

EYES ON MEASUREMENT

INTRODUCING EYES ON IMPRESSIONS - A NEW CURRENCY FOR OUTDOOR ADVERTISING.

REACH AND FREQUENCY

Reach and frequency is a primary media planning tool which is crucial to the planning process. R & F allows buyers and sellers to compare Out of Home schedule options to each other and to other media. Out of Home is the one media that provides high levels of continuous reach cost effectively. Before EYES ON, Out of Home could not truly quantify this – one of the great strengths of Outdoor.

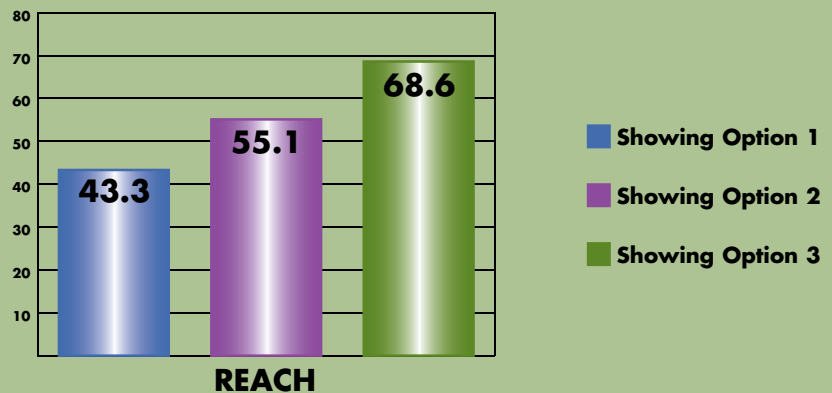
Now, with Eyes On, for the first time, OOH will have R&Fs that vary depending on how geographically dispersed or clustered the schedule is. As you can see from the top graph on the right, a constant number of boards, delivering the same GRPs, may likely deliver different reach levels. The new Eyes On R&F model takes into consideration not only the GRPs of the campaign but also market size, road infrastructure, market coverage and most importantly, audience duplication of faces.

With EYES ON, Out of Home has a powerful R&F model that is sensitive to the geographic delivery of OOH campaigns. The schedule GRP and campaign length will no longer be the sole determinant of R & F. The bottom chart on the right, illustrates that each demographic target will have its own R & F, each unit will contribute to the reach and the audience overlap between individual boards will help determine the schedule's reach.

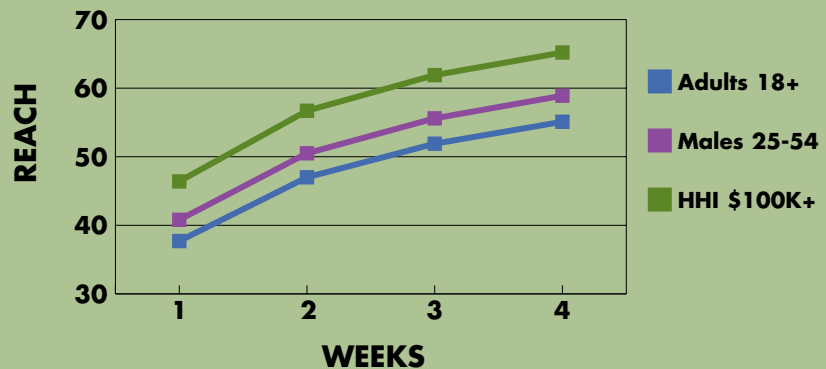
OOH advertisers will now be able to reach specific demographic groups (age / sex / income / ethnicity) and have increased confidence that their buy effectively delivered their target consumer.

SAN DIEGO CBSA - 18 Units, #25 GRP, 4 Weeks

As illustrated here, the combination of panels will affect reach.



A CAMPAIGN'S REACH VARIES BY DEMO ...



18 Units	Weekly GRPs	Campaign GRPs	Campaign Reach	Campaign Frequency
Adults 18+	79	320	55.1	5.8
Men 25-54	84	337	58.9	5.7
HHI \$100K+	93	372	65.2	5.7

**EYES ON ...
the true measure of Outdoor!**

EyesOnRatings.com