

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

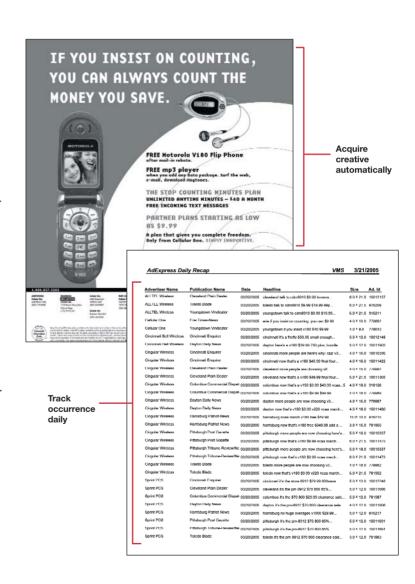
When it comes to financial, telecommunications, travel and other fast-moving industries, tomorrow is simply too late to know about competitive activity. Only VMS' AdExpress service gives you competitive print advertising intelligence in real time. So you can act based on competitors' activities, before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





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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

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