

FROM ~~DECs~~ TO

EYES-ON

INTRODUCING EYES-ON IMPRESSIONS - A NEW CURRENCY FOR OUTDOOR ADVERTISING THAT WILL REPLACE THE DEC.

Taking a look at what DECs gave you and what EOIs reveal to you.

What are DECs?

Daily Effective Circulation (DEC) is the average number of Persons 18+ potentially exposed to an advertising display for either 12 hours (unilluminated – 6:00 am to 6:00 pm) or 18 hours (illuminated – 6:00 am to 12 midnight).

Some facts about DECs:

- The DEC is a measure of circulation or an “opportunity to see” media measure.
- DECs have been utilized for the buying and selling of Outdoor media for over 75 years. However, a lack of demographic audience detail, reach and frequency model quality and a lack of compatibility with other media have greatly limited their utility.

What are Eyes-On Impressions?

Eyes-On Impressions (EOIs) are the average number of persons who are likely to **notice** an ad on an Outdoor display for either 12 hours (unilluminated – 6:00 am to 6:00 pm) or 18 hours (illuminated – 6:00 am to 12 midnight).

Some facts about EOIs:

- EOIs are the number of people likely to notice an ad. This is based on the drawing power of the media format, location and other physical factors.
- EOIs are available for all major demographic audience segments used by other media. These include such demos as age, income, ethnicity, education, etc..
- EOIs will be reported as **weekly** impressions versus DEC which are daily measures.

How will Eyes-On impact reach & frequency?

The move to EOI will reduce the frequency of exposure to a campaign or single unit, but will have nominal impact on the reach.

EOI panel audiences continue to build reach quickly but deliver lower GRPs compared to DECs. With virtually the same reach for substantially less Eyes-On GRPs, the Eyes-On frequency is lower.

For example:

700 DEC GRPs	=	Reach 78% / Frequency 9.0
420 EOI GRPs	=	Reach 78% / Frequency 5.4

For the first time, the delivery and efficiency of Outdoor can be demonstrated in a true way when compared to other media. Based on EOI, Outdoor, when combined with other media will greatly impact campaign reach and frequency while lowering the cost per impression. Also, for the first time, EOI will allow marketers to understand Outdoor’s true ROI in a multi-media campaign.

Using DECs, every panel in the same count station receives the same definition.
Using EOI, only the number of people likely to notice a display will be counted.

Inventory Type	DEC	DEC	EOI	EOI
	Adults 18+	Weekly Circ. Adults 18+	Adults 18+	Adults 25-54
Bulletin	29,432	206,024	179,240	98,582
Poster	29,432	206,024	127,734	76,640
Bus Shelter	29,432	206,024	69,430	43,046

EOI ... the true measure of Outdoor!