing v3...	4.0 X 10.0	7798607
Cingular Wireless	Toledo Blade	03/20/2005	toledo now that's v180 \$39.99 \$49.99...	3.0 X 10.0	7819025
Sprint PCS	Cleveland Plain Dealer	03/20/2005	cleveland it's the pm #912 \$70.800 85%...	5.0 X 12.0	10011695
Sprint PCS	Columbus Commercial Dispatch	03/20/2005	columbus it's the pm #912 \$70.800 85%...	5.0 X 12.0	7819887
Sprint PCS	Dayton Daily News	03/20/2005	dayton it's the pm #912 \$70.800 clearance sale...	4.0 X 10.0	10011698
Sprint PCS	Harrisburg Patriot News	03/20/2005	harrisburg no huge overages v1650 \$29.99...	5.0 X 12.0	9192117
Sprint PCS	Pittsburgh Post-Courier	03/20/2005	pittsburgh it's the pm #912 \$70.800 85%...	5.0 X 12.0	10011695
Sprint PCS	Pittsburgh Tribune-Review	03/20/2005	pittsburgh it's the pm #912 \$70.800 85%...	5.0 X 12.0	10011695
Sprint PCS	Toledo Blade	03/20/2005	toledo it's the pm #912 \$70.800 clearance sale...	3.0 X 12.0	7819887



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IF YOU INSIST ON COUNTING, YOU CAN ALWAYS COUNT THE MONEY YOU SAVE.

