

## Raw Diary Data Right from the Source

Separate fact from fiction in your Arbitron data with our professional Diary Review. The Ratings Experts at Research Director, Inc. ensure that your stations are receiving all the credit they deserve.

Your Diary Review Report will include the following:

### Executive Summary

You will receive a concise, easy-to-read summary, as well as complete documentation of our findings.

### Brand/Station Identification Analysis

You'll see exactly how your station's diarykeepers identified your station. The Brand/Station Identification Analysis answers whether your marketing investment is working to build the correct or intended branding of your station.

### Diarykeeper Comments

You will get every verbatim comment from your station's diarykeepers. You'll know what your diarykeepers are thinking. Some PDs use these comments for promotional liners.

### Station Name Listing

Your station name may conflict with another station on the reach file. We check for potential lost credit.

### Heavy Listening Analysis

The amount of heavy listening can greatly affect your station's ratings. You'll know the impact of these diaries on your ratings.

### Error Submission

Unfortunately, Arbitron does make editing errors. We submit them to Arbitron, so they can address these issues with you.

### Diary Distribution

You'll get critical diary distribution information for marketing and evaluation of the competition, in an easy-to-read format not available anywhere else.

- ▶▶ Audit Arbitron editing
- ▶▶ Get diarykeeper feedback
- ▶▶ Know how diarykeepers ID your station
- ▶▶ Find out strategic diary distribution info

**Put our experienced staff on your team. Save travel costs and time away from the office. Contact us today.**



## Which service is right for your situation?

Say **YES** to our professional Diary Review if:

- ▶ You're concerned about diary editing errors and getting all of the credit you deserved
- ▶ You need diarykeeper comments
- ▶ You want to know how diarykeepers identify your station and level of station branding
- ▶ You're concerned about station name /call letter confusion with another station
- ▶ You need exact diary distribution by county, zip, month, week, age and gender for the market, your station, and two selected competitors
- ▶ You want to save travel costs and time away from the office

**Contact us today...before your competition does.**

Say **YES** to Instant Answer<sup>sm</sup> if:

- ▶ You need ratings analysis quickly
- ▶ You don't want to spend your day running reports
- ▶ You need the ratings detail that answers real questions
- ▶ You want to see the ratings detail for your competitors
- ▶ You want to make sure Arbitron's sample was representative
- ▶ You want independent analysis of the data
- ▶ You want to instantly compare the current survey with the last book, last year and the 4-book average