Advertiser Name	Publication Name	Date	Headline	Size	Ad M
AT&T Wireless	Connecticut Post Times	03/21/2005	Advertisement for AT&T Wireless	6.0 x 10.0	10015857
ALLTEL Wireless	Times Daily	03/21/2005	Advertisement for Alltel Wireless	6.0 x 10.0	10015858
ALLTEL Wireless	Washington Mailer	03/21/2005	Advertisement for Alltel Wireless	6.0 x 10.0	10015859
Carlini Law	Post-Tribune	03/21/2005	Advertisement for Carlini Law	6.0 x 10.0	10015860
United Mile	Washington Post	03/21/2005	Advertisement for United Mile	6.0 x 10.0	10015861
Shirvell Bell Wireless	Shirvell Reader	03/21/2005	Advertisement for Shirvell Bell Wireless	6.0 x 10.0	10015862
Comcast New Services	Virginia Post News	03/21/2005	Advertisement for Comcast New Services	6.0 x 10.0	10015863
Comcast Wireless	Connecticut Post Times	03/21/2005	Advertisement for Comcast Wireless	6.0 x 10.0	10015864
Shirvell Bell Wireless	Shirvell Reader	03/21/2005	Advertisement for Shirvell Bell Wireless	6.0 x 10.0	10015865
Virginia Wireless	Connecticut Post Times	03/21/2005	Advertisement for Virginia Wireless	6.0 x 10.0	10015866
Comcast Wireless	Connecticut Post Times	03/21/2005	Advertisement for Comcast Wireless	6.0 x 10.0	10015867
Comcast Wireless	Connecticut Post Times	03/21/2005	Advertisement for Comcast Wireless	6.0 x 10.0	10015868
Comcast Wireless	Connecticut Post Times	03/21/2005	Advertisement for Comcast Wireless	6.0 x 10.0	10015869
Comcast Wireless	Connecticut Post Times	03/21/2005	Advertisement for Comcast Wireless	6.0 x 10.0	10015870
Comcast Wireless	Connecticut Post Times	03/21/2005	Advertisement for Comcast Wireless	6.0 x 10.0	10015871
Comcast Wireless	Connecticut Post Times	03/21/2005	Advertisement for Comcast Wireless	6.0 x 10.0	10015872
Comcast Wireless	Connecticut Post Times	03/21/2005	Advertisement for Comcast Wireless	6.0 x 10.0	10015873
Comcast Wireless	Connecticut Post Times	03/21/2005	Advertisement for Comcast Wireless	6.0 x 10.0	10015874
Comcast Wireless	Connecticut Post Times	03/21/2005	Advertisement for Comcast Wireless	6.0 x 10.0	10015875
Comcast Wireless	Connecticut Post Times	03/21/2005	Advertisement for Comcast Wireless	6.0 x 10.0	10015876
Comcast Wireless	Connecticut Post Times	03/21/2005	Advertisement for Comcast Wireless	6.0 x 10.0	10015877
Comcast Wireless	Connecticut Post Times	03/21/2005	Advertisement for Comcast Wireless	6.0 x 10.0	10015878
Comcast Wireless	Connecticut Post Times	03/21/2005	Advertisement for Comcast Wireless	6.0 x 10.0	10015879
Comcast Wireless	Connecticut Post Times	03/21/2005	Advertisement for Comcast Wireless	6.0 x 10.0	10015880
Comcast Wireless	Connecticut Post Times	03/21/2005	Advertisement for Comcast Wireless	6.0 x 10.0	10015881
Comcast Wireless	Connecticut Post Times	03/21/2005	Advertisement for Comcast Wireless	6.0 x 10.0	10015882
Comcast Wireless	Connecticut Post Times	03/21/2005	Advertisement for Comcast Wireless	6.0 x 10.0	10015883
Comcast Wireless	Connecticut Post Times	03/21/2005	Advertisement for Comcast Wireless	6.0 x 10.0	10015884
Comcast Wireless	Connecticut Post Times	03/21/2005	Advertisement for Comcast Wireless	6.0 x 10.0	10015885
Comcast Wireless	Connecticut Post Times	03/21/2005	Advertisement for Comcast Wireless	6.0 x 10.0	10015886
Comcast Wireless	Connecticut Post Times	03/21/2005	Advertisement for Comcast Wireless	6.0 x 10.0	10015887
Comcast Wireless	Connecticut Post Times	03/21/2005	Advertisement for Comcast Wireless	6.0 x 10.0	10015888
Comcast Wireless	Connecticut Post Times	03/21/2005	Advertisement for Comcast Wireless	6.0 x 10.0	10015889
Comcast Wireless	Connecticut Post Times	03/21/2005	Advertisement for Comcast Wireless	6.0 x 10.0	10015890
Comcast Wireless	Connecticut Post Times	03/21/2005	Advertisement for Comcast Wireless	6.0 x 10.0	10015891
Comcast Wireless	Connecticut Post Times	03/21/2005	Advertisement for Comcast Wireless	6.0 x 10.0	10015892
Comcast Wireless	Connecticut Post Times	03/21/2005	Advertisement for Comcast Wireless	6.0 x 10.0	10015893
Comcast Wireless	Connecticut Post Times	03/21/2005	Advertisement for Comcast Wireless	6.0 x 10.0	10015894
Comcast Wireless	Connecticut Post Times	03/21/2005	Advertisement for Comcast Wireless	6.0 x 10.0	10015895
Comcast Wireless	Connecticut Post Times	03/21/2005	Advertisement for Comcast Wireless	6.0 x 10.0	10015896
Comcast Wireless	Connecticut Post Times	03/21/2005	Advertisement for Comcast Wireless	6.0 x 10.0	10015897
Comcast Wireless	Connecticut Post Times	03/21/2005	Advertisement for Comcast Wireless	6.0 x 10.0	10015898
Comcast Wireless	Connecticut Post Times	03/21/2005	Advertisement for Comcast Wireless	6.0 x 10.0	10015899
Comcast Wireless	Connecticut Post Times	03/21/2005	Advertisement for Comcast Wireless	6.0 x 10.0	10015900

AdExpress Features

- Same-day print ad monitoring and automatic delivery options for print advertising content (via fax or email) from 36 major print publications
- Access to 18,000 publications via partnership with BurrellesLuce
- Daily delivery of relevant advertising activity per specified criteria
- The ability to monitor additional specified print venues or markets
- State-of-the-art automated monitoring *and* expert editorial monitoring from within the market of content publication for greater accuracy

AdExpress Benefits

- Fast, accurate, effortless acquisition of competitive print advertising intelligence
- The ability to quickly spot trends, counter threats and discover opportunities in your industry and the marketplace at-large
- The ability to monitor competitive pricing and promotions
- The ability to monitor your own ad placements for proof of performance
- The ability to monitor rate compliance within your own organization in markets across the country

VMS
 330 West 42nd Street
 New York, NY 10036
 212-736-2010
 adsales@vmsinfo.com

